



Overview

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Geelong Gallery — Proposed Expansion



Image: JWA Architect concept design for expanded Geelong Gallery as seen from Little Malop Street.

Can you imagine an expanded Geelong Gallery fit for purpose for future generations to enjoy?

Geelong Gallery is working closely alongside the City of Greater Geelong and key advocacy groups to transform Geelong Gallery into a 21-century arts and cultural precinct for our UNESCO City of Design.

Our diverse and creative population needs cultural assets and infrastructure to match the changing needs of our people. We need to utilise the organisation’s significant role in the delivery and activation of the Geelong Cultural Precinct Masterplan.

Currently Geelong Gallery is challenged by a lack of space to display our nationally important collection (less than 2% on display) and to attract and present major exhibitions of local, national and international content.

We are working to ensure we keep pace as a regional facility of state significance to provide a vibrant cultural, learning and social space that connects to the unique heritage of our City and historic buildings. Geelong Gallery wishes to transform our cultural offering alongside the expanded Geelong Library & Heritage Centre and evolving Geelong Arts Centre.

We are seeking support now, so that a new model of a 21st century regional gallery can be built and opened by early 2027 with a substantial component of the project ready by December 2025 for Geelong’s hosting of the 2026 Commonwealth Games.

Help us build awareness to enable creative generations of the future.

‘Artists and art are essential to any community and its culture. Great art galleries enrich our mind and spirit, they celebrate our creativity, challenge us and, most importantly, connect us. Great art galleries provide space for the critical thinking of current and future generations. Geelong is ready and, in need of, a great gallery.’

-Geelong Gallery Director & CEO, Jason Smith

‘Geelong Gallery has undertaken significant work throughout the Business Case process in governance, project specification, development of a fundraising strategy and supporting processes, project timelines, and consultation with stakeholders. The Gallery has strong confidence in its case for change, and the preferred option that has been determined. The Gallery’s redevelopment project is now ready for funding to proceed to detailed design, advanced planning for procurement, and construction.’

-Geelong Gallery President, Gerard Mullaly

‘The City of Greater Geelong Council supports Geelong Gallery’s expansion. The proposed purpose-built facility meets the needs of our rapidly growing, progressive and culturally diverse community. It also aligns with the Council’s 10-year Arts and Culture Strategy, which prioritises a vibrant cultural, learning and social space that connects to the unique heritage of our historic City Hall.’

-City of Greater Geelong Deputy Mayor, Trent Sullivan



Image: JWA Architect concept design for expanded Geelong Gallery Arrival Hall (walking towards Johnstone Park from Little Malop Street).



Image: JWA Architect concept design for expanded Geelong Gallery Historic City Hall ceremonial and civic space.

