

Great cities have great galleries

A new 21st century regional gallery experience

The Gallery's ambition to lead in the delivery of Geelong's 'clever and creative' 30-year vision for economic and cultural renewal is seriously restricted by a lack of adequate space for large-scale, drawcard exhibitions. Restricted space also limits the display and storage of, and public access to, what is regarded as a nationally important collection owned by the people of Geelong.



The redevelopment of Geelong Gallery through a significant expansion into the Geelong Town Hall would present a new model of a regional art museum for the 21st century: it would be a cultural, learning, ceremonial and social space that honours the civic and ceremonial heritage of the Town Hall.

Geelong Gallery is respected nationwide as one of the leading and oldest regional galleries in Victoria. The Gallery has demonstrated consistently strong growth in attendance and audience engagement over the previous five years, with visitation tripling during this period.

Geelong Gallery's proposed expansion is central to the completion of *Geelong's Cultural Precinct Masterplan* that has seen the successful redevelopment of the Geelong Library & Heritage Centre, and the Geelong Arts Centre. Expanded facilities will importantly build on Geelong Gallery's already demonstrable capacity to help lead Geelong's UNESCO City of Design designation. The expansion also aligns with the Victorian Government's *Enabling Tourism Fund 2020–2021* and *Creative State 2025 strategy*; the Australian Government's vision through the Australian Council for the Arts, *Creativity Connect Us 2019–2023*; and *G21 Priority Projects* and the forthcoming *G21 Creative Industries Strategy*.



Driving the visitor economy

In 2017–18 with the hosting of the *2017 Archibald Prize*, the Gallery attracted 117,000 visitors. The Gallery presented the *Archibald Prize* again in 2018, and in 2018–19, welcomed 160,000 visitors.

The economic impact of the *Archibald Prize* in Geelong over the two-year period was \$14.25M. As Victoria recovers from the challenges of COVID-19, Geelong Gallery has presented *RONE in Geelong*, attracting 46,800 people to the region with an estimated economic contribution of \$7.8M.



2017 Archibald Prize, installation view, Geelong Gallery

A shared vision

Geelong Gallery's expansion aligns with and directly addresses the following strategic visions



Australian Government

Our vision aligns with the Australian Government through the Australian Council for the Arts *Creativity Connect Us 2019–2023*.

- Australians are transformed by arts and creativity
- Our arts reflects us
- First Nations arts and culture are cherished
- Arts and creativity are thriving
- Arts and creativity are valued



Victorian Government

Our vision aligns with the Victorian Government's imperatives through the *Enabling Tourism Fund 2020–2021*

The Enabling Tourism Fund funded through the 2020–21 Victorian State Budget aims to support market testing and identify strategic and innovative projects to diversify and differentiate visitor experiences and increase visitor spend.

And Creative Victoria's *Creative State 2025 strategy*.

- First Peoples first
- For every Victorian
- Whole of state
- Health and wellbeing
- Environment impact



City of Greater Geelong

Our vision is a cornerstone of the City of Greater Geelong's Central Administrative Office Accommodation project and subsequent redevelopment of the historic Town Hall. It also aligns to the following council priorities.

- City of Greater Geelong *2021–2031 Arts and Culture Strategy*
- Strategic priorities in *Council Plan 2018–2022*
 - objective 6 'vibrant arts and culture'
 - objective 8 'thriving and sustainable economy'
 - objective 9 'growing our tourism and events'
- UNESCO City of Design imperatives and responsibilities
- *Clever and Creative Future community vision*
- *Cultural Precinct Masterplan*

Brief history of the Gallery's proposed expansion

Dec 2007

Completion of *Geelong Cultural Precinct Masterplan*, funded by the City of Greater Geelong and the Victorian State Government.

The Plan identified six key components for development, the Geelong (Performing) Arts Centre, Geelong Library, Geelong Heritage Centre, Geelong Gallery, Old Courthouse building and Urban Realm.

2009

Gallery discussions with and presentations to Council regarding necessity for expanded premises begin.

2014

Council and Geelong Gallery secured funding from the Victorian Government under Regional Development Victoria to undertake a Redevelopment Business Case. Business Case completed by Biruu but Council unable to commit to provision of additional space.

2019

City of Greater Geelong Council commit to vacating City Hall and the adjoining conference centre and to building a new Central Administration Office at 137 Mercer St.

Council confirmed 'the future use of the City Hall should, subject to sufficient Government funding, become available to allow for the extension of Geelong Gallery, and that part of City Hall be retained for civic meetings and ceremonial functions'.

Investment Logic Mapping workshops funded by Gallery and conducted and completed by Aalto Consulting.

Key stakeholders involved in the workshops included representatives from Creative Victoria, Regional Development Victoria, City of Greater Geelong Council and Executive team, Geelong Major Events, G21 and Geelong Gallery.

2020

City of Greater Geelong's Conservation Management Plan passed by Council.

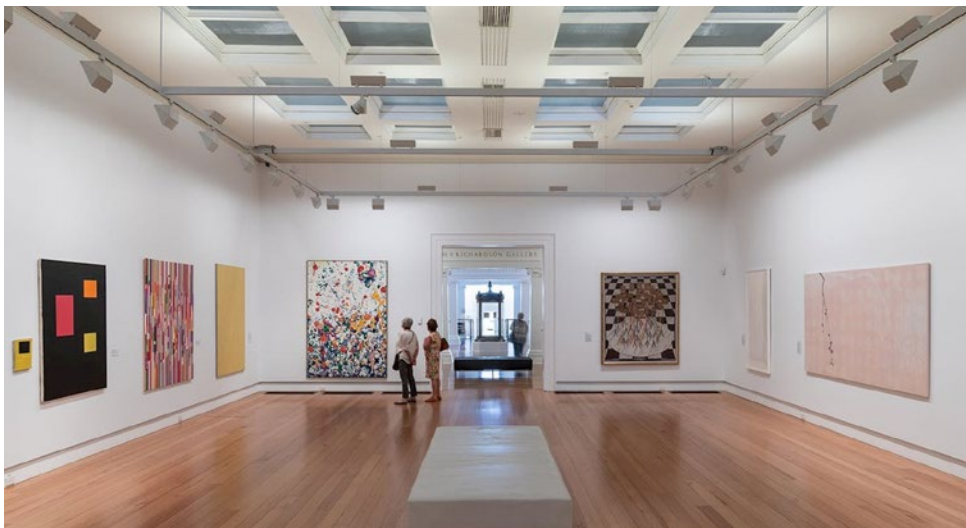
Geelong Gallery and City of Greater Geelong Council confirm funding to support the revised Business Case for expansion.

2020–2021

Geelong Gallery seeks State Government funding to support the revised business case.

2021–2022

Business Case prepared and completed and capital fundraising begins.



A new 21st century Gallery space

The 2019 *Investment Logic Mapping (ILM)* response option analysis recommended Option 4: a new 21st century cultural institution.

Forecast cost: \$70-80M.

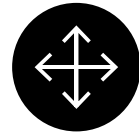


A major civic, social, ceremonial and learning hub with increased economic impact for Geelong and the surrounding regions.

Increase visitation to regional Victoria and enhance visitor yield.



Sidney Nolan's Ned Kelly series, installation view, Geelong Gallery



More distinct and compelling cultural offering with ambitiously scaled, drawcard exhibitions making Geelong a more liveable City.

Honouring the building's past, providing a continuation of City Hall's historical function as a social and ceremonial place.

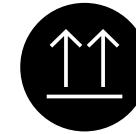


Increased social and creative sector connectivity and capability.

Connecting and empowering people by promoting equity, diversity, inclusion, access and lifelong learning.



The Look, installation view, Geelong Gallery



Enhancing commercial viability of the Gallery through operational and financial resilience.

Drive new jobs across the region in the tourism and creative sector.

For more information contact:

Jason Smith
Director & CEO

jason@geelonggallery.org.au
0431 630 495

Penny Whitehead
Deputy Director—Commercial
Operations and Development
penny@geelonggallery.org.au
0404 846 202