

Case Study: Percent for Public Art scheme

Background:

The first official Percent for Art Scheme was introduced by the Finnish government in 1939, however in Australia the Western Australian State Government's Percent for Art Scheme was amongst the first and began in 1989. This scheme uses a percentage of a development's overall budget (in some cases regardless of whether the development is private or public) to commission public artworks and improve the public realm. In Western Australia more than 574 artworks have been commissioned, valued at more than \$46 million.

The success of the Western Australia Percent for Art Scheme has since led to the adoption of similar policies by other State Government agencies, local governments and private developers as a model of best practice. The Brisbane City Council in 1995 adopted its Percent for Art Scheme which mandates contribution of .25% on all new developments over \$5m and is linked to the initial development application approval, so developers can't construct above ground until they submit an art opportunity report first. While the models and percentages vary slightly, they are all based on the principle of a percentage of a development's overall budget being used for the construction public artworks.

The benefits of such schemes include:

- Improving the quality of the built environment;
- Increasing the value of public facilities;
- Leveraging funds from developers and major infrastructure projects to assist with creating thoughtful and well-crafted public realms;
- Providing new professional opportunities for artists;
- Attracting high quality, significant sculptural artworks by leading Australian and International artists;
- Supporting local creative economies; and
- Contributing to best practice masterplanning

Victorian Context:

Across Victoria, Percentage for Art policies are growing, with many schemes already in place. Hobsons Bay City Council is amongst one of the many Local Governments in Victoria moving towards establishing its own Percentage for Art Schemes. The rise of such schemes in Victoria is partially due to the rate capping environment, rapid increase in municipal development and competitive project budgets. The percentage for art model has signalled a way forward as a logical pathway to resolve financial restrictions and partner with the corporate sector to share costs.

In Victoria this has led to the establishment of a Local Government Percent for Art Network. Led by the Municipal Association of Victoria, the network has active participants from over 20 councils, including from Maribyrnong City Council, from both metropolitan Melbourne and regional Victoria. The group's primary purpose is information sharing and the identification and examination of best practice models. Four Council's in Victoria with Percent for Art schemes in place are:



Artist: Jahne Rees

Title: *Gateway Unwrapped*

Funded via Western Australian contribution scheme



Artist: Mark Datodi and Steve Tepper

Title: *Measure Twice Cut Once*

Funded via Western Australian contribution scheme



Artist: Geoffrey Bartlett

Title: *Orion*

Funded via Port Phillip contribution scheme



Artist: Jonathan Leahey

Title: *Agua Luna*

Funded via Port Phillip contribution scheme

City of Melbourne

- Adopted in 1992
- 1% from Council capital program
- 5% for Council developments over \$10mil
- Docklands specific scheme at 1%
- \$15mil generated (as of June 2006)

City of Port Phillip

- Adopted in 2002
- .5% of project budgets in excess of \$2mil

City of Casey

- 1% from Council capital program
- Developer Contribution Plan includes public art

City of Yarra

- Endorsed as part of Public Art Policy 2015 - 2020
- 1% of development budgets in excess of \$1mil
- Contributions capped at \$1mil

Local Context:

Maribyrnong City Council has experience with commissioning work through similar project based once-off Percent for Art contributions. *People* by Jonathan Leahy and David Burrows, and *Pollyanna's Egg* by Jannette Le and Sahra Stoltz were commissioned in 2014 for the Braybrook Community Hub, using a percentage of the overall capital building costs. In addition plans are already underway for a public art contribution from the Banco Group regarding their upcoming development of the Ryco complex located on Whitehall St, Footscray.

All of these commissions however were negotiated individually and on a case by case project basis. What we seek to achieve as part of the Public Art Strategy 2019 – 2029 is to formalise a Percent for Art Scheme for the City of Maribyrnong. The proposal regarding percentages for the Maribyrnong Percent for Art Scheme is as follows:

City of Maribyrnong Percent for Art Scheme

For private developments in excess of \$5M = 0.5% of the value of the development

For Council building infrastructure developments in excess of \$5M = between 1% - 2% of the value of the development



Artist: John Kelly
Title: *Cow up a Tree*
Funded via Docklands contribution scheme



Artist: Adrian Mauriks
Title: *Silence*
Funded via Docklands contribution scheme



Artist: Jonathan Leahy and David Burrows
Title: *People*
Funded via Braybrook Community Hub development



Artist: Jonathan Leahy
Title: *eXert*
Funded via Casey contribution scheme