

9.4.5 Documentation of Mural Arts Programme

Ward:	South	Date:	10 October 2014
Precinct:	Oxford Centre (4)	File Ref:	SC1450
Attachments:	Nil		
Tabled Items:	Nil		
Reporting Officer:	S Wilson, Community Development Officer A Birch, Acting Manager Community Development		
Responsible Officer:	J Anthony, Acting Director Community Services		

OFFICER RECOMMENDATION:

That Council APPROVES BY ABSOLUTE MAJORITY the reallocation of \$5,000 from the Festival Expenditure budget towards the Mural Arts Programme budget to fund a film documenting the City's Mural Art Programme as detailed in the report; and

PURPOSE OF REPORT:

To approve the reallocation of \$5,000 from the Festival Expenditure budget to the City's Mural Art Programme budget to fund the production of a film documenting the City's Mural Art Programme with a focus on the Luna Mural Project.

BACKGROUND:

At the Ordinary Meeting of Council on 8 April 2014, the Council requested that the City's Officers approach the owners of Luna Cinema in relation to potentially funding a mural art project on their southern wall.

At the Ordinary Meeting of Council on 24 June 2014, the Council resolved the following:

"That the Council;

- 1. APPROVES BY AN ABSOLUTE MAJORITY a large scale mural on the southern wall of the Luna Cinema, for estimate cost of \$20,000 and*
- 2. NOTES the contribution of \$10,000 from the Luna Cinema to this project, to match the City of Vincent funding."*

At the Ordinary Meeting of Council on 9 September 2014, the Council did not approve a proposed location change for the RTRFM Music Festival. Therefore the City's funding of the RTRFM Musical Festival has been removed and the budget of \$5,000 is currently unallocated.

DETAILS:

The City of Vincent is fast becoming known for its support of mural artwork and its growing collection. The Luna Cinema mural will be the City's largest mural acquisition to date, adding much needed colour and life to an otherwise blank wall. The Artist commissioned to paint the Luna Mural, Fintan Magee, is renowned worldwide and has returned to Australia from two (2) major International Street Art Festivals. The Luna Cinema mural project affords an excellent opportunity to document the mural process as well as the City's Mural Arts programme as a whole through the medium of film.

The City's Officers were approached by film production company, Peacock Visuals. Peacock Visuals outlined their interest in documenting part of the painting of the Luna Cinema mural along with other mural works in the City to showcase the City's work. Peacock Visuals specialise in arts related moving pictures and documentaries.

Peacock Visuals produced a documentary for FORM's overwhelmingly successful PUBLIC Street Art Festival, which was used by mainstream media and shared widely across a variety of social media platforms. The small company is well-known within the local arts scene for their outstanding work. Considering the Artist's and filmmaker's popularity and large following, the production of this film has the potential to possess substantial promotional and marketing value.

Though a final proposal has not yet been received, it is intended for the City's financial investment to return a short documentary of approximately five (5) to ten (10) minutes. The City of Subiaco funded Peacock Visuals to create a similar project in 2012, which included one (1) day of filming and cost approximately \$4,000.

As per the City's Purchasing Policy, the City's Officers shall obtain at least two (2) additional verbal or written quotations from suitable suppliers.

Proposed Dates

The Artist is due to commence the painting of the Luna Cinema mural in the first week of November (exact date TBA). In order to document part of the painting process, due diligence with regards to suppliers will be completed prior to 31 October 2014. If Peacock Visuals are the successful contactors, they will be ready to commence work as required.

CONSULTATION/ADVERTISING:

Nil.

LEGAL/POLICY:

- Policy No. 1.2.3 Purchasing;
- Policy No. 3.10.7 Art;

RISK MANAGEMENT IMPLICATIONS:

Low: The documentation of the Luna Cinema mural has been considered and deemed to be low risk.

STRATEGIC IMPLICATIONS:

This is in keeping with the following Objective of the City's '*Strategic Plan – Plan for the Future 2013-2017*':

'3.1.1 Celebrate, acknowledge and promote the City's cultural and social diversity'

SUSTAINABILITY IMPLICATIONS:

Not applicable.

FINANCIAL/BUDGET IMPLICATIONS:

\$5,000 is to be reallocated from the 2014/2015 Festival Expenditures budget, due to the City no longer funding the RTRFM Music Festival as a result of a venue change making it a fully ticketed event. These funds will be allocated to the Mural Arts Programme to fund this project.

COMMENTS:

The Luna Cinema mural project provides an excellent opportunity to produce a short documentary to promote the City's Arts programme. Considering the large following both the artist and the filmmaker possess, it is expected that the film will be an effective social media marketing tool.

There is also the possibility for the film to be screened at the City's film night in February 2015, as part of the Summer Concerts series.

Aside from the promotional value, the concept of documenting a City project on film is in itself supporting the Arts and therefore, supports the City's cultural objectives. The City's Officers will work closely with the film maker, to ensure the film reflects the City's objectives and values.
