



## Background

Cottesloe is a unique suburb of Perth located on the coastal strip between Yanchep and Fremantle the land area of the Mooro people. The traditional name for Cottesloe is Mudurup (pronounced 'Moordoorup' or 'Murdarup') meaning place of the yellowfin whiting.

Since 2005, the Town has hosted "Sculpture by the Sea" ("**SxS**"), a public sculpture exhibition that has become the main driver of the Town's acquisition of artwork.

The Town's **Acquisition of Artwork Policy** (adopted in 2017 and due for review in July 2022) informs the Town's acquisition of sculpture from SxS, in addition to other artwork the Town may acquire at any time. The Policy therefore covers both Public Art and all other types of artworks.

The Art Acquisition Panel (**AAP**) was formed as a committee to advise on artwork selection. The panel consists of Councilors, Town Executive, the Mayor and local resident representatives. In November 2018, it was renamed the Art Advisory Panel to better reflect its wider objectives.

## Introduction

This **Public Art Strategy** aims to augment the Acquisition of Artwork Policy and provide overarching guidance on why the Town acquires Public Art, and for future acquisition, installation and divestment (if any) of Public Art, including ephemeral works and future SxS sculptures.

The Strategy sets out a Strategic Vision for the ongoing acquisition and maintenance of the Town's Public Art collection, which at present mainly comprises sculptural works acquired from SxS.

However, this Strategy also contemplates broader objectives of future Public Art possibilities in Cottesloe – whether permanent, temporary, non-acquisitional or non-sculptural.

## The Public Art 'Collection'

Through acquisition by purchase or donation, the Town's Public Art collection comprises (as at June 2018) 25 sculptures installed throughout Cottesloe – on the beachfront, in the town centre, in parks and reserves, and on prominent roads and roundabouts. Non-sculptural works and several maquettes are also on display at the Town's administration at the Civic Centre.

The Town has acquired sculptures through its current Lease Agreement with SxS (now in its 14th year as an event in Cottesloe). In 2018 the AAP resolved to adopt a more strategic approach to its acquisition, by developing this Strategy.



## Existing Acquisition of Artworks Policy

The Acquisition of Artwork Policy currently offers limited strategic focus, centred on financial and community cultural value of acquired artwork (i.e. "high quality artwork" or "long-term financial and cultural value to the community"). It also covers both Public Art and other types of artworks.

The Policy also addresses specific compliance criteria for acquisition, in addition to long-term financial and community value (i.e. "reflecting the Town's identity/history, enhancing community culture and life, accessibility ... providing cultural heritage diversity"), and prioritises simplicity and transparency in this acquisition process.

The only statement relating to the purpose or objective of the art collection is defined by "access" and "appreciation", with these elements now forming the basis of this Strategy.

(See relevant parts of this Policy listed in the Appendix to this document)

## Purpose of this Public Art Strategy

Given the limitations of the Acquisition of Artworks Policy, this Strategy seeks to outline the clear aspirations and confidence in **why** the Town acquires artwork, with particular focus on sculpture from SxS in the **Strategic Vision**. It also examines **how** the collection and ephemeral public art activities will achieve its objectives in offering art to the community in the **Strategic Objectives**.

This Strategy seeks to optimise both the financial and cultural value of the public art collection – for the benefit of Town and community – and to position the Town as a local government that understands, recognises and acts on the importance and inclusivity of art, culture and creativity in contemporary urban life: creative stimulation, aesthetic enrichment, new knowledge or insights, diversity of cultural expression and a deeper sense of belonging to a shared cultural heritage.

The purpose of this Strategy is therefore to set a clear direction for and a co-ordinated approach to Public Art in the Town, including by acknowledging the importance of Public Art, and the need for the Town to develop a suitable ongoing Public Art program for the Cottesloe community.

## Links to Strategic Community Plan

The Town's "Strategic Community Plan 2013–2023" sets out strategic elements that "guide the future development of the Town and the facilities and amenities that the community needs. In doing so, the intention is to not only preserve the essential character of the Town, but to do this in a stylish way that embraces the very essence of Cottesloe".

- *The community's vision: "An **iconic coastal** community with a **relaxed** lifestyle."*



- *Council's mission: "To preserve and improve Cottesloe's **natural and built environment and beach lifestyle** by using sustainable strategies. Members of the **community will continue to be engaged** to shape the future for Cottesloe and strengthen **Council's leadership role.**"*
- Within the framework of the Strategic Community Plan, this Strategy seeks to "preserve the essential character of the Town ... in a stylish way that embraces the very essence of Cottesloe."

Elements of the Strategic Community Plan's "community aspirations", the "Strategic Priorities" and "underpinning sustainability principles" inform this Strategy (see notations in bold, in Appendix).

## THE PUBLIC ART STRATEGY

### Importance of Public Art

Public Art has the ability to enhance public places and spaces. It can also add immeasurably to a community's sense of place, enrich civic identity and enliven public spaces. Further, it is able to provide creative stimulation to the public due to its accessibility, aesthetically enrich an urban lifestyle, lead to new knowledge or insights through an ongoing engagement with Public Art and add diversity of cultural expression and a deeper sense of belonging to shared cultural heritage.

### Strategic Vision

The Town's public art provides year round publicly accessible opportunities for engagement with visual arts creativity and the environment.

The Town's Public Art will reflect its identity, be enjoyed by and be beneficial to the community.

This Strategy prioritises Public Art that will enable physical and visual access to Public Art and an appreciation of it that is consistent with the Acquisition of Artworks Policy (i.e. "reflecting the Town's identity or history, enhancing community culture and life, and providing cultural heritage diversity"), underpinned by artworks of quality for long-term enrichment and community value. All Public Art must be clearly visible from the public sphere, should contribute to public amenity, and be located with context in mind. Public Art will be professionally created, unique, high quality and original. It should be durable, vandalism resistant (if possible), sustainable and easy to maintain.

Public Art will complement and enhance the community's vision to enjoy Cottesloe's relaxed coastal lifestyle and environment.



The Town should engage the community in both the benefit of and enjoyment of Public Art.

The Strategy demonstrates the Town’s willingness to provide leadership in the role Public Art plays in building community, public well-being and identity, using best practice in Public Art.

## **Strategy Objectives**

In seeking to achieve the Strategic Vision, the Panel will focus on the Draft Public Art Strategy - Objectives (as at November 2018) as outlined in the attached table matrix.

## **Strategy Updates**

This Public Art Strategy aims to provide an initial, broader direction that can be developed as the Public Art Strategic Objectives are developed and implemented, and as the Town itself evolves – including to reflect updates made to the Town’s “Strategic Community Plan” for 2013 to 2023.



## Appendix 1 – “Acquisition of Artworks” Policy

### "Acquisition of Artworks" Policy

The "Acquisition of Artworks" Policy establishes the Art Advisory Panel (AAP) and provides for maintenance of the Town's "public art collection" including an annual budget for acquisitions, insurance, consolidation and documentation.

In relation to acquisitioning, it guides the acquisition and placement of specific artworks, however it is largely silent on the overarching objectives of the acquisition of sculpture.

The Policy's only strategic element emphasises financial and community cultural value:

#### (1) OBJECTIVE

To provide guidance in the collection of high quality public art works so that acquisitions are of long- term financial and cultural value to the community.

Guidance on specific acquisitions requires work that reflects the Town's identity/history; that enhances community culture and life; that is accessible to all; and that provides cultural heritage diversity through a simple and transparent process.

Specific acquisitions are largely guided by the work's long-term financial and community cultural value:

#### (2) PRINCIPLES

Acquisition of art works for the collection should:

- facilitate the development of art works which truly reflect the cultural heritage of the Town, its people and places and the broader Western Australian community.
- represent significant periods, occasions and urban initiatives in the evolution of the Town and its place in Western Australian society.
- enhance the environment and contribute to the culture of the community and community life.
- be readily accessible.
- reflect the richness and diversity of our cultural heritage expressed through contemporary art forms.



### **(3) ISSUES**

(a) A process for the selection of art works should be agreed upon that is not overly complicated or subject to undue political influence.

### **(4) POLICY**

#### **4.2 Assessment and Purchase of Art Works**

(a) An assessment of both the long-term cultural value and/or investment potential must be made by the Arts Acquisition Panel when works are being considered for addition to the collection.

Once acquired, the purpose and objective of the collection is defined by access and public appreciation, which suggests *placements* that allow good physical and visual access by the community, and appreciation of the specific nature of the acquired works, as above:

#### **4.3 Management of the Collection**

(d) The collection shall be housed to ensure maximum access and appreciation by the public.



## Appendix 2 – “Strategic Community Plan 2013 – 2023”

### “Community Aspirations” (from Strategic Community Plan 2013 – 2023)

The following are excerpts from the Plan, with potential links to this Strategy in **bold**:

- “assured” – **Cottesloe is confident and forward looking, willing to plan pro-actively**
- “visible presence of people going about the Town ... Meeting in neighbourhood streets or town centre, exercising or relaxing at the beach or foreshore, playing sport, and belonging to local clubs, groups and the schools ... a strong sense of community ... to sustain the aspirations of long-standing residents while acknowledging the place new residents have in (its) unfolding future. (T)he casual relaxed coastal lifestyle ... which binds the community is valued and sustained.” – **we are a strong, active, outdoor community attracting new residents who help shape its future, centred around and bound by a casual, relaxed, coastal lifestyle**
- “relaxed friendly feel to local ... with well-established trees, hedges and lawns is the result of stable and longstanding development” – **at street level, Cottesloe is easy to relax in, retains connections to nature and is orderly and well developed**
- In future ... smaller lot sizes and additional medium density housing ... more choices in housing style and size. Properties in the town centre, local centres and beachfront will provide a mix of residential and commercial uses – **scope for newer precincts**
- The landscape setting of the foreshore will remain with Norfolk Island pine trees and wide open spaces being augmented by low key sculptural elements – **sculpture can augment and complement the current Cottesloe beachside foreshore landscape**
- Improved connection between east and west ... with redevelopment of the railway land with retention of open space and ‘green links’ and the realignment of Curtin Avenue will create a closer, more cohesive community with a unified sense of identity and feelings of belonging. Traffic has a considerable impact on the amenity for residents and will need to be carefully managed moving forward – **sculptures to be a ‘way-finding’ tool between east and west, in avenues/corridors at different points along Curtin Avenue, linking to open space/green links, at the same time also linking all of Cottesloe in overall layout across different wards and precincts. Some scope for public art to ameliorate the impact of traffic in resident amenity.**
- prepared to move with the times, and respond to changing expectations, while retaining Cottesloe’s core attributes: the suburban feel of the tree-lined streets; a relaxed, well planned beachfront; a vibrant and sustainable town centre; a strong and unique sense of community; important heritage places; and, a lifestyle that living in close proximity to the beach and foreshore



*creates – tying all of the above together, well placed and co-ordinated sculpture, alongside heritage markers and other cultural components, can greatly enhance Cottesloe’s unique environment.*

## “Strategic Priorities” and “Major Strategies”

The following Major Strategies of each Strategic Priority will be relevant to this Strategy (the following are excerpts from the Plan, with potential links to this Strategy in **bold**):

### 1. Protecting and enhancing the wellbeing of residents and visitors

1.1 Develop an ‘integrated transport strategy’ that includes cycling, park and ride, Cott Cat, public transport and parking management strategies to meet the needs of pedestrians, cyclists and other non-vehicular traffic. **Sculpture ‘pathways’ enhance transit through the suburb by non-vehicular traffic and reduce traffic’s dominance**

1.4 Continue to improve community engagement. **Sculptures that meet the needs of residents through well-thought placement and orientation builds engagement**

1.5 Continue to improve access and inclusion of aged persons and those with disabilities. **Sculpture provides greater amenity for aged and disabled residents**

1.8 Review lighting in all public areas with a view to assessing the environmental sustainability of lighting and the adequacy of lighting from a personal safety perspective. **Sculpture location lighting adds to street lighting for personal safety**

### 2. Achieving connectivity between east and west Cottesloe

2.2 Produce a draft Structure Plan for consultation purposes showing the sinking of the railway and realignment of Curtin Avenue together with ‘what’s possible’ in terms of sustainable redevelopment and pedestrian and traffic links and Town Centre integration. **Sculpture placement and configuration can be a key element for a Structure Plan concerning pedestrian amenity and Town Centre integration**

### 3. Enhancing beach access and the foreshore

3.1 Implement the ‘Foreshore Redevelopment Plan’ in consultation with the community. **Public art to form a key component of the revitalised foreshore**

3.4 Increase public transport services and solutions for moving people to and from the beach area. **Sculpture pathways assist and guide movements to/from beach**

3.6 Develop and implement an asset management plan for coastal infrastructure which seeks to promote the enjoyment of the coastline while protecting the dune



environment. **Public art assets to be included as assets adding to this enjoyment**

## 4. Managing development

4.2 Consider undeveloped Government owned land for higher density development provided there is both public support and benefit for the Cottesloe community. **An increased scope for sculptural elements included in planning and development.**

## 5. Providing sustainable infrastructure and community amenities

5.1 Develop sustainability and capacity criteria to assess major strategies. **Public art strategy to be assessable and measured over time (ie its contribution to Cottesloe)**

5.2 Manage assets that have a realisable value. **In addition to proper acquisition or maintenance, the placement and purpose of Cottesloe's public art is able to add to its realisable value (ie a sculpture's iconic status over time, or its "transferability")**

5.3 Implement the Town Centre Public Domain Infrastructure Improvement Plan. **Sculpture and public art to form a key component of amenity in any improvement**

5.4 Maximise income from non-rates sources. **Potential to monetise sculpture walk or similar output by creating a sought-after, well configured public art collection**

5.5 Develop a long term asset management plan. **In addition to proper acquisition or maintenance, the placement and purpose of Cottesloe's public art is able to add to its value for residents, with scope for neighbourhood "adoption" of sculptures**

## 6. Providing open and accountable local government

6.1 Ongoing implementation of Council's community consultation policy. **Residents to be included and consulted in the placement, layout/configuration and purpose of the Town's public art collection, and possibly in future acquisitions/divestment**

6.4 Enhance the Town's ability to embrace and manage change. **High engagement with and understanding of creative or cultural work can build adaptivity to change.**

Endorsed by Town of Cottesloe's Art Advisory Panel	4 December 2018
Adopted by Town of Cottesloe Council	26 February 2019