



GEELONG CULTURAL PRECINCT.

Masterplan Project Update Volume 2



Significant progress has been made in the past couple of months.

The precinct vision has now been confirmed

To create a cultural precinct that enlivens the cultural life of the people of Greater Geelong and its visitors, and that is widely regarded as a quality destination providing a high level of cultural offerings through its range of exciting, inclusive and engaging activities, events and facilities.

Developing the Strategic Direction

Ken Gorbey has submitted his final report to the Steering Committee. Key representatives from a number of the City's cultural and commercial organisations have helped inform the report's development.

Ken also chaired a full day workshop – attended by these same representatives

– in Geelong on 5 July 2007. The primary objectives of the workshop were to:

- gain a better understanding of the proposed Geelong Cultural Precinct as an entity – a dynamic cultural zone that enriches the cultural life of Geelong
- explore ways to move the Precinct concept ahead.

The workshop provided for a lively discussion among Geelong's cultural leaders on the idea of the Geelong Cultural Precinct. For a large part of the day participants worked in three groups to refine the form of the Precinct and to seek ways that they could assist the Steering Committee to make immediate progress in strengthening Geelong's cultural life. The three areas of focus were:

- working together
- expanding the Precinct campus and opening it to a wider range of activities
- branding – how Precinct-led cultural development might fashion a self image

among the people of Geelong that is vibrant and confident.

Leadership Group

One of the key outcomes of the workshop was an agreement to convene a Leadership Group comprising cultural, marketing and commercial representatives that will, in the first instance, propose a strategic direction for the precinct activities, and a process for collaborative programming.

Geelong Performing Arts Centre (GPAC), Geelong Gallery, the Courthouse and the Library are co-ordinating this group, which also includes representation by the City of Greater Geelong.

It is intended that the Leadership Group will work in close synergy with the Geelong Cultural Precinct Steering Committee as the project progresses over the coming months.





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a framework of a much improved public realm.

Introducing complementary new activities:

this refers to activities that occur along good street frontages that offer 'secondary diversity' in good urban places. In a cultural quarter these tend to include boutique retailing, private galleries, cafes, restaurants, art supplies, book stores, music stores, craft galleries, jewellery stores and so on. Café and restaurant culture and some of the retail should also extend into the evening, but not too late in areas where residents are living.

- what are the 'right sizes' for performance spaces for GPAC now, and predictions over the next 20 years?

- The architects have started drawing the preferred option as the precinct masterplan.
- As part of the development of the business case, the social and economic benefits of the masterplan are being analysed.

Both the masterplan and business case are scheduled to be completed by the end of November.

Stakeholder meetings

To date there have been three separate formal meetings of the three stakeholder groups and one combined stakeholder group meeting which have provided progress updates and enabled participants to provide valuable feedback on key project matters.

Regular, one-on-one consultation continues with key stakeholders to inform the masterplan's design and development.

Cityscape: designing a safe, secure and ambient environment by improving access, linkage and permeability across the area and to the adjacent precinct.

Phase two of this work stream has commenced:

- The future spatial needs for GPAC and the Library/Heritage Centre have been considered. The main element of this study has been a demand analysis of both facilities addressing the following questions:
 - if a new central library/heritage centre is to be provided for Geelong, what is the 'right size'?

Confirming the infrastructure requirements of the cultural precinct facilities

The Biruu consultant team have completed phase one of the masterplan work. The aim of this phase has been to develop the template for the masterplan drawing and business case analysis.

Within this template, a range of options for the various cultural pieces that comprise the Geelong

Cultural Precinct "jigsaw" have been developed. Urban Cultures, a cultural masterplanning firm, has also outlined the key elements required for the precinct to develop as a successful cultural precinct:

Community Arts Development: in general it is important to offer opportunities for local people to attend, participate in and express their identities through the arts.

Public Art: commissioning of new public art is considered essential, but this must be set within



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