

agenda

Art Collection and Advisory Committee

A MEETING WILL BE HELD IN CONFERENCE ROOM 1
JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP

ON MONDAY 9 FEBRUARY 2015
COMMENCING AT 6.00PM

GARRY HUNT
Chief Executive Officer
6 February 2015

PROCEDURES FOR PUBLIC QUESTION TIME

The following procedures for the conduct of Public Question Time were adopted at the Council meeting held on 19 November 2013:

Questions asked verbally

- 1 Members of the public are invited to ask questions at Committee Meetings.
- 2 Questions asked at an Ordinary Committee meeting must relate to a matter that affects the City of Joondalup. Questions asked at a Special meeting of the Committee must relate to the purpose for which the meeting has been called.
- 3 A register will be provided for those persons wanting to ask questions to enter their name. Persons will be requested to come forward in the order in which they are registered, and to give their name and full address.
- 4 Public question time will be limited to two minutes per member of the public, with a limit of two verbal questions per member of the public.
- 5 Statements are not to precede the asking of a question during public question time. Statements should be made during public statement time.
- 6 Members of the public are encouraged to keep their questions brief to enable everyone who desires to ask a question to have the opportunity to do so.
- 7 Public question time will be allocated a minimum of 15 minutes and may be extended in intervals of up to 10 minutes by resolution of the Committee, but the total time allocated for public questions to be asked and responses to be given is not to exceed 35 minutes in total. Public question time is declared closed following the expiration of the allocated time period, or earlier than such time where there are no further questions.
- 8 Questions are to be directed to the Presiding Member and shall be asked politely, in good faith, and are not to be framed in such a way as to reflect adversely or be defamatory on a particular Elected Member or City employee. The Presiding Member shall decide to:
 - accept or reject any question and his/her decision is final
 - nominate a member of the Committee and/or City employee to respond to the question
 - or
 - take a question on notice. In this case a written response will be provided as soon as possible, and included in the agenda of the next Committee meeting.

- 9 Where an Elected Member is of the opinion that a member of the public is:
- asking a question at a Committee meeting, that does not relate to a matter affecting the City
or
 - making a statement during public question time,
- they may bring it to the attention of the Presiding Member who will make a ruling.
- 10 Questions and any response will be summarised and included in the minutes of the Committee meeting.
- 11 It is not intended that question time should be used as a means to obtain information that would not be made available if it was sought from the City's records under Section 5.94 of the *Local Government Act 1995* or the *Freedom of Information Act 1992* (FOI Act 1992). Where the response to a question(s) would require a substantial commitment of the City's resources, the Chief Executive Officer (CEO) will determine that it is an unreasonable impost upon the City and refuse to provide it. The CEO will advise the member of the public that the information may be sought in accordance with the FOI Act 1992.

Questions in Writing – (Residents and/or ratepayers of the City of Joondalup only)

- 1 Only City of Joondalup residents and/or ratepayers may submit questions to the City in writing.
- 2 Questions asked at an Ordinary Committee meeting must relate to a matter that affects the City of Joondalup. Questions asked at a Special meeting of the Committee must relate to the purpose for which the meeting has been called.
- 3 The City will accept a maximum of five written questions per City of Joondalup resident/ratepayer. To ensure equality and consistency, each part of a multi-part question will be treated as a question in its own right.
- 4 Questions lodged by 9.00am on the day immediately prior to the scheduled Committee meeting will be responded to, where possible, at the Committee meeting. These questions, and their responses, will be distributed to Elected Members and made available to the public in written form at the meeting.
- 5 The Presiding Member shall decide to accept or reject any written question and his/her decision is final. Where there is any concern about a question being offensive, defamatory or the like, the Presiding Member will make a determination in relation to the question. Questions determined as offensive, defamatory or the like will not be published. Where the Presiding Member rules questions to be out of order, an announcement to this effect will be made at the meeting, including the reason(s) for the decision.
- 6 The Presiding Member may rule questions out of order where they are substantially the same as questions previously submitted and responded to.

- 7 Written questions unable to be responded to at a Committee meeting will be taken on notice. In this case, a written response will be provided as soon as possible and included on the agenda of the next Committee meeting.
- 8 A person who submits written questions may also ask questions at a Committee meeting and questions asked verbally may be different to those submitted in writing.
- 9 Questions and any response will be summarised and included in the minutes of the Committee meeting.
- 10 It is not intended that question time should be used as a means to obtain information that would not be made available if it was sought from the City's records under Section 5.94 of the *Local Government Act 1995* or the *Freedom of Information Act 1992* (FOI Act 1992). Where the response to a question(s) would require a substantial commitment of the City's resources, the Chief Executive Officer (CEO) will determine that it is an unreasonable impost upon the City and may refuse to provide it. The CEO will advise the member of the public that the information may be sought in accordance with the FOI Act 1992.

DISCLAIMER

Responses to questions not submitted in writing are provided in good faith and as such, should not be relied upon as being either complete or comprehensive.

PROCEDURES FOR PUBLIC STATEMENT TIME

The following procedures for the conduct of Public Statement Time were adopted at the Council meeting held on 19 November 2013:

- 1 Members of the public are invited to make statements, either verbally or in writing, at Committee meetings.
- 2 Statements made at an Ordinary Committee meeting must relate to a matter that affects the City of Joondalup. Statements made at a Special meeting of the Committee must relate to the purpose for which the meeting has been called.
- 3 A register will be provided for those persons wanting to make a statement to enter their name. Persons will be requested to come forward in the order in which they are registered, and to give their name and full address.
- 4 Public statement time will be limited to two minutes per member of the public.
- 5 Members of the public are encouraged to keep their statements brief to enable everyone who desires to make a statement to have the opportunity to do so.
- 6 Public statement time will be allocated a maximum time of 15 minutes. Public statement time is declared closed following the 15 minute allocated time period, or earlier than such time where there are no further statements.

- 7 Statements are to be directed to the Presiding Member and are to be made politely in good faith and are not to be framed in such a way as to reflect adversely or be defamatory on a particular Elected Member or City employee.
- 8 Where an Elected Member is of the opinion that a member of the public is making a statement at a Committee meeting, that does not relate to a matter affecting the City, they may bring it to the attention of the Presiding Member who will make a ruling.
- 9 A member of the public attending a Committee meeting may present a written statement rather than making the statement verbally if he or she so wishes.
- 10 Statements will be summarised and included in the minutes of the Committee meeting.

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Note:

Clause 15.10 of the City's *Meeting Procedures Local Law 2013* states:

This local law applies generally to committee meetings except for clause 7.1 in respect of members seating and clause 7.8 in respect of limitation on members speaking.

CITY OF JOONDALUP

Notice is hereby given that a meeting of the **Art Collection and Advisory Committee** will be held in Conference Room 1, Joondalup Civic Centre, Boas Avenue, Joondalup on **Monday 9 February 2015** commencing at **6.00pm**.

GARRY HUNT
Chief Executive Officer
6 February 2015

Joondalup
Western Australia

AGENDA

Committee Members (8)

Committee Members

Cr Liam Gobbert *Presiding Member*
Mayor Troy Pickard
Cr John Chester
Cr Kerry Hollywood *Deputy Presiding Member*
Cr Mike Norman
Cr Russ Fishwick, JP
Cr Sam Thomas
Director Corporate Services

Deputies

Cr Geoff Amphlett, JP
-
Cr Brian Corr
Cr Tom McLean, JP
Cr Christine Hamilton-Prime
Cr Teresa Ritchie, JP
Cr Philippa Taylor
-

Quorum for Meetings (4):

The quorum for a meeting is to be at least 50% of the number of offices (whether vacant or not) of members of the committee.

Simple Majority:

A simple majority is to be more than 50% of those members present at the meeting.

Absolute Majority (5):

An absolute majority vote is to be more than 50% of the number of offices (whether vacant or not) of the committee.

Casting Vote:

In the event that the vote on a motion is tied, the presiding member must cast a second vote.

Terms of Reference

To:

- *approve art acquisitions within the available adopted budget funds*
- *develop and maintain a visual art collection of significance and repute that reflects the cultural aspirations of the City of Joondalup and its expressed goals and policies*
- *build an art collection of appreciating financial value, which constitutes a sound investment for the City*
- *collect works of visual art of demonstrable excellence by artists of significance, consistent with the perceived developments in West Australian contemporary art*
- *collect and commission selectively works of art which enhance the existing Collection and which foster an understanding, enjoyment and appreciation of the visual arts among the broader community and members of the general public*
- *review the criteria established to determine the award winners*
- *perform an oversight role in relation to the strategic direction of the City's Community Art Exhibition and Invitational Art Award.*

DECLARATION OF OPENING

DECLARATIONS OF INTEREST

PUBLIC QUESTION TIME

PUBLIC STATEMENT TIME

APOLOGIES/LEAVE OF ABSENCE

Leave of Absence previously approved

Cr Mike Norman	1 – 10 February 2015 inclusive; 21 – 28 March 2015 inclusive.
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CONFIRMATION OF MINUTES

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE HELD
16 OCTOBER 2014

RECOMMENDATION

That the minutes of the meeting of the Art Collection and Advisory Committee held on 16 October 2014 be confirmed as a true and correct record.

ANNOUNCEMENTS BY THE PRESIDING MEMBER WITHOUT DISCUSSION

**IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO
THE PUBLIC**

PETITIONS AND DEPUTATIONS

REPORTS**ITEM 1 COMPOSITION OF THE COMMUNITY INVITATION
ART AWARD JUDGING PANEL**

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613
ATTACHMENT	Nil.
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to consider amending the composition of the Community Invitation Art Award (CIAA) judging panel.

EXECUTIVE SUMMARY

The CIAA is an annual art award that recognises the practice of prominent Western Australian professional contemporary artists.

With an acquisitive prize of \$7,000, the overall winning art work becomes part of the City of Joondalup Art Collection. There is also currently a Popular Choice Award of \$2,000 for the artwork that receives most votes by members of the community voting for their favourite artwork.

The CIAA format involves a callout for expressions of interest (EOI) from Western Australian artists. A panel of three independent arts industry professionals assesses the EOI's received and creates a shortlist of up to 15 artists who are each invited to create a series of three artworks for exhibition.

Once the artworks are exhibited, an independent judging panel of three arts industry professionals assesses the artworks and makes the awards.

This report responds to the Art Collection and Advisory Committee's (ACAC) request to consider adding a member of the public to the CIAA judging panel. It is recommended not to add a member of the public to the CIAA judging panel on account of the high degree of expertise required for this role.

BACKGROUND

The CIAA (formerly the Invitation Art Award) is an acquisitive art award and exhibition that entered its 17th year in 2014. The CIAA was established by Council at its meeting held on 20 November 2012 (CJ249-11/12 refers), following a review of the former Invitation Art Award (IAA).

This review covered a number of aspects of the former IAA, including a review of the selection and judging panels. At its meeting held on 19 February 2013 (CJ020-02/13 refers), Council resolved that no representation of the City or the elected Council should serve on either the selection and/or the judging panels. This position was established by the ACAC agreeing that the selection of the exhibition artists and judging of the artworks needed to be external to the City with a high degree of expertise from the visual arts industry.

The award recognises the practice of prominent professional Western Australian artists and provides the Joondalup community with an opportunity to engage with contemporary visual art at a professional level.

It offers an acquisitive cash prize of \$7,000 (previously \$15,000 as the IAA) and a total prize pool of \$15,000. There is currently a Popular Choice Award of \$2,000 for the artwork that receives most votes by members of the community voting for their favourite artwork.

The CIAA format involves a callout for EOI and a panel of three independent arts industry professionals who assess the EOI's received and create a shortlist of up to 15 artists. These artists are invited to create a series of three artworks for exhibition. Once the artworks are exhibited, an independent judging panel of three arts industry professionals assess the artworks and make the awards.

At its meeting held on 14 October 2014, the ACAC requested a report considering adding a member of the public to the CIAA judging panel.

DETAILS

The City of Joondalup Art Collection

The City's Art Collection currently houses 232 artworks, with a focus on Western Australian contemporary art. The collection is comprised of a range of media including painting, sculpture, drawing, ceramic, print, photography, digital media and textile.

The judges engaged for the CIAA are qualified to assess and select work that represents the best standards of contemporary art in Western Australia while also considering the requirements of the City of Joondalup Art Collection.

There are selection criteria for acquiring art into the collection to guide the way that acquisitions are made and ensure that the integrity of the collection is maintained in terms of financial and cultural value.

Each of the recommended artworks must meet the following selection criteria:

- Is a quality example that will be a significant addition to the art collection.
- Enhances the current scope of the City of Joondalup Art Collection.

- Is an unconditional donation, purchase or lease which has valid and clearly verifiable legal title.
- Has the capacity to be displayed in a Council building or other appropriate space without hindrance to public access or safety.
- Has the necessary resources allocated to resolve all foreseeable issues related to conservation, presentation and storage, as part of the acquisition.
- Is quality artwork by a contemporary Western Australian artist.
- Represents a significant period, occasion or initiatives in the evolution of the City.
- Represents the artistic practice of a Western Australian artist (or artist residing in Western Australia) who has received acclaim for their work locally, nationally or internationally.
- Strengthens and adds to an existing series of works.
- Builds on identifiable themes within the whole Collection.

National Association of Visual Arts Code of Practice

The City of Joondalup follows the National Association of Visual Arts (NAVA) Code of Practice for the Professional Australian Visual Arts, Craft and Design (the Code) when engaging selection panel and judging panel members for both of the City's two major art awards, the Community Art Exhibition (CAE) and the Community Invitation Art Award.

NAVA, as the Australian national peak body for the visual and media arts, craft and design sector, provides a set of practical and ethical guidelines and sets and monitors adherence to best practice standards.

The CIAA selection panel members and judges are carefully considered and invited based on their professional experience, knowledge of contemporary art on a local, national and international level and their knowledge of the Western Australian arts industry, artists and of major Western Australian public art collections including the City of Joondalup Collection.

A role on the CIAA judging panel has a direct impact on the Art Collection with regard to the winning artwork that needs to be selected carefully with consideration to its place in the City's Art Collection.

Qualified art industry professionals have a comprehensive understanding of art materials, genres and methodologies. They are able to recognise work that is archival and suitable for collecting, and they can also recognise art that will have value and meaning in the long term. It can take years of study to recognise and appreciate the physical qualities of an artwork that are not immediately apparent to a person without such education.

Art awards are competitive and a strong judging panel ensures that the organiser and the exhibition personnel are protected against criticism or negative opinions of entrants and audience members. Reputable judging panels are recognised within the industry as an important way to maintain transparency and promote a best practice model at all times.

In rare circumstances, organisers and judges may reject or censor artworks that violate laws in relation to obscenity, libel, defamation, sedition, breach of Indigenous or other cultural protocols, invasion of privacy, or breach of copyright. In such cases, the judges are called upon to exercise judgement. Their own professional standing and reputation must be used in these cases and a person without a technical background is not necessarily equipped with the knowledge, social standing, and experience to handle such

situations. Judges accept the job understanding that their professional reputation may be under scrutiny or criticism and with confidence that they have adequate understanding of cultural matters.

Within the arts industry, inviting an unqualified person to contribute to decisions relating to the awarding of artists and acquiring artwork is not adhering to the best industry practice and standards which could have consequences for the reputation of the CIAA and the City of Joondalup within the Western Australian and national arts industry.

Professional reputation of the CIAA

The CIAA has an excellent reputation as a major Western Australian art award, therefore, it is important to consider the consequences and impact changes to the format of the prize and the judging panel will have.

Professional artists will usually only enter competitions where best practice is followed, and where they trust that their work will be viewed and assessed by professionals.

Introducing unqualified members to the panels may undermine the value of the award and could have a negative impact on the quality and quantity of entrants.

The NAVA Code of Practice states: “The quality of the judge or judges says a lot about the event and can attract participation by artists and craft practitioners who wish to bring their work to the attention of gallery directors, curators, arts writers and reviewers.”

Other contributions by the judging panel

Selection and judging panel members are often very generous with their time, and their contribution is something of great value to the City.

The judges will often provide the City’s arts officers with additional text and comments that can be used on didactic panels, catalogue essays, and marketing material. They will present a speech at the opening event, or give other useful advice, and add weight to other projects and ideas outside of the award.

The presence of arts industry professionals in the Joondalup community ensures that there are opportunities for networking with the greater Perth arts industry and the local Joondalup arts community.

The continuous annual visits by professionals from other institutions also keeps the City involved and active in the wider Perth arts and culture community, and helps the City to maintain a good reputation.

Popular Choice Award

The CIAA currently awards a Popular Choice Award category with a prize total of \$2,000. During the course of the exhibition, members of the community vote for their favourite artwork and the artist who receives the most votes wins the category and is awarded the prize money.

The intent of this award was to allow the public to determine which in their opinion was the most popular of the artwork displays as part of the CIAA.

Art award pre-selection and judging formats in Western Australia

The standard format for the pre-selection process in other comparable Western Australian art awards is that of a selection panel with either external arts industry professionals (who review all entries and shortlist the number to be considered for the exhibition and judging) or a panel comprised of a curator supported by knowledgeable staff. The standard format for the judging process in other comparable Western Australian art awards is that of a judging panel of external arts industry professionals (who award the prizes).

Award	Acquisitive	Overall prize	Selection panel	Judging panel
Bankwest Art Prize	Yes	\$30,000	Curator and 2 arts industry professionals	Curator and 2 arts industry professionals
Fremantle Print Award	Yes	\$15,000	Staff and curator	3 arts industry professionals
Black Swan Art Prize	No	\$50,000	5 arts industry professionals	3 arts industry professionals
Mid West Art Prize	No	\$20,000	Staff and curator	3 arts industry professionals
Albany Art Prize	Yes	\$25,000	3 arts industry professionals	3 arts industry professionals
Cossack Art Award	Yes	\$10,000	Staff and curator	2 arts industry professionals
Madorla Art Award	Yes	\$25,000	2 arts industry professionals and one religious representative	2 arts industry professionals and one religious representative
Minnawarra Art Award	No	\$5000	Staff and curator	2 arts industry professionals
Sculptures by the Sea	No	\$60,000	4 arts industry representatives	4 arts industry representatives

Issues and options considered

If the City of Joondalup was to introduce a position for a member of the public on the judging panel for the CIAA, clear criteria would need to be established.

The premise behind inviting a member of the public (the member) to be on a judging panel would also need to be made clear.

Criteria that would need to be addressed include the following:

- Who the member is representing?
- The professional background and experience required for the role.
- What kind of interest in, experience and knowledge of art would the member have?
- What framework would the person use to judge artworks if they are not an arts industry professional?
- Does the member need to be a member of the Joondalup community?
- By whom and how is the member selected?

The following potential issues may also need to be considered:

- Would the input by an unqualified member assist with the judging process or possibly hinder it through a lack of knowledge of the process?
- Would the member feel qualified to take part in a process driven by the experience and knowledge of Visual Art experts?

Legislation / Strategic Community Plan / policy implications

Legislation The ACAC and the Chief Executive Officer have been granted delegated authority to purchase artworks recommended up to an amount of \$15,000 and within budget allocations.

Strategic Community Plan

Key theme Community Wellbeing.

Objective Cultural development.

Strategic initiative Invest in publicly accessible visual art that will present a culturally enriched environment.

Policy *The City’s Art and Memorabilia Collection Policy.*

Risk management considerations

The risks of adding artwork that is not aligned to the City’s current Art Collection are as follows:

- The City's Art Collection is a specialised and curated collection. The integrity of the Collection could be jeopardised by purchasing artworks based on subjective criteria.
- The collection is building in value year on year and now represents a sizeable asset. Thus, the overall value of the Collection is of concern and this will deteriorate if not directed correctly or if 'weak' works enter the collection.

Financial / budget implications

The 2014-15 Budget has an amount of \$30,000 allocated: \$7,000 for the Overall Winner of the CIAA acquisition award, \$8,000 for the prize winner in the CIAA non-acquisitive prizes and a further \$15,000 for the City to acquire art.

Account No:	C1020	Account No:	C10211
Budget Item:	Community Invitation Art Award Acquisition	Budget Item:	Art Acquisitions
Budget Amount:	\$7,000	Budget Amount:	\$15,000
Amount Spent to	\$7,000	Amount Spent to	\$13,750
Date:		Date:	

Proposed Cost:	\$7,000	Proposed Cost:	\$TBD
Balance:	\$0	Balance:	\$TBD

All amounts quoted in this report are exclusive of GST.

Regional significance

The CIAA attracts entries from professional artists from across the state and is, therefore, considered to be a regional event hosted by the City. The ongoing provision of an accessible and high-calibre art event is integral to the cultural development and vibrancy of the City and for the development of visual arts within the industry of local government.

Sustainability implications

The CIAA has positive social sustainability implications for the City. The event provides enhancement of the locality and acts as a catalyst for public discussion about current social, economic and environmental issues. The CIAA physically enhances public places and the public realm by creating points of interest, animating spaces and providing beauty, character and colour to the City. It also enhances the relevance for the local community of the City's cultural position and increases the value of the City's cultural resources.

Consultation

Not applicable.

COMMENT

The City of Joondalup needs to adhere to best professional practice and within the arts industry inviting an unqualified person to contribute to decisions relating to the awarding of artists and acquiring artwork is not adhering to these standards.

The benefits to the City of having a member of the public on the CIAA judging panel are not clear and there are serious considerations about how changing the award judging format impacts on the reputation of the CIAA and City of Joondalup within the arts industry and beyond.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That Council SUPPORTS maintaining the selection of the Community Invitation Art Award exhibition artists and judging of the artworks by individuals external to the City with a high degree of expertise from the visual arts industry.

ITEM 2 REVIEW OF POTENTIAL INSIDE-OUT BILLBOARD LOCATIONS WITHIN THE CITY OF JOONDALUP CITY CENTRE INCLUDING REFERRED LOCATION - PUMP HOUSE AT CENTRAL PARK WEST

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613
ATTACHMENT	Attachment 1 Proposed billboard locations
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to approve a new billboard location as part of the City of Joondalup Inside-Out Billboard project.

EXECUTIVE SUMMARY

This report provides information on eight sites within the City of Joondalup for consideration as potential locations for a new billboard to complement the existing location on the west side of the library building.

Potential locations were identified and initial quotes were obtained from suppliers of the necessary infrastructure.

In a report presented to the Art Collection and Advisory Committee (ACAC) in October 2014 seven locations were listed however Council requested a new report including information on another proposed site: the pump station at Central Park West Parking Station number eight, adjacent to the site of the proposed Joondalup Performing Arts and Cultural Facility. The information about this site is included in this report alongside information on options presented to date.

BACKGROUND

In March 2014, the City installed a standard 6 metre x 3 metre billboard in order to display contemporary pieces of artwork that it had commissioned. The inaugural artwork was produced by Western Australian artist Helen Smith, with the most recent and current artwork on display from Chloe Tupper.

Positive feedback was received for both billboard displays.

At its meeting held on 12 June 2014, the ACAC requested a report assessing the feasibility of new billboard locations for the Inside-Out Billboard project.

At its meeting held on 6 October 2014, the ACAC was presented with a report assessing the feasibility of seven new billboard locations for the Inside-Out Billboard project.

Following the meeting of the ACAC on 6 October 2014, Council at its meeting held on 21 October 2014 (CJ202-10/14 refers), further considered the matter and referred the report back to the CEO to consider the site suitability of the Central Park pump house located at the northern entrance to Central Park West Parking Station number eight.

DETAILS

In assessing the suitability for billboard locations the issues considered are as follows:

- Visibility within the designated public space.
- Whether a billboard would block sight lines of vehicle traffic.
- Whether a billboard would obstruct or alter the flow of pedestrian traffic.
- Proximity to the first billboard on the City of Joondalup Library in the City Centre.
- The type of billboard structure suitable for the location (wall based, free standing, rooftop).
- The amount of site preparation and works required to install the billboard structure.
- Whether the site is owned by the City of Joondalup or private property requiring negotiation with private lease holders.

In assessing new billboard locations the following points need to be considered:

- The first billboard installed on the side of the Library uses sail track to rope the 6 metre x 3 metre canvas banner into place. For it to be possible to rotate canvas banners between sites, the other sites must also have 6 metre x 3 metre billboard frames that utilise the same sail track system.
- Canvas banners (especially facing west) begin to fade after six months, and the banner surface can begin to crack. Each banner may only be able to be displayed for six months and may need to be reprinted for future display at another site. The cost for banner printing and installation is between \$2,000 and \$4,000 depending on the location. Banners in reasonable condition can be stored and reinstalled, however, their lifespan at best would not extend beyond two displays.

This report provides a summary of the sites and the range of quotes provided by four suppliers. As they are estimated quotes, the costs may change if engineering drawings and site preparation/management are required. The quotes are to be regarded as accurate but not final.

Quotes below provide an indication of the cost of installing a billboard in the listed locations however the final quality of the quoted infrastructure would need to be assessed before committing to a supplier and to determine the final budget that would be required if a new site is approved. All costs are excluding GST.

Visual representations of billboards in the proposed sites are shown on Attachment 1 to this Report.

Issues and options considered

Eight sites have been identified within the City Centre and are listed below. The identified sites contain a combination of freestanding, wall-based and rooftop billboards.

The feasibility of each site has been considered and issues identified. The recommended sites are the simplest in terms of site preparation and infrastructure install.

In considering sites, the potential to attract graffiti has also been considered. The suggested sites are situated in high foot and vehicular traffic areas, reducing the risk of graffiti occurring. The canvas banners can be graffiti coated, or if they are slashed or damaged beyond repair they can be reprinted.

The type of lighting selected will also have an impact on costs. External floodlights attract insects that stick to the lamps, can fall and gather below the billboard, and cause hot spots that flare on the surface of the billboard.

Internal (lightbox) lighting is the preferred option as it is uniform and washes the entire surface of the banner. The first billboard on the side of the Library is lit with internal lighting. The two different types of lighting are very different in visual effect, and internal lighting is premium in effect and price.

Proposed location 1: The pump house at Central Park West Parking Station number eight.

The land is owned by the City, negotiation to install billboards would not be required.

One freestanding billboard could be installed in front of the Pump House facing west.

Locating the billboard on the wall of the pump house itself facing west is not considered a viable option as the dimensions of the billboard are greater than the surface area available on the wall, access to the pump station would be restricted and the height of the billboard would make it vulnerable to graffiti and vandalism.

1 x freestanding illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$27,500
Annual operational cost (banner print, install and artist fees)	\$10,000 - \$14,300
Contingency	\$2,000

Contingency includes traffic management costs and site preparation including the removal of vegetation where required.

Proposed location 2 (recommended location): The land between Teakle Court and Central Park West Parking Station number eight, site of the proposed Joondalup Performing Arts and Cultural Facility.

The land is owned by the City.

One billboard could be installed on the corner of Teakle Court and Grand Boulevard facing south-west.

1 x freestanding illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$27,500
Annual operational cost (banner print, install and artist fees)	\$10,000 - \$14,300
Contingency	\$2,000

Contingency includes traffic management costs and site preparation including the removal of vegetation where required.

Proposed location 3: The north-west and/or south-west corners of Kendrew Crescent and Grand Boulevard.

This site is directly opposite the entrance to Edith Cowan University (ECU) with a large amount of exposure to passing vehicle traffic travelling in both directions on Grand Boulevard, as well as foot traffic between ECU, West Coast Institute and the Joondalup bus and train station.

The land is owned by ECU and negotiation would be required to install billboards.

One billboard could be installed on the north-west corner of Kendrew Crescent.

1 x freestanding illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$27,500
Annual operational cost (banner print, install and artist fees)	\$10,000 - \$14,300
Contingency	\$2,000

Proposed location 4: The City of Joondalup Police Station and Courts, 9 Reid Promenade.

This site is owned by Department of Lands and negotiation would be required to install billboards.

- One free standing billboard could be installed on the lawn facing south-east towards Grand Boulevard.
- One billboard may be installed on a structurally suitable and sound part of the roof.
- One wall-based billboard could be installed on a suitable wall, for example the east wall facing Grand Boulevard.

1 x freestanding illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$27,500
Annual operational cost (banner print, install and artist fees)	\$10,000 - \$14,300
Contingency	\$2,000

1 x rooftop illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800
1 x wall mounted illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$11,500 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800

Proposed location 5: Corner of Shenton Avenue and Grand Boulevard.

This site is owned by the Department of Lands and negotiation would be required to install billboards.

One free standing billboard could be installed facing the intersection of Grand Boulevard and Shenton Avenue facing north-east.

1 x freestanding illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$27,500
Annual operational cost (banner print, install and artist fees)	\$10,000 - \$14,300
Contingency	\$2,000

Proposed location 6: 140 Grand Boulevard, above Westpac overlooking the intersection of Boas Avenue facing south-east.

This site is privately owned and negotiation would be required to install billboards.

One roof mounted billboard could be installed on a structurally suitable part of the roof on top of the building overlooking the intersection of Grand Boulevard and Boas Avenue.

1 x rooftop illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800

Proposed location 7: Lakeside Joondalup Shopping City buildings, Corner of Grand Boulevard and Boas Avenue.

This site is owned by Lend Lease and negotiation would be required to install billboards.

Options:

- One free standing billboard could be installed on the roof facing east over the intersection of Grand Boulevard and Boas Avenue.

- One wall based billboard could be installed on the wall facing east over Grand Boulevard.

1 x rooftop illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800
1 x wall mounted illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$11,500 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800

Proposed location 8: 151 Grand Boulevard, Grand Boulevard Hotel.

This site is privately owned, negotiation would be required to install a billboard.

One rooftop billboard could be installed above the wall facing south over Boas Avenue.

1 x rooftop illuminated billboard (lightbox)	Quote range
Capital cost to manufacture and install	\$16,000 - \$60,000
Annual operational cost (banner print, install and artist fees)	\$11,500 - \$16,400
Contingency	\$3,800

Legislation / Strategic Community Plan / policy implications

Legislation

As the construction and installation of the 'Inside Out Billboard' will be undertaken by the City, it would therefore be regarded as a 'public work' and no planning approval would be required. Section 6(3) of the *Planning and Development Act 2005* requires the responsible authority to be consulted with at the time the public work is being formulated. The structure would be classified as a class 10b within the *Building Code of Australia* and would require a building permit as required by the *Building Act 2011*. The structure may also require a Structural Engineer Certificate.

Strategic Community Plan

Key theme	Community Wellbeing.
Objective	Cultural development.
Strategic initiative	Invest in publically accessible visual art that will present a culturally-enriched environment.
Policy	Not applicable.

Risk management considerations

All works considered would need to meet stringent public safety criteria.

Financial / budget implications

The financial implications are variable and will be determined by the choice of site and billboard type approved. Further final/detailed quotes would be required. All amounts quoted in this report are exclusive of GST.

Below is the actual capital cost to the 2013-14 budget for installation of the Inside-Out Billboard located at the Library.

Item	Cost
Manufacture and installation of billboard including printing of first banner	\$26,755
Traffic management for 1.5 days	\$2,684
Manufacture, printing and install of the tag/sign (once off cost)	\$930
Total	\$30,361

The installation of the tag/sign at the inaugural site at the Library was to launch the project and will not be repeated at future sites.

The annual cost to operate the Inside-Out Billboard located at the Library is \$15,200:

Item	Cost
Artist commission fee 1	\$3,000
Artist commission fee 2	\$3,000
Banner printing, changeover for commission 1	\$3,800
Road traffic management for commission 1	\$800
Banner printing, changeover for commission 2	\$3,800
Road traffic management for commission 2	\$800
TOTAL	\$15,200

Proposed Costs of installing an additional Inside-Out Billboard/s - for displaying previously commissioned works:

Item	Cost
Installation Cost including (first banner install)	\$27,500
Road traffic management for billboard infrastructure installation	\$2,500
TOTAL	\$30,000

Annual operating costs of a second Inside-Out Billboard - for displaying previously commissioned works:

Item	Cost
Banner changeover	\$1,500
Road traffic management for banner changeover	\$800
TOTAL	\$2,300

If Council proceeds with additional Inside-Out Billboard locations, a capital budget will need to be established for each site for the design, manufacture and installation of a billboard. An annual operational budget will need to be established and allocated to the annual program of each additional site.

Regional significance

The City's Art Collection, including its public art, archives and memorabilia, plays an important part in shaping and developing a sense of community.

The on-going provision of an accessible and high calibre art collection is integral to the cultural development and vibrancy of the City of Joondalup region and to best practice standards for the development of the visual arts in local government.

Sustainability implications

The installation of public artworks has positive social sustainability implications. Public artworks physically enrich a locality and provide a catalyst for public discussion about current social, economic and environmental issues. Public artworks strengthen the public realm by creating points of interest, animating spaces and providing beauty, character and colour to places. A new public artwork will build upon the relevance of the City's public spaces for the local community and increase the value of the City's cultural resources.

Consultation

At its meeting held on 20 November 2012 (CJ248-11/12 refers), Council agreed that no community consultation will take place for the Inside-Out Billboard project. However engagement would need to be undertaken with the relevant land owners and statutory authorities where appropriate.

COMMENT

The site at Central Park West Parking Station number eight is suitable for the installation of a billboard, however, the positioning of the billboard does not optimize the view for cars passing north to south along Grand Boulevard.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That Council:

- 1 APPROVES the recommended option location 2 - the land between Teakle Court and Central Park West Parking Station number eight, site of the proposed Joondalup Performing Arts and Cultural Facility as the site for the second Inside-Out Billboard location;**
- 2 Lists for consideration an amount of \$30,000 for the second City of Joondalup Inside-Out Billboard as part of the 2015-16 budget.**

Appendix 1 refers

To access this attachment on electronic document, click here: [Attach1ARTagn090215.pdf](#)

ITEM 3 ADOPTION OF MEETING DATES 2015 - ART COLLECTION AND ADVISORY COMMITTEE

WARD	All
RESPONSIBLE DIRECTOR	Mr Jamie Parry Governance and Strategy
FILE NUMBER	35613
ATTACHMENT	Nil.
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For the Art Collection and Advisory Committee to endorse the proposed schedule of committee meeting dates for 2015.

EXECUTIVE SUMMARY

In order to assist with forward planning for all Elected Members, management and staff, a schedule of meeting dates has been prepared for the Art Collection and Advisory Committee, ensuring synergy between meeting dates and the flow of information and decision-making.

It is therefore recommended that the Art Collection and Advisory Committee adopts the meeting dates and times for the Art Collection and Advisory Committee of the City of Joondalup to be held at the Joondalup Civic Centre, Boas Avenue, Joondalup as follows:

<i>Art Collection and Advisory Committee meetings Conference Room 1</i>
<i>7.00pm on Thursday 4 June 2015</i>
<i>7.00pm on Thursday 15 October 2015</i>

BACKGROUND

The Art Collection and Advisory Committee was established to:

- (i) approve art acquisitions within the available adopted budget funds
- (ii) develop and maintain a visual art collection of significance and repute that reflects the cultural aspirations of the City of Joondalup and its expressed goals and policies
- (iii) build an art collection of appreciating financial value, which constitutes a sound investment for the City
- (iv) collect works of visual art of demonstrable excellence by artists of significance, consistent with the perceived developments in West Australian contemporary art

- (v) collect and commission selectively works of art which enhance the existing Collection and which foster an understanding, enjoyment and appreciation of the visual arts among the broader community and members of the general public
- (vi) review the criteria established to determine the award winners
- (vii) perform an oversight role in relation to the strategic direction of the City's Community Art Exhibition and Invitational Art Award.

The committee also has delegated authority to approve acquisitions for artworks within the available adopted budget funds. This delegation of authority is to be exercised in accordance with *The City's Art and Memorabilia Collections Policy*.

At its meeting held on 21 October 2014 (CJ177-10/14 refers) Council adopted the meeting dates for its Strategy and Briefing sessions, and ordinary Council meetings.

The schedule of Council meeting dates was based on the format used in recent years; a monthly meeting format with Strategy Sessions held on the first Tuesday of each month; Briefing Sessions held on the second Tuesday and Council meetings on the third Tuesday.

This enables committee meetings to be scheduled on the Monday, Wednesday or Thursday of weeks one, two and three so as to minimise potential conflicts with other Council activities and provide a 'meeting-free' week in the fourth week of each month.

DETAILS

The meeting dates proposed align with the key art award events for the 2015 calendar year, enabling the committee to assess art entries and consider professional advice prior to making a decision on awards.

The proposed starting time of 7.00pm enables committee members to undertake their usual tour of the relevant exhibition prior and then subsequently meet at Conference Room 1 to commence the formal committee meeting.

Issues and options considered

The Art Collection and Advisory Committee can either:

- adopt the meeting dates as proposed in this report
or
- amend the meeting dates.

Legislation / Strategic Community Plan / policy implications

Legislation *Local Government Act 1995.
Local Government (Administration) Regulations 1996.
City of Joondalup Meeting Procedures Local Law 2013.*

Strategic Community Plan

Key theme Community Wellbeing.

Objective Cultural development.

Strategic initiative Not applicable.

Policy *The City's Art and Memorabilia Collections Policy.*

Risk management considerations

Should forward planning of committee meetings not be identified, then there is a risk for meetings to be held on an ad-hoc basis; lacking coordination with other key meetings and corporate planning processes.

Financial/budget implications

Not applicable.

Regional significance

Not applicable.

Sustainability implications

Not applicable.

Consultation

Not applicable.

COMMENT

The dates proposed are intended to provide Council, committee members and staff with an indicative meeting timeline for the Art Collection and Advisory Committee. Additional meetings may be called on an as-required basis during the year.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That the Art Collection and Advisory Committee ADOPTS the meeting dates and times for the Art Collection and Advisory Committee of the City of Joondalup to be held at the Joondalup Civic Centre, Boas Avenue, Joondalup as follows:

Art Collection and Advisory Committee meetings Conference Room 1
7.00pm on Thursday 4 June 2015
7.00pm on Thursday 15 October 2015

URGENT BUSINESS

MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION

CLOSURE

APPENDICES

ITEM NO.	TITLE	APPENDIX NO.	STAMPED PAGE NO.
1	<p>Review Of Potential Inside-Out Billboard Locations Within The City Of Joondalup City Centre Including Referred Location - Pump House At Central Park West – [35613]</p> <p>Attachment 1 Proposed billboard locations</p>	1	<p>1</p> <p>1</p>