



GEELONG CULTURAL PRECINCT.

Masterplan Project Update Volume 1



Joint message:

Geelong is Victoria's largest regional centre, and its Cultural Precinct has great potential as a vibrant hub, enriching the cultural experiences of the local community and visitors alike. The State Government and the City of Greater Geelong are pleased to be working together to develop a masterplan and Business Case analysis that will guide future planning and funding priorities, and help attract commercial investment. There is much work to be done between now and the end of the year. We look forward to sharing the project's progress with you over the coming months.

Theo Theophanous
Minister for Major Projects

Cr. Peter McMullin
Chair, Cultural Precinct
Masterplan Steering Committee



Overview

Announced in October 2006, the decision to undertake the Masterplan project was made following the review of a Feasibility Report (completed in June 2006) on the Geelong Cultural Precinct (GCP). This report focused on upgrading the performing arts facilities. An addendum report (October 2006) also highlighted the need to broaden the focus to consider a wider range of potential facilities including a possible Geelong Convention and Exhibition Centre which could be co-located within the precinct.

The objectives of the masterplan are to:

- Prepare a comprehensive cultural precinct masterplan to facilitate the future needs of the facilities within the area and attract commercial development opportunities within the precinct;
- Identify viable projects for the preparation of a business case

The precinct site incorporates the area bounded by Railway

Terrace, Fenwick, Ryrie and Gheringhap Streets. Possible infrastructure developments to be explored include:

- an upgraded performing arts centre (GPAC)
- a convention and exhibition centre (GCEC)
- relocation of civic accommodation (CoGG)
- the future of the State Government office building
- an upgraded Art Gallery, Library, Heritage Centre and Courthouse
- other businesses including hotel/student accommodation

The masterplan is being prepared by Major Projects Victoria (MPV) with oversight by a Steering Committee chaired by Cr Peter McMullin, City of Greater Geelong. Representatives from the Gordon Institute, Committee for Geelong, Major Projects Victoria, Arts Victoria, Department of Treasury and Finance, and Regional Development Victoria are also included on this volunteer committee.



GEELONG CULTURAL PRECINCT.



Project priorities

There are two key pieces of work in the preparation of the Masterplan; developing the strategic direction for the operational elements of the precinct, and identifying its physical and infrastructure requirements.

Confirming the infrastructure requirements of the Cultural Precinct Facilities

Biruu — a Melbourne-based commercial advisory group — and its team of architects, urban planners, property valuers and arts precinct experts are currently looking at the potential physical and infrastructure requirements for the precinct. Biruu's brief is to determine the scope and size of the proposed facilities, quantify relocation costs and benefits for the City of Greater Geelong and the State, identify co-location opportunities for a potential Conference and Exhibition Centre and existing precinct uses, and determine realistic opportunities for the inclusion of other uses such as student accommodation, retail outlets and a boutique hotel.

Biruu is expected to submit an initial report to the Steering Committee in the third quarter of 2007.

Developing the Strategic Direction:

Wellington-based museum consultant Ken Gorbey has been engaged by Major Projects Victoria to advise on the development of the strategic direction. Ken's work has taken him to Europe, Australia, the United States, Mexico and Asia. He has extensive experience in creating new, and reviewing existing cultural enterprises.

As a first step, Ken recently met with representatives from a number of the City's cultural and commercial organisations. Ken will be seeking further input from these and other organisations spanning the community, cultural and business sectors before submitting his final recommendations to the Steering Committee early in the third quarter of 2007.

Stakeholder consultation

At the request of the steering Committee, three stakeholder groups have been formed: Arts & Culture Facilities, Precinct Accommodation, and Convention and Exhibition Centre with the aim of providing:

- a forum for meaningful discussion of project related matters
- an efficient means of channelling stakeholder issues through to the Steering Committee and relevant project action groups
- specialist advice to the project team as required.

At this stage, membership of the stakeholder groups is focussed on those organisations located directly within the proposed precinct. Further input may be sought from other community, cultural and business groups and individuals as the project progresses.

Keeping you informed:

It is our aim to keep you informed of the project's latest developments. In addition to this newsletter, we have set up a dedicated email address to deal with questions and issues that may not be covered here. If you do have any queries regarding the Geelong Cultural Precinct Masterplan please email us at geelongcultural.precinct@mpv.vic.gov.au

Alternatively you can contact:

Marcelle Ganly, Project Manager, Major Projects Victoria on **ph:** (03) 9655 6896

www.mpv.vic.gov.au