



THE CITY OF  
GREATER GEELONG

# ARTS AND CULTURE

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SOCIAL INFRASTRUCTURE PLAN  
GENERATION ONE: 2020-23

## Council acknowledges Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander people who are part of the Greater Geelong community today.

### ACKNOWLEDGEMENTS

The preparation of this Report has been a collaborative effort of our Council, all relevant Council departments, partner organisations, our community clubs, groups and associations, and the Greater Geelong community.

We would like to thank the involvement of all our key stakeholders for their collaboration, insight and commitment to the future of our community infrastructure and to a new way of working.

This plan was endorsed by council on 28 July 2020.

### DISCLAIMER

This Report is prepared by the City of Greater Geelong. The Report is solely for the use of the City of Greater Geelong and is not intended to, and should not be used, or relied upon by anyone else. The City of Greater Geelong does not accept any duty of care, to any other person or entity other than itself.

The information contained in this document has been developed through an assessment of the current known state of the City's infrastructure, rigorous analysis of the available evidence, existing strategic guidance, plans and strategies, and extensive stakeholder and community consultation over the course of 2.5 years 2017 - 2020.

Information contained in the Report is current as at the relevant dates stated in the Report and may not reflect any event or circumstances which occur after the stated date. It has been prepared in good faith and neither the City of Greater Geelong, nor its servants, consultants, agents or staff shall be responsible in any way whatsoever to any person in respect to the report, including any errors or omission therein.

### THE POLICY

The Social Infrastructure Planning and Investment Policy aims to provide Council and the City of Greater Geelong with a guide to fair and equitable decision making, and to provide our community with a clear understanding of Council's role and how decisions are made.

### THE PLAN

The Social Infrastructure Plan will outline the needs of our community, investment priorities and the way forward to ensure that people know what is planned in the place that they live.

The plan is intended to provide Council and the community with a single, simpler and more integrated strategic summary of Council's investment priorities over the next 1-3 years.

The plan will be closely monitored and updated each year in line with the realisation of transformational elements identified in the document and as our understanding of social infrastructure continues to mature and grow.

### THE NETWORK REPORT

The network reports provide a summary of social infrastructure needs and requirements for each specific network over the next 1-3 years, understanding that the plan component identified in each will be updated annually, as new information becomes available.

The identified projects within the summary plan for each network are broken down into five key streams:

- New
- Renew
- Maintenance
- Planning
- Services / People

**This network report specifically relates to Arts and Culture - Multi Art forms (Music, Dance, Theatre, Visual, Literature, Digital), Cultural Centres, Performing Arts Centres, Museums, Art Galleries, Outdoor Performance and Entertainment spaces, Public Art, Indigenous and Cultural Heritage sites and places of significance, Heritage Collections (Monuments, Plaques, Memorials), Maker Spaces and Studios.**

For a complete overview of all the social infrastructure needs and priorities across the City of Greater Geelong, please refer to the Social Infrastructure Plan - Generation One: 2020 - 2023.

## NETWORK PROFILES

There are 13 individual network reports covering a diverse range of community places, spaces and services.

### Generation One: The Networks Covered



Early Years



Youth Spaces



Libraries



Community Meeting and Program Spaces



Arts and Culture **(THIS NETWORK REPORT)**



Open Space



Play Spaces



Aquatics and Leisure



Indoor Sport and Recreation



Outdoor Sport and Recreation  
(including sports pavilions)



Golf



Cycling and Trails



Public Toilets

## WHAT CAN YOU FIND IN EACH NETWORK PROFILE AND PLAN

### Overview of the network + Map

Each network consists of an introduction including background context and a map of known facilities, an overview of what the network is, what it is made up of, it's value and what some of the emerging issues and opportunities are, in addition to any related plans, community insights and key considerations.

### Our guiding documents

A summary of related documents including strategies, plans, policies, needs assessments and technical reports.

### What our community told us

A summary of relevant community feedback and insights.

### Generation One – Things we considered

A summary of key considerations relating to each network (i.e. legislative changes, emerging issues and trends).

### Current State - Snapshot

A snapshot of what we know about the network so far including, known provision, condition, travel accessibility and service provision.

A gap analysis based on existing industry benchmarks compared with today's provision.

### Indicators of need by planning area

Provision, population, social and health indicators by each planning area to help inform any relevant areas of need and opportunities.

### Strategic focus areas and directions

In response to the needs and opportunities identified, this section outlines the strategic focus areas and directions for each network, including a high-level mantra to guide planning and investment for the next three years.

### The Plan: 2020 - 2023

Generation One of the plan provides a summary table of identified projects by 'Network' broken down into five streams – New, Renew, Maintenance, Planning, and Services / People.

# ARTS AND CULTURE



## SCOPE

**Multi Art forms (Music, Dance, Theatre, Visual, Literature, Digital), Cultural Centres, Performing Arts Centres, Museums, Art Galleries, Outdoor Performance and Entertainment spaces, Public Art, Indigenous and Cultural Heritage sites and places of significance, Heritage Collections (Monuments, Plaques, Memorials), Maker Spaces and Studios.**

**Greater Geelong has a rich and diverse history of arts, culture and heritage and we recognise the critical role each area plays in strengthening cultural identity, social inclusion, place-making, and in delivering economic empowerment for our community.**

The role of arts and culture is strengthened through the provision of social infrastructure enabling a connection of people to place and to each other, but also through clear policy direction, enhanced services, technology, information sharing, and management systems.

A wide range of social infrastructure types exist in Greater Geelong, while not all are the responsibility of Council, they can influence municipal planning and service delivery.

The scope of arts, culture and heritage infrastructure is also broad and encompasses a complex diversity of publicly accessible facilities and outdoor spaces. These can include performance and rehearsal spaces, construction and fabrication shops, studio spaces, exhibition and display spaces, natural and built form cultural heritage sites, indigenous keeping places and sites of cultural significance, events and public gathering places, public art and storage spaces for makers, producers, companies and collections. These facilities often have distinct technical and operational requirements not always found in other public facilities.

The City's arts, culture and heritage facilities are utilised by a broad range of residents and visitors; from professionals to amateurs, individuals to groups, schools and educators to specialists and industry. Social infrastructure provides the opportunities needed to create work, build skills and capacity, reach audiences and markets and maximise both community and visitor participation in arts, culture and heritage activities.

The G21 Regional Alliance recognises that 'Booming population growth and ageing infrastructure is creating a strong demand for modern arts and cultural facilities in the G21 region'. Support of these increasing demands is evidenced through our Clever and Creative vision, where 'creative spaces and precincts' are a key aspiration.

There are several considerations that will be key for the City in addressing the changing context and growing community demand for arts, culture and heritage places, spaces and services. This includes developing a greater understanding of Council's role and plans for working towards improved access to fit-for-purpose spaces that can accommodate a diverse mix of users and activities.

Together with the needs of a growing population and significant increases in tourism; the City's continued support will build social capital allowing the City's rich and diverse communities to be integrated, embraced and celebrated. Our support and service also contributes to education and professional development outcomes, economic and business opportunities, and improved health and wellbeing.

The City is in the process of developing an Arts and Cultural Strategy which will inform the future direction and plan for arts and culture over the next 10 years. As part of this work research and mapping of arts, cultural and heritage assets will help inform our decisions around the provision of infrastructure and needs specific to this service.

It will address current limitations, map cultural infrastructure, identify future opportunities and explore potential incentives for landowners accommodating creative industries. In addition, critical and outstanding issues will require collaborative management and funding. For example; providing storage and exhibition space for the community and the need to protect significant collections of art and heritage objects.

Consideration will also be given to recent amendments to the Victorian Planning Provisions which legislates the new 'Agent of Change' principle, which serves to support music activity in both social infrastructure and live music venues.

The new 52.43 Particular Provision clause will capture not just traditional licensed venues, but registered rehearsal studios as well. Non-traditional venues such as community halls, record stores and radio performance spaces will also be captured by the clause, and this may have an impact on some community venues.

## OUR GUIDING DOCUMENTS:

The following related documents were used to inform this Plan (including strategic plans, policies, legislation and infrastructure plans):

- Council Plan (2018 - 2022)
- Public Art Strategy
- Our Heritage, Our Collection (Heritage Asset Strategy) and Heritage Strategy (2017 – 2021)
- Central Geelong Live Music Action Plan (LiveMAP) and Geelong Major Events Strategy (2016-2026)
- UNESCO Creative Cities Mission Statement

## WHAT OUR COMMUNITY TOLD US:

- **Access to Arts and Culture:** Two issues were raised in relation to arts and culture – the need for 'mid-sized', affordable spaces for performance and cultural activities; and the concern that some venues were no longer 'fit for purpose' and may be struggling to accommodate participation and audience numbers.
- **'Makers' Spaces:** A number of 'maker' groups are seeking more permanent locations with spaces for practicing their craft, storing their tools and belongings and with evening access to accommodate members who can only participate at night. Encouraging and having other groups share the spaces was also seen as desirable to support each other's events and also increase memberships.

- **Cultural Spaces:** Demand by arts, culture and heritage communities for dedicated arts spaces is increasing, and has been strongly voiced by these communities for many years. Such spaces could accommodate, for instance heritage displays, rehearsal and performance, multi- arts or multi-media outcomes (e.g. sound recording, filmmaking, digital design, editing), visual art-making, photography, exhibitions and design.
- **Performance Spaces:** More space for local arts and performance groups for example; dance space and drama students. The Potato Shed in Drysdale is operating at full capacity. Expansion of the Potato Shed to become a 250 - 300 retractable seat facility is desirable. Other gaps include space for ceramic artists and painters. There is a general need for low cost space for arts, cultural and heritage activity.
- **Space and Storage:** Storage requirements are also a challenge. Participating groups raised storage as a general issue across all activity types. To support the increased need for flexible spaces and to support sharing spaces with multiple users and activity types, adequate storage was seen as a critical success factor.

## THINGS WE CONSIDERED:

- There is a need for greater clarity around the holistic needs and provision requirements for a thriving and sustainable arts and culture network in Greater Geelong.
- Comprehensive planning currently underway through the development of the Arts and Cultural Strategy will inform future infrastructure and service requirements.
- Arts, culture and heritage opportunities should be considered in all social infrastructure projects, places and spaces.
- Investment in preserving our heritage, built form and collections, requires significant improvement and policy direction.

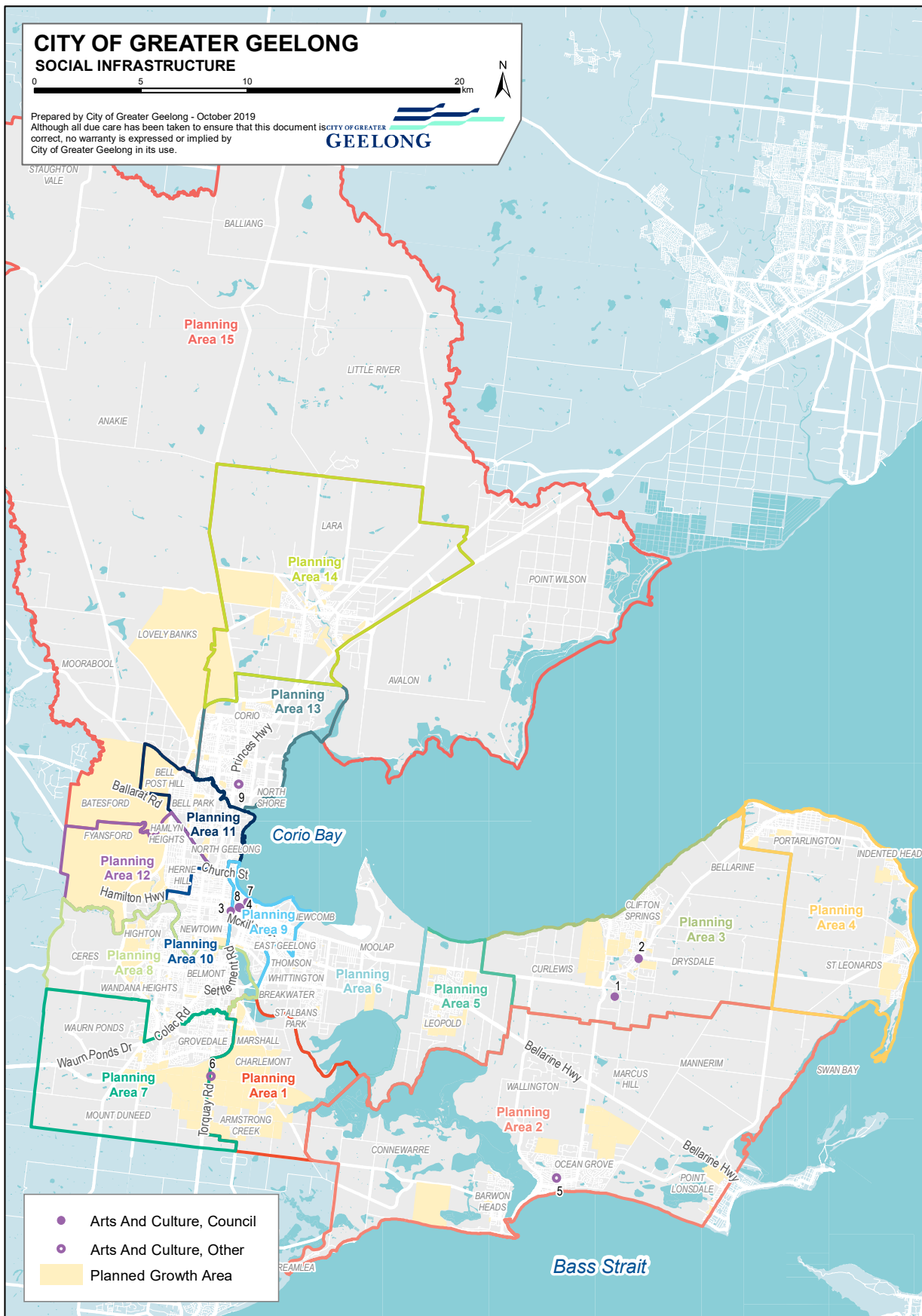
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## MAP 7 – ARTS AND CULTURE

MAP REFERENCE	NAME
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- |   |   |
|---|---|
| 1 | The Potato Shed                               |
| 2 | Drysdale Court House Museum                   |
| 3 | Geelong Art Gallery                           |
| 4 | Geelong Performing Arts Centre                |
| 5 | Ocean Grove Performance Space                 |
| 6 | Narana Creations                              |
| 7 | National Wool Museum                          |
| 8 | Courthouse Youth Arts                         |
| 9 | Wathaurong Family, Education, Language Centre |

# MAP 7 - ARTS AND CULTURE



## ARTS AND CULTURE

Multi Art forms (Music, Dance, Theatre, Visual, Literature, Digital), Cultural Centres, Performing Arts Centres, Museums, Art Galleries, Outdoor Performance and Entertainment spaces, Public Art, Indigenous and Cultural Heritage sites and places of significance, Heritage Collections (Monuments, Plaques, Memorials), Maker Spaces and Studios.

### BUILDINGS & OWNERSHIP



SERVICE	CURRENT PROVISION STANDARDS	TODAY	BENCHMARK	DIFFERENCE
Cultural Centre	No parameters	2	-	-
Gallery or exhibition space	No parameters	3	-	-
Indoor performance space	No parameters	3	-	-
Theatre (200 Seats or less)	No parameters	1	-	-
Museum	1 Facility per 30,000 Persons (all ages)	2	7.8	5.8
Creative Spaces	No parameters	Unknown	-	-

Data Notes: The data represents all known facilities at the time of writing and does not include many privately owned and operated facilities. The City is currently undertaking research, benchmarking and mapping of all hard and soft cultural assets to identify the holistic arts, culture and heritage provision throughout the municipality. This research will be completed throughout 2020.

### DISTRIBUTION

#### EQUITY



INEQUITABLE DISTRIBUTION OF SITES AND ACCESS TO SERVICES



HIGHER CONCENTRATION IN CENTRAL GEELONG

### CONDITION



3 COGG  
50% COMPLETED  
CONDITION AUDITS CITY OF GREATER GEELONG BUILDINGS ONLY\*



AVERAGE SCORE: 2.2 - GOOD  
RANGE: 2.4 - GOOD TO 2.6 - GOOD

### TRAVEL ACCESSIBILITY

#### ACCESSIBILITY



ON AVERAGE 33% OF DWELLINGS

ARE WITHIN A 20-MINUTE WALK TO ONE OR MORE PLACE, SPACE OR SERVICE

100% OR MORE EXCELLENT WALKABILITY  
Meaning that most residents live within a 20-minute walk to more than one option

50% - 100% GOOD WALKABILITY  
Meaning that more than half of residents live within a 20-minute walk

50% OR LESS LIMITED WALKABILITY  
Meaning that less than half of residents live within a 20-minute walk

NOTE: Comprehensive multi-mode travel accessibility assessments are in development

### USAGE / OCCUPANCY

#### SUSTAINABILITY



MANAGEMENT / SERVICE DELIVERY

Currently under review across the complex networks of arts, culture and heritage spaces.

### FELT NEED



At the time of this plan, a new Arts and Cultural Strategy was under development. A key action of the strategy will be to clarify the future approach to supporting arts, culture and heritage across the municipality, Council's role and inform potential social infrastructure needs and responses.

Demand by arts, culture and heritage communities for dedicated arts spaces is increasing, and has been strongly voiced by these communities for many years. Such spaces could accommodate preferences for local history and heritage displays, rehearsal and performance spaces, multi-arts or multi-media outcomes (sound recording, filmmaking, digital design, editing), visual art-making, photography, creative spaces, exhibitions and design.

# ARTS AND CULTURE

INDICATES A METRIC THAT IS OF SIGNIFICANCE TO ASSESSING NEED

DESCRIPTION OF SMALL AREAS	BY PLANNING AREA														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>KNOWN PROVISION</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Cultural Centre	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Gallery or exhibition space	0	0	1	0	0	0	0	0	2	0	0	0	0	0	0
Indoor performance space	0	1	0	0	0	0	0	0	2	0	0	0	0	0	0
Theatre (200 Seats or less)	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Museum	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>PROVISION GAP</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Museum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>OTHER INDICATORS</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Condition by area	To be determined in 2020 / 21														
Access by area	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor
<b>SOCIAL INDICATORS</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Households with Families	1974	4023	2666	936	2358	2895	3765	6314	1619	3425	2512	1747	4504	3056	826
Vulnerability* *% of children surveyed who are deemed vulnerable on one of more domain in their first year of school	N/A	19.5%	15.1%	30.8%	17.1%	35.2%	13.4%	16.4%	22.0%	16.4%	19.3%	15.1%	35.7%	17.8%	17.4%
SEIFA – Average of local area scores	1030	1064	993	945	987	891	1020	1024	1037	1050	937	968	793	1000	1001
Workforce Participation % of Planning Area population	67.9%	59.7%	54.9%	39.6%	61.2%	53.0%	60.2%	61.7%	62.8%	64.9%	53.7%	60.9%	45.9%	60.6%	62.2%
Car Ownership % of households without access to a car	2.3%	2.3%	3.0%	4.1%	2.3%	9.1%	4.7%	5.2%	8.2%	7.9%	8.2%	7.5%	12.2%	2.9%	1.4%
<b>HEALTH INDICATORS</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Self-rate health (%) – rated their health as fair or poor	9.5%	5.2%	8.8%	15.3%	11.4%	18.4%	11.9%	7.3%	10.1%	11.5%	6.6%	6.3%	21.2%	14.0%	9.5%
Physical activity (%) – Classified as sedentary	10.4%	5.1%	11.9%	8.3%	9.1%	14.1%	14.3%	6.7%	2.8%	8.0%	8.8%	4.1%	22.6%	13.1%	11.7%
Overweight (%) – Based on Body Mass Index	50.6%	29.4%	35.1%	31.6%	35.8%	47.0%	34.7%	34.4%	39.1%	37.4%	30.9%	28.2%	25.9%	45.4%	35.9%
Obese (%) – Based on Body Mass Index	15.4%	21.6%	18.9%	31.6%	26.6%	29.5%	19.5%	10.9%	12.9%	12.5%	30.9%	23.9%	28.4%	31.1%	19.8%
Psychological distress (%) - High / Very high distress rates	9.1%	6.8%	7.1%	12.0%	13.8%	12.0%	10.1%	10.6%	3.7%	8.7%	6.5%	4.1%	21.3%	8.5%	11.0%
Life satisfaction (%) – Rated their life satisfaction as high or very high.	82.6%	95.8%	84.8%	90.4%	86.8%	83.2%	85.7%	87.0%	88.6%	88.6%	80.3%	95.1%	68.1%	88.9%	84.9%

ARTS AND CULTURE

# ARTS AND CULTURE



IN THE NEXT 3 YEARS WE WILL FOCUS ON:

## FRAMING THE NETWORK

### STRATEGIC FOCUS AREAS



#### CONNECT PEOPLE WITH PLACE AND ENVIRONMENT

Connecting Geelong City, Coast and Country through arts, culture and heritage.



#### CELEBRATE OUR HISTORY AND HERITAGE

Understand and future proof the City's local history and cultural heritage.



#### CONDUCT HOLISTIC AND COORDINATED PLANNING

Coordinated approach to support and promote arts, culture and heritage.



#### WORK IN PARTNERSHIP WITH THE SECTOR

Enhance the potential reach, impact and sustainability of our creative and cultural sector.



### DIRECTIONS

REF	DIRECTION	POLICY / RESPONSE ALIGNMENT
1.	<p>Undertake an Arts, Cultural and Heritage Infrastructure Needs Assessment (municipal level) as a key action of the Arts and Cultural Strategy, to guide the future approach to supporting arts, culture and heritage across the municipality, to clarify Council's role and inform potential social infrastructure needs and responses.</p> <p>The strategy will have input and guidance from local creative industries representatives, build on local strengths and improve collaboration across the region.</p> <p>Focus on holistic arts and cultural planning to include consideration of, but not limited to:</p> <ul style="list-style-type: none"> <li>• Preserving and celebrating our cultural heritage</li> <li>• Performance spaces (rehearsal and performance)</li> <li>• Creative spaces</li> <li>• Makers spaces</li> <li>• Exhibition spaces</li> <li>• Multi-arts or multi-media spaces (visual art-making, design, photography)</li> <li>• Public art</li> <li>• Cultural spaces</li> <li>• Heritage spaces and displays</li> <li>• Heritage and local history collection</li> <li>• Events and experiences</li> </ul>	<p>In response to the need for a coordinated approach to supporting all arts, culture and heritage across the municipality.</p> <p>In response to the need to enhance the potential reach, impact and sustainability of our arts, culture and heritage sector.</p>
2.	<p>Continue to develop and host a program of cultural activities and events.</p>	<p>In response to the need for important community activities and events to provide opportunities for people to meet, interact socially and create new friendships and support networks across our municipality.</p>
3.	<p>Investigate the storage requirements, restoration needs, and maintenance requirements associated with the City's heritage buildings and sites, and our significant heritage and local history collections.</p>	<p>In response to the need to understand the state of current heritage assets and the need for a coordinated plan to preserve our heritage (including sites, built form and collections).</p>

# IDENTIFIED PROJECTS

## SUMMARY OF INFRASTRUCTURE DEVELOPMENT OVER THE NEXT 3 YEARS (2020-23)

### ARTS AND CULTURE

HARD INFRASTRUCTURE			SOFT INFRASTRUCTURE	
NEW	RENEW	MAINTENANCE	PLANNING	SERVICES / PEOPLE
<p><b>New:</b></p> <p>Barwon Heads Community and Arts Hub.</p> <p>Implement Heritage Assets Strategy (collections), once completed.</p>	<p><b>Minor refurbishment:</b></p> <p>As required.</p> <p><b>Major Refurbishment:</b></p> <p>Implement the Sustainable Development Plan for Osborne House.</p>	<p>Based on Asset Management Plan – develop annual maintenance program(s), to including consideration of Council's movable assets and collections.</p> <p>Investigate the restoration needs and maintenance requirements associated with Council's heritage buildings.</p>	<p>Undertake an arts, cultural and heritage infrastructure needs analysis (municipal level) as a key action of the Arts and Cultural Strategy, to identify provision needs, opportunities and resources required.</p> <p>Review the Public Arts Strategy.</p> <p>Review the Our Heritage, Our Collections Strategy</p> <p>Undertake and develop strategic plan, vision and key priorities for the National Wool Museum.</p> <p>As identified in the Our Heritage, Our Collections Strategic Plan Report - Undertake the planning and development of a purpose-built collections' storage facility for Council's heritage collection, including options to include community heritage collections storage capability. Identify site options and develop a business case.</p> <p>Consider a large hall / performance space capable of hosting a minimum of 500 people with flexible meeting rooms in line with future Convention / Exhibition Centre.</p> <p>In line with new Civic Accommodation building, develop a business case for the expansion of the Art Gallery into City Hall.</p> <p>Review the Potato Shed Master Plan 2010 in line with the subsequent review being undertaken in 2020, to test contemporary needs against proposed Stage 1 recommendations for an additional theatre space, music lab and recording and rehearsal space and additional car parking. Stage 2 proposes a 350-seat theatre space.</p> <p>Develop Asset Management Plan in line with asset condition, fit-for-purpose and criticality audits.</p>	<p>Work in collaboration with all providers (including private and education) to ensure reasonable access to arts, culture and heritage spaces and activities across the municipality.</p> <p>Work in partnership with key stakeholders, and the G21 Region Arts and Culture Pillar members to develop a regional cultural strategy focussed on providing a roadmap for supporting organisations and practitioners.</p> <p>Investigate the use of technology in enhancing user experience of arts, culture and makers spaces across the municipality.</p> <p>Implement Smart City Technology as a method of engagement and for assessing existing service performance.</p>

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**CUSTOMER SERVICE CENTRE**

100 Brougham Street


Geelong VIC 3220

8.00am – 5.00pm

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