

agenda

Art Collection and Advisory Committee

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

ON THURSDAY 4 JUNE 2015

COMMENCING AT 7.00pm

GARRY HUNT
Chief Executive Officer
29 May 2015

This document is available in alternate formats upon request

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 **Thursday 4 June 2015** commencing at **7.00pm**.

GARRY HUNT
Chief Executive Officer
29 May 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 person 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

Apology

Mayor Troy Pickard.

Leave of Absence previously approved

Cr Christine Hamilton-Prime	22 May to 14 June 2015 inclusive;
Cr Brian Corr	26 May to 26 June 2015 inclusive;
Cr Liam Gobbert	23 June to 25 June 2015 inclusive;
Cr Liam Gobbert	24 July to 29 July 2015 inclusive;
Cr Mike Norman	22 July to 9 August 2015 inclusive.

CONFIRMATION OF MINUTES

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE HELD
9 FEBRUARY 2015

RECOMMENDATION

That the minutes of the meeting of the Art Collection and Advisory Committee held on 9 February 2015 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 FOR 2015

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	104680, 101515
ATTACHMENTS	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 (ACAC) to consider the request by Council to include one of the Elected Members from the committee on the judging panel for the 2015 Community Invitation Art Award.

EXECUTIVE SUMMARY

2015 marks the third year of the Community Invitation Art Award (CIAA), which has replaced the annual Invitation Art Award (IAA). The CIAA is an acquisitive award with eligibility limited to City of Joondalup residents or members of the Joondalup Community Art Association (JCAA); and aims to provide City residents and the general public with access to high quality contemporary art by professional artists.

The CIAA offers a variety of non-acquisitive awards and an overall award, which is acquisitive and becomes part of the City of Joondalup art collection.

The event calls for initial expressions of interest from professional artists. From the entries received, a shortlist of artists is selected by an independent selection panel of industry experts and is invited to create a series of three new artworks for exhibition. Artists receive a \$500 fee to assist with the development of their works.

Prior to the official opening of the CIAA, an independent judging panel consisting of three arts industry professionals determines the winners in four award categories. One category - the People's Choice is awarded by the general public through voting at the exhibition.

At its meeting held on 17 February 2015 (CJ024-02/15 refers), Council supported the current practice of a judging panel composed of three individuals external to the City of Joondalup with a high degree of expertise from the visual arts industry. Council also requested that one Elected Member of the ACAC be included on this panel.

This report requests the committee to appoint one Elected Member from the ACAC to join three arts industry professionals as part of the CIAA judging panel for the Community Invitation Art Award meeting on Friday 16 October 2015 at 9.30am at the Great Space in Lakeside Joondalup Shopping City.

It is therefore recommended that the Art Collection and Advisory Committee APPOINTS an Elected Member from the Art Collection and Advisory Committee to be a part of the judging panel for the 2015 Community Invitation Art Award meeting on Friday, 16 October 2015 at 9.30am at the Great Space in Lakeside Joondalup Shopping City.

BACKGROUND

The City of Joondalup's CIAA is an annual exhibition currently in its third year, bringing together a selection of professional Western Australian artists to provide residents and members of the public with access to high quality contemporary artworks. The event is held in October of each year within the 'Great Space' of Lakeside Joondalup Shopping City.

As part of the CIAA, a first prize of \$7,000 is awarded to the winner of the overall acquisitive award, with the City of Joondalup automatically acquiring that work. In addition, there are four other prize categories. In total the prize categories are as follows:

- The Overall Award (acquisitive) \$7,000.
- The Overall Runner-Up Award (non-acquisitive) \$2,000.
- The Award for Excellence (non-acquisitive) \$2,000.
- The Celebrating Joondalup Award (voluntary category) \$2,000.
- The People's Choice Award (all artworks eligible) \$2,000.

The IAA had a strong history in the City and within the state and national art industry. The CIAA aims to further strengthen the City's relationship with the broader arts community. The City supports Western Australian art and artists through an art acquisition program. The City adopts a multi-criteria approach to its art collection, acquisitions and awards. This approach ensures that the collection, acquisitions and awards include contemporary art and art that demonstrates local content and context.

At its meeting held on 17 February 2015 (CJ024-02/15 refers), Council agreed:

"That Council supports the judging panel for the selection of the Community Invitation Art Award exhibition comprising three individuals external to the City with a high degree of expertise from the visual arts industry and one Elected Member from the Art Collection and Advisory Committee".

DETAILS

The judging panel

The following visual art industry experts have been appointed to the judging panel for the 2015 Community Invitation Art Award:

Gregory Pryor

Gregory Pryor is an artist, writer and academic with a practice spanning 35 years.

Pryor graduated from the Royal Melbourne Institute of Technology with an emphasis on painting and this discipline continues to be the touchstone of his practice, although his work has, at various times embraced other forms, such as performance, video, installation and object based work.

He arrived in Western Australia in 2003 and continues to discover new forms and concepts that have driven his practice since then. There is a strong emphasis on place and the role that botanical endemism and loss plays in shaping the landscape.

His work is featured in the collections of the National Gallery of Australia, The National Gallery of Victoria, The Art Gallery of Western Australia, The Queensland Art Gallery and numerous important corporate and private collections. Pryor is represented by Lister Gallery, Perth and he currently works as a lecturer in visual art at Edith Cowan University.

Robert Cook

Robert Cook is Curator of Contemporary International Art, Art Gallery of Western Australia (AGWA).

Exhibitions for AGWA include *New passports, New photography, Under God's hammer: William Blake versus David Shrigley, Swamp op – Brent Harris, John Nixon: Matter, Mari Funaki – works, 1992-2009, and Brutal, tender, human, animal: Roger Ballen Photography and Striptease: Max Pam*. In 2007, he was guest curator of *Octopus 7: don't show me your poetry* at Gertrude Contemporary Art Spaces, Melbourne, and, in the same year, co-curated *Old skool (never lose that feeling)* with Hannah Mathews for the Perth Institute of Contemporary Arts. He was the curator of *Primavera 2013* at the Museum of Contemporary Art, Sydney.

Cook's writing - in traditional and ficto-critical formats - has been featured in art publications in Australia and internationally. His collaboration with Max Pam, the newspaper/zine *Narcolepsy*, was included in the 2012 Adelaide Biennale, Art Gallery of South Australia.

Brandon Ballengée

Brandon Ballengée is a visual artist, biologist and environmental activist based in New York, and the City of Joondalup artist in residence in 2015.

Ballengée creates transdisciplinary artworks inspired from his ecological field and laboratory research. Since 1996, a central investigation focus has been the occurrence of developmental deformities and population declines among amphibians.

His art has been featured in several major US publications, including ARTnews, Art in America, The New York Times, New Yorker, The New York Times Magazine, Orion, Audubon Magazine and Sculpture. Internationally, it was also featured in Beaux Arts (France), Liberation (France), L'Oeil (France), The Observer (England), The Guardian (England), Financial Times (England), BBC News (England), D'Ars (Italy), Domenica (Italy), Il Venerdì (Italy), The Sunday Guardian: New Dehli (India) and others.

In 2011, the book *Praeter Naturam: Brandon Ballengée* was published about his works by Parco Arte Vivente, Centro d'Arte Contemporanea and Museo Regionale di Scienze Naturali in Turin (Italy). Another book *From Scales to Feathers*, will debut this year published by the Williams Center for the Arts (USA) and the Shrewsbury Museum (UK). He currently is finalizing his Ph.D. through a collaborative program between the University of Plymouth (UK) and Hochschule für Gestaltung Zürich (Switzerland). Since 2011 he has been a professor at the School of Visual Arts in New York City teaching in both the Fine Arts Department and the Humanities and Sciences Department.

Elected Member from the Art Collection and Advisory Committee

The following Elected Members are current members of the Art Collection and Advisory Committee:

- Mayor Troy Pickard.
- Cr Liam Gobbert.
- Cr Kerry Hollywood.
- Cr John Chester.
- Cr Russ Fishwick, JP.
- Cr Sam Thomas.
- Cr Michael Norman.

The judging process

The judging will take place on Friday 16 October 2015 from 9.30am to 12.30pm at the Great Space in Lakeside Joondalup Shopping City.

This time and date is not flexible, as the judging needs to take place within a small window of time between the installation of the exhibition, and the opening event, which is held that evening on 16 October 2015.

Each member of the judging panel will be sent a briefing pack in the week prior to the judging. This pack contains the following:

- Information on the history of the Community Invitation Art Award.
- The selection criteria of the City of Joondalup art collection.
- A schedule for the judging session.
- A brief biography of each competing artist.
- The scoring matrix.
- Feedback sheets.

Judging process roles

Role	Responsibility
Paola Anselmi, Chairperson.	To facilitate the judging process.
Gregory Pryor, Visual Art Lecturer from Edith Cowan University.	Judge, visual arts expert.
Robert Cook, Curator from the Art Gallery of Western Australia.	Judge, visual arts expert.

Role	Responsibility
Brandon Ballengée, Artist and City of Joondalup Artist in Residence.	Judge, visual arts expert.
A member of the Art Collection and Advisory Committee.	Judge, to ensure the views of the local community are represented.
Curator, City of Joondalup.	To provide background information on artists and to represent the interests of the City's art collection.
Visual Arts Officer, City of Joondalup.	To welcome judges and provide overall facilitation of the proceedings and exhibition space.
Visual Arts Administration Officer, City of Joondalup.	To take minutes, records the judges' comments on the awarded works.

The role of the Chairperson ensures the judging session follows the agreed process.

The City's officers will conduct a brief tour of the exhibition in order to orient the judges and allow each artwork to be individually noted. City officers will ensure that all entries are viewed in an unbiased light and that each entry is suitably displayed for appraisal by the judges.

The judges then separate for individual appraisal. They peruse the exhibition and examine each artwork at length, compiling their shortlists and making notes in the judging matrix for later discussion. To ensure the judging is a professional and transparent process it is essential that the judges' subjective opinions and personal tastes do not influence their final decisions in awarding artworks.

The group of judges then convene and begin to deliberate on the winning entries in all categories except the People's Choice Award. They may need to revisit particular artworks as a group. City officers are available throughout the deliberations to provide technical details. If required, the City's officers may facilitate discussion or answer specific questions, but will not take part in the selection process.

Notes will be taken throughout this part of the proceedings. These notes are later used to produce artwork didactic panels, a media release and the opening event speech.

The judging panel then reaches a conclusion. If a consensus cannot be reached by this time, then the artworks may be judged according to a scoring matrix. Judges may reserve the right not to award a winner in any particular category, including the overall winner. If this is the case then the decision not to award a prize must be reached via consensus.

The judges then present notification, in writing, of the final decisions to City officers in a sealed envelope, ensuring that the news is kept confidential. Feedback sheets are also provided from the judges to the City staff.

Issues and options considered

Not applicable.

Legislation / Strategic Community Plan / policy implications

Legislation

The moral rights section of the *Copyright Act 1968* (Cwlth) states that individual creators have the right not to have their work treated in a 'derogatory' way, such as distorting, mutilating, modifying, altering, or removing the artistic work, without the creator's knowledge and consent. This would include a prohibition on professional handling or displaying of artwork without the artist's consent.

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.
- Promote local opportunities for arts development.

Policy

The City's Art and Memorabilia Collections Policy.

Risk management considerations

Not applicable.

Financial / budget implications

Professional judging panel members are paid an honorarium of \$280 if appropriate.

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

Not applicable.

Consultation

Not applicable.

COMMENT

Not applicable.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That the Art Collection and Advisory Committee APPOINTS an Elected Member from the Art Collection and Advisory Committee to be a part of the judging panel for the 2015 Community Invitation Art Award meeting on Friday 16 October 2015 at 9.30am at the Great Space in Lakeside Joondalup Shopping City.

ITEM 2 REVIEW OF POTENTIAL INSIDE-OUT BILLBOARD SITES WITHIN THE CITY OF JOONDALUP

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENT	Attachment 1 Proposed billboard sites
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 possible sites identified within the City of Joondalup for a new billboard site as part of the City of Joondalup Inside-Out Billboard project.

EXECUTIVE SUMMARY

This report provides information on possible sites within the City of Joondalup for consideration as potential sites for a new billboard as part of the Inside-Out Billboard project in addition to the existing site on the west side of the library building in the city centre.

Thirteen potential sites have been presented to Council within the City Centre including a mixture of freestanding, wall-based and rooftop billboard structures at these sites. This report provides one new site for consideration and lists previous sites for reconsideration. Visual representations of proposed billboard sites are provided in Attachment 1.

In order to establish a second Inside-Out Billboard in 2015, it is recommended Council selects a site listed in this report or provides direction by suggesting potential sites for evaluation.

It is therefore recommended that Council:

- 1 GIVES consideration to a preferred site for evaluation as the site of the second City of Joondalup Inside-Out Billboard;*
- 2 NOTES an amount of \$30,000 has been listed as a Capital Project within the 2015-16 draft budget to establish an additional City of Joondalup Inside-Out Billboard.*

BACKGROUND

In March 2014, the City installed a standard commercial sized six metre wide and three metre high billboard on the west facing side of the Joondalup Library in order to display contemporary pieces of artwork commissioned by exhibiting artists from the annual Community Art Exhibition and Community Invitation Art Awards.

The inaugural artwork was produced by artist Helen Smith, the second was by Chloe Tupper and the most recent and currently installed artwork is by Christophe Canato.

At its meeting held on 6 October 2014 (CJ202-10/14 refers) Council was presented with a report assessing the feasibility of seven new billboard sites for the Inside-Out Billboard project. At the meeting Council requested a further report considering the suitability of a billboard site at the Central Park pump house located at the northern entrance to Central Park West Parking Station number eight.

The report considered by Council at its meeting held on 17 February 2015 (CJ025-02/15 refers) presented details of previous sites and information about Central Park West Parking Station number eight. This site was not approved and Council requested a further report on other potential sites.

Previous sites considered by ACAC include the following:

- Central Walk and Boas Avenue (site of the Joondalup Civic Centre commercial office development).
- Reid Promenade (opposite Medicare).
- Unit 13/115 Central Walk (roof of Paddy Malone's).
- City of Joondalup Administration building (roof).
- The land between Teakle Court and Central Park West Parking Station number 8, site of the proposed Joondalup Performing Arts and Cultural Facility.
- The intersection of Kendrew Crescent and Grand Boulevard (opposite the entrance to Edith Cowan University).
- 9 Reid Promenade, City of Joondalup Police Station and Courts (lawn, roof and east facing wall).
- Corner of Shenton Avenue and Grand Boulevard.
- 140 Grand Boulevard, above Westpac, overlooking the intersection of Boas Avenue and Grand Boulevard.
- Lakeside Joondalup Shopping City buildings, overlooking the intersection of Boas Avenue and Grand Boulevard.
- 151 Grand Boulevard, the Grand Boulevard Tavern.
- The Pump Station at Central Park West Parking Station number 8.

DETAILS

In assessing the suitability for billboard sites the issues considered include:

- visibility within the designated public space
- potential to impact on sight lines of vehicle traffic
- potential to distract drivers at busy intersections
- potential to 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 site (wall-based, freestanding, rooftop)
- the amount of site preparation and works required to install the billboard structure
- land ownership - whether the land is owned by the City of Joondalup or is private property requiring negotiation with lease holders.

In assessing billboard structures and displays the following issues were considered:

- New billboard structures need to utilise the same mounting system to rope banners into place in order to be able to rotate the existing banners between each site.
- Banners in reasonable condition can be stored and reinstalled however their lifespan is not likely to extend beyond two six month periods before the surface cracks and fades.

A summary of quotes below provide an indication of the cost of installing a billboard in the listed sites. The costs may change if engineering drawings and site preparation or management are required.

Visual representations of proposed billboard sites are shown on Attachment 1.

Overview of billboard structure quotes

Based on the preferred supplier, the providers of the first Inside-Out Billboard, the below figures indicate the cost to establish a new billboard:

- Freestanding illuminated billboard - \$16,500.
- Rooftop illuminated billboard - \$22,500.
- Wall-based illuminated billboard - \$27,500.

Issues and options considered

Previously considered sites are within the City of Joondalup City Centre and are a mix of freestanding (ground), wall-based and rooftop billboard structures,

In considering new billboard sites it is to be noted that wall-based and rooftop structures are less vulnerable to graffiti and vandalism. However, there are limited options for such structures due to a small number of multi-storey buildings within Joondalup and these sites require negotiation with the owners.

Freestanding billboard sites are vulnerable to graffiti and vandalism however, the sites suggested are situated in high foot and vehicular traffic areas. The canvas banners can be graffiti coated and if damaged beyond repair can be reprinted.

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

The type of lighting installed will also have an impact on costs. The two types of lighting - external and internal are very different in visual effect, and internal lighting is premium in quality and price.

The external type of floodlighting attracts insects that stick to the lamps and can fall and gather below the billboard and cause hot spots that flare on the surface of the billboard. The internal (light box) type of lighting is the preferred 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.

Based upon previous discussions by the ACAC, the following sites are resubmitted for further consideration by the Committee. However, given these sites have been suggested previously and not supported, the ACAC may want to give consideration to alternative sites.

Proposed site: The land between Teakle Court and Central Park West Parking Station number 8, site of the proposed Joondalup Performing Arts and Cultural Facility.

- The site is owned by the City of Joondalup.
- One billboard could be installed on the corner of Teakle Court and Grand Boulevard facing south-west.

Proposed site: 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 freestanding 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.

Proposed site: 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.

Proposed site: 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.
- One freestanding billboard could be installed on the roof facing east over the intersection of Grand Boulevard and Boas Ave.
- One wall-based billboard could be installed on the wall facing east over Grand Boulevard.

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	<i>The City's Art and Memorabilia Collections Policy.</i>

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.

The actual capital cost in 2013-14 for the installation of the Inside-Out Billboard located at the library was \$30,361 including the initial cost of manufacturing the billboard structure, printing of the banner display, signage and the associated road management costs for the installation of the structure.

The annual cost to operate the Inside-Out Billboard located at the library is \$15,200. This includes two commission fees for artists, the banner printing, changeover costs and contingency for road traffic management.

The annual cost to operate a second billboard displaying the existing billboard banners would be approximately \$8,600. This is less as the total would not include the commission fees for artists creating new artworks.

If the ACAC recommends proceeding with additional Inside-Out Billboard sites, funds will need to be allocated within the *Five Year Capital Works Program* for the design, manufacture and installation of a billboard at approved sites. Funds will also need to be allocated to the annual operational budget for each additional site.

All amounts quoted in this report are exclusive of GST.

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 is required for the Inside-Out Billboard project. However, engagement would need to be undertaken with the relevant land owners and statutory authorities where appropriate.

COMMENT

In order to establish a second Inside-Out Billboard in 2015, it is recommended Council selects a site listed in this report or provides direction by suggesting potential sites for evaluation.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That Council:

- 1 GIVES consideration to a preferred site for evaluation as the site of the second City of Joondalup Inside-Out Billboard;**
- 2 NOTES an amount of \$30,000 has been listed as a Capital Project within the 2015-16 draft budget to establish an additional City of Joondalup Inside-Out Billboard.**

Appendix 1 refers

To access this attachment on electronic document, click here: [Attach1ARTagn040615.pdf](#)

**ITEM 3 2015 CITY OF JOONDALUP COMMUNITY ART
EXHIBITION - POSSIBLE ARTWORK FOR
ACQUISITION**

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	104679, 101515
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 (ACAC) to consider the possible acquisition of artworks following the City's 2015 Community Art Exhibition (CAE).

EXECUTIVE SUMMARY

The 2015 annual CAE will be hosted by the City of Joondalup in the Great Space at Lakeside Joondalup Shopping City. The CAE is a non-acquisitive exhibition that is open to residents of the City of Joondalup and members of local visual arts associations.

The 2015 CAE includes revised conditions increasing the maximum artwork size from 50 centimetres x 50 centimetres to 100 centimetres x 100 centimetres and an increase in the maximum artwork price value from \$1,000 to \$2,000.

Artists may enter as many pieces as they wish after paying a minimal entry fee. The CAE contains a number of award categories, with winners determined by an independent judging panel consisting of industry experts. Traditionally, the City does not acquire many pieces of art from the CAE, however if there are suitable pieces that would add to the City's Art Collection a recommendation will be made for possible purchase.

BACKGROUND

The City of Joondalup Community Art Exhibition is an annual exhibition open to all Joondalup residents and members of local visual arts associations. It offers non acquisitive awards in a variety of categories, such as the Most Outstanding Artwork Award, five media-specific categories and a variety of themed awards with specific criteria.

For a small entry fee, local artists have the opportunity to gain exposure for their art, practice and participate in an annual community exhibition. The exhibition has an ongoing partnership with the Joondalup Community Art Association (JCAA).

DETAILS

The 2015 CAE is held in the Great Space at Lakeside Joondalup Shopping City as it has been since its inception. The CAE does not have a theme, which allows all artists ample freedom to explore ideas and concerns of primary interest within their ongoing practice.

The following conditions were placed on entries to the 2015 CAE:

- Two and three dimensional artworks are to be a maximum size of 100 x 100 centimetres (including frame).
- The maximum price of artworks is to be \$2,000.

The award categories for the 2015 CAE are listed as follows:

- Most Outstanding Work \$1,500.
- Media categories (Five x \$1,000) \$5,000.
- Celebrating Joondalup Award \$500.
- Popular Choice Award \$500.
- Artist in Focus Award \$500 and exhibition.
- Student Award \$250 voucher.

In the event that there are many works worthy of merit, in addition to the above mentioned prizes, the independent judging panel may award up to three discretionary Judges' Commendation Awards. These awards take the form of a certificate and do not include a cash prize.

The panel shortlists up to five works for consideration in each award and the winners are then chosen by consensus discussion. In the event a consensus cannot be reached, the artworks may be judged according to a scoring matrix.

The judging panel is required to provide a brief written statement about each of the award winning artworks and why they were chosen. These statements may be quoted when announcing the winners on the opening night and for media and promotional purposes.

The CAE provides the following benefits:

- An environment that is supportive of the visual arts within a local context.
- The opportunity for the City to engage with community members in a positive way and enhance public perception of the organisation.
- A contribution to the local economy by attracting non-residents to the area.

Issues and options considered

There are four options open to the ACAC, those being:

- accept the recommendations for acquisitions
- accept part of the recommendations for acquisitions
- not accept any recommendations for acquisitions
or
- recommend an acquisition for purchase.

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.
- Promote local opportunities for arts development.

Policy *The City's Art and Memorabilia Collections 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 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.

When the City's Art Collection was assessed in December 2007, the valuer's comments noted that the City has a significant contemporary Art Collection of excellent financial and cultural value. Overall, selections have been made in order to build a collection of high artistic and financial value.

Financial / budget implications

Current financial year impact

Account no.	1 442 C1021 6232 000.
Budget Item	C1021 Purchase of ArtworkM167.
Budget amount	\$15,000 of the 2014-15 budget.
Amount spent to date	\$17,405.
Proposed cost	Unknown.
Balance	\$0.

The current financial year's budget is fully committed.

All amounts quoted in this report are exclusive of GST.

Regional significance

The creation of a high standard of professional art creates a cultural asset for the entire northern region. It promotes the City of Joondalup as an instigator of supporting development in local arts and culturally invigorates the City through engaging the local community.

Sustainability implications

Visual art provides physical and educational enhancement of a locality and provides a catalyst for public discussion about current social, economic and environmental issues. Through creating more regular points of interest and interaction with visual arts the local community could possibly enjoy visual art all the year round. This would enhance the relevance of the City's cultural identity for the local community and would increase the value of the City's cultural resources.

Consultation

Not applicable.

COMMENT

A presentation will be made to the committee during the tour recommending those items of artwork featuring as part of the City's 2015 CAE for possible purchase by the City.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That the Art Collection and Advisory Committee GIVES CONSIDERATION to acquiring the recommended pieces of artwork displayed as part of the City of Joondalup's 2015 Community Art Exhibition.

ITEM 4 CITY OF JOONDALUP ART COLLECTION AUDIT

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	14158, 101515
ATTACHMENTS	Attachment 1 Summary of the City of Joondalup Art Collection Categories
AUTHORITY / DISCRETION	Information - includes items provided to Council for information purposes only that do not require a decision of Council (that is for 'noting').

PURPOSE

For the Art Collection and Advisory Committee to consider the findings of the recent assessment of the City of Joondalup Art Collection and consider if a theme should be introduced for art acquisitions.

EXECUTIVE SUMMARY

At its meeting held on 9 February 2015, the Art Collection and Advisory Committee (ACAC) requested a report be prepared dealing with an audit of the City's art collection to determine the mix of the collection and that consideration be given to specifying the category each year based on the audit result whether it be painting, sculpture or photography.

The City's art collection currently houses 237 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. Each year, \$15,000 is allocated to new acquisitions and several artworks are acquired per year from this fund. In recent years, an amount of \$15,000 per year was allocated to commissioning artists to produce one original artwork per year. One artwork is acquired per year via the Community Invitation Art Award (CIAA) with the winning artwork automatically being acquired by the City.

An assessment was carried out in early 2015 to determine the mix of the different types of art in the collection. The result shows that the mix of the collection reflects the values and aspirations of the City of Joondalup in line with the selection criteria prescribed by *The City's Art and Memorabilia Collections Policy*. It is recommended that a theme or category is not applied when considering new acquisitions or for the CIAA.

BACKGROUND

At its meeting held by the Joint Commissioners in November 1999 (CJ397-11/99 refers), it was agreed that the City of Joondalup would be allocated artwork that reflected its modern suburban environment, following the inception of the City of Joondalup and its division from the City of Wanneroo. Artwork that was acquired post 1991 and/or works that had a focus toward urban landscapes; boat and sea pictures and sculptures; still life and domestic interior works; and figurative, abstract and portraiture works were allocated to the City of Joondalup. Since that time, the City has focussed on collecting works that fit this description principally from Western Australian contemporary artists.

From 1998, the collection has been professionally curated. Selective methods of acquisition and disposal, along with a management policy, have ensured that the collection has maintained integrity. It is a cultural asset to the City because it records, interprets, and celebrates the City of Joondalup as it develops and matures and becomes a part of the fabric of Western Australian identity. It was valued in early 2015 and is currently insured for \$707,000. For purposes of comparison the collection was valued at \$207,000 in 2001.

The following comment was included in a report presented to the ACAC at its meeting held on 2 April 2012 and later noted by Council at its meeting held on 14 April 2012 (CJ068-04/12 refers):

“In 2007, the City introduced a ‘local content and context’ criterion as part of the Invitation Art Award (IAA), which had a direct impact on the award with a number of high profile artists deciding not to enter the exhibition. As a result the size and overall quality of the works in the exhibition was lowered and the idea was subsequently dropped.

In 2010, the City introduced the ‘Celebrating Joondalup Award’ which is an optional category for artists to enter and is intended to encourage works that have a particular relevance to Joondalup. This has proved to be a more productive method of fostering local content in the IAA.”

At its meeting held on 9 February 2015, the ACAC requested a report be prepared dealing with an audit of the City’s art collection to determine the mix of the collection and that consideration be given to specifying the category each year based on the audit result whether it be painting, sculpture or photography.

DETAILS

The City supports Western Australian art and artists through an art acquisition program, and collects contemporary artworks that contain a degree of local interest and content.

Each year the City allocates funds in the budget to undertake the purchase of artworks from exhibitions outside of the City of Joondalup. In recent years the amount allocated has been \$15,000. The suitability of these purchases is assessed based on the selection criteria (listed below) outlined in *The City’s Art and Memorabilia Collections Policy*:

- Is a quality example that will be a significant addition to the 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.

On average, four to six artworks are acquired in this way each year. The funds allocated also cover acquisitions which come from the City's two annual art competitions, the Community Invitation Art Award (CIAA) and the Community Art Exhibition (CAE). The winning entrant of the CIAA is automatically acquired into the collection provided that it meets the selection criteria.

In recent years, an amount of \$15,000 per year was allocated to commissions whereby a Western Australian professional artist creates a unique artwork in response to a key theme in celebration of the City of Joondalup. The intent of this allocation of funds was to allow the Council more influence in determining the type of artwork added to the City's collection. This allocation was recently reserved for two years in order to commission an international artist to undertake a residency and visit the City to interpret and reflect a key theme in celebration of the City of Joondalup.

Artwork Collection Assessment (Attachment 1 refers)

The assessment focussed on categorising the collection in the following four ways:

- Media.
- Content.
- Genre.
- Provenance.

Media refers to the materials used to create the artwork. Painting is the dominant media in the City of Joondalup's collection with 42% of the artworks being comprised of some form of paint media, including oil, acrylic, watercolour, aerosol or mixed media.

Content refers to the underlying meaning of the artwork and the ideas and philosophies that it references. The majority of the works in the collection deal with ideas around progress, change and contemporary urban life. The natural world is a broad category and it appears to dominate; however, this category is expressed in a very wide variety of ways across the collection and is also of interest to many artists and audiences.

The word genre in this context, refers to still life, landscape, portraiture and human anatomy, this was once a common way to categorise artworks. In the City's collection, the predominant genre is landscape (50%) then portraiture (39%). It should be noted that this is an outdated system of categorising art that is no longer commonly used in contemporary art due to the highly diverse range of materials used, and also the new modes and methods presented by new technologies and ideologies.

Provenance refers to where the artwork came from and the story that accompanies its acquisition. The percentage of works inherited from the former City of Wanneroo collection is high (34%), but this is to be expected considering the relatively short amount of time that has passed since the collection passed over to the City of Joondalup. Over time, this ratio will decrease and a trend will emerge that shows that the majority of artworks are acquired, with a small proportion of acquisitions made via the CIAA and the CAE. This assessment has revealed that only 7% of acquisitions come from the CIAA. There is a very low number of art being purchased directly from artists, only 2%, with most purchases made via commercial galleries.

Location of artworks throughout City buildings

34% of the artworks are currently in storage and this is in part due to the fact that there is currently no specific venue for the display of cultural artefacts in the City. There are a number of artworks in storage that are on rotation, resting, needing repair, or are no longer suitable for display. Those no longer suitable for display will likely be considered and recommended for deaccession at a later date. Community areas such as libraries and recreation centres are problematic places to display art due to various factors; size of the space or artwork, public safety, risk of theft, risk of damage, and too much ultra violet light, being the most common problems that prohibit display.

Policy

The City's Art and Memorabilia Collections Policy supports Western Australian art and artists through an art acquisition program. The City follows selection criteria for the acquisition of artworks for the City's art collection including from City's art awards. This approach ensures that the collection, acquisitions and awards include contemporary art and art demonstrating local content and context.

Issues and options considered

Themes

The purpose of the City's art collection is to preserve, grow and maintain the City's cultural assets and to preserve, protect and promote the unique social and cultural identity of the City. It aims to support contemporary artists, and provide Joondalup citizens with access to high quality, contemporary visual art.

The City meets these objectives in line with curatorial consideration and professional advice according to best practice in the national arts industry. Best industry practice is outlined in *The Code of Practice* by the National Association for the Visual Arts (NAVA), the national body for the visual arts. Other practical assistance is provided to the City via its annual membership with Artsource, the peak body for Western Australian visual arts.

When the City's art collection was assessed in December 2011, the professional valuer commented that the City has a significant contemporary art collection of excellent financial and cultural value.

Legislation / Strategic Community Plan / policy implications

Legislation Not applicable.

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

Risk management considerations

The storage, care and maintenance of low quality artwork can outweigh the artworks financial and cultural value.

Financial / budget implications

Not applicable.

Regional significance

The City's art collection is a specialised and curated collection of artworks by Western Australian artists. Selections have been made in order to build a collection of high artistic and financial value. The collection is building in value and now represents a sizeable asset. When the City's art collection was assessed in 2011, the valuer's comments noted that the City has a significant contemporary art collection of excellent financial and cultural value and this was asserted again recently in the 2015 valuation.

The valuer's comment in 2015 was that *"It is a very good collection of works associated with Joondalup and surrounding area. (...) Well known artists include Kate McMillan, Concetta Petrillo, Eva Fernandez and indigenous artists Butcher Cherel and Queenie McKenzie. The collection is superbly displayed amongst the walls and areas of the foyer, passage ways, offices and other buildings including the library."*

Sustainability implications

The acquisition of artworks for the collection has positive social sustainability implications for the City. The art collection acts as a catalyst for public discussion about current social, economic and environmental issues. The collection 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 Art Collection has been carefully developed and maintained in line with a guiding policy and in accordance with art industry best practices, as outlined by the National Association for the Visual Arts and Artsource. It is generally accepted that individual artworks contained within a collection may not have appeal or resonance with every viewer, yet the artistic merit and cultural value of the collection is evident and is generally a cohesive reflection of the City's history.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That the Art Collection and Advisory Committee NOTES the mix of the different types of artwork in the City's art collection.

Appendix 2 refers

To access this attachment on electronic document, click here: [Attach2ARTagn040615.pdf](#)

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.
2	Review of Potential Inside-Out Billboard Sites within the City of Joondalup – [35613] Attachment 1 Proposed billboard sites	1	1
4	City of Joondalup Art Collection Audit – [14158] Attachment 1 Summary of the City of Joondalup Art Collection Categories	2	8