



PLACE???

SWAN HILL REGIONAL ART GALLERY
VISITOR INFORMATION CENTRE
INDIGENOUS INTERPRETATIVE CENTRE
PIONEER SETTLEMENT & HEARTBEAT OF THE MURRAY
ENTRY (POTENTIALLY)





PROJECT SNAPSHOT

- Seven councils partnering for a united outcome
- Projects across 16 townships
- \$17 million in committed council funding
- 167 jobs created during construction
- 147 permanent jobs created
- Projects ready to commence in January 2019

Timeline: *Package of Works* will be delivered by end of 2021

Cost: \$34.1 million



STRATEGIC DIRECTION

HOW DID WE GET HERE

Our Vision

A prosperous and healthy community enjoying
quality facilities and services

Our Mission

We will lead, advocate, partner and provide efficient
service and opportunities for growth and the
wellbeing of our community and environment



STRATEGIC DIRECTION

HOW DID WE GET HERE

Council Plan 2017-2021

- **Community Enrichment** - Provide a range of services that assist all in our community to live healthy, fulfilling lives and provide a range of cultural opportunities.
- **Infrastructure** - Provide and maintain publicly accessible infrastructure that is appropriate for the community's needs in the most effective and efficient manner possible.

Swan Hill Riverfront Masterplan 2013

- Identifies need for a Murray River Cultural Centre
- Identifies need for Indigenous Interpretation

Loddon Mallee North Regional Growth Plan 2013

- Highlights the need to implement key tourism assets along the Swan Hill Riverfront, including Art Gallery.



STRATEGIC DIRECTION

HOW DID WE GET HERE

Aboriginal Community Partnership Strategy 2017-2021

- Highlighted the need for culture experiences
- Supports the Aboriginal Cultural Centre on the Murray River

Murray River Destination Management Plan 2018

- Art Gallery redevelopment is listed as a Riverfront Experience priority project

Economic Development Strategy 2017-2022

- Priority focus areas - 8.2.4 Improve tourism product and experiences

Youth Strategic Plan 2015-2019

- Strategy 3: Youth Friendly Activities, Events & Programs

Creative Strategic Plan 2018



WORK TO DATE



WHY A NEW MULTI PURPOSE FACILITY ?

CONTRIBUTING TO THE
DEVELOPMENT OF A MATURE CITY

- Improve the region's **liveability** factors
- Improve **cultural and indigenous** awareness and opportunities
- Support **local business growth**
- Encourage the **development of tourism products** and experiences
- Increase **visitation numbers** and spend
- Be a catalyst for **commercial development** along the river and in the region



WHY A NEW MULTI PURPOSE FACILITY ?

CREATE EFFICIENCIES AND
RATIONLISE ASSETS – KEY
COUNCIL PLAN AIM

- Reduce **operational costs**
- Reduce **whole of life costs** – 1 asset versus 2 or 3
- Provide opportunities for **cost recovery**
– entrance fees, events, temporary exhibitions, other activities



CURRENT SCENARIO

PIONEER SETTLEMENT

Estimated visitors per annum –2017/2018 figures

Pioneer Settlement	45,000
Heartbeat laser show	18,000
Pyap	17,500

Future Requirements

New entrance into Settlement and Heartbeat of the Murray show is required - cost to Council estimated at \$1M +

Increase car parking facilities along Monash Drive



CURRENT SCENARIO

ART GALLERY

Estimated visitors per annum – 13,000 -15,000

Trend

Visitation numbers decreased by **36%** (15,000 to 11,000) change in entrance into Pioneer Settlement (Spoons)

Event capacity to hold only 3-4 touring exhibitions each year



CURRENT SCENARIO

VISITOR INFORMATION CENTRE (VIC)

Estimated visitors per annum – 20,000

Trend

VIC numbers declined by 10% past 5 years – industry trend likely to continue

Customer requirements and needs changing rapidly - technology



CURRENT SCENARIO

INDIGENOUS COMMUNITY

No centralised location for the aboriginal community that accommodates for:

- Creative events space and experiences
- Performance and visual artworks
- A community space
- A formal meeting place
- A dedicated commercial gallery space





A LOCATION THAT WILL

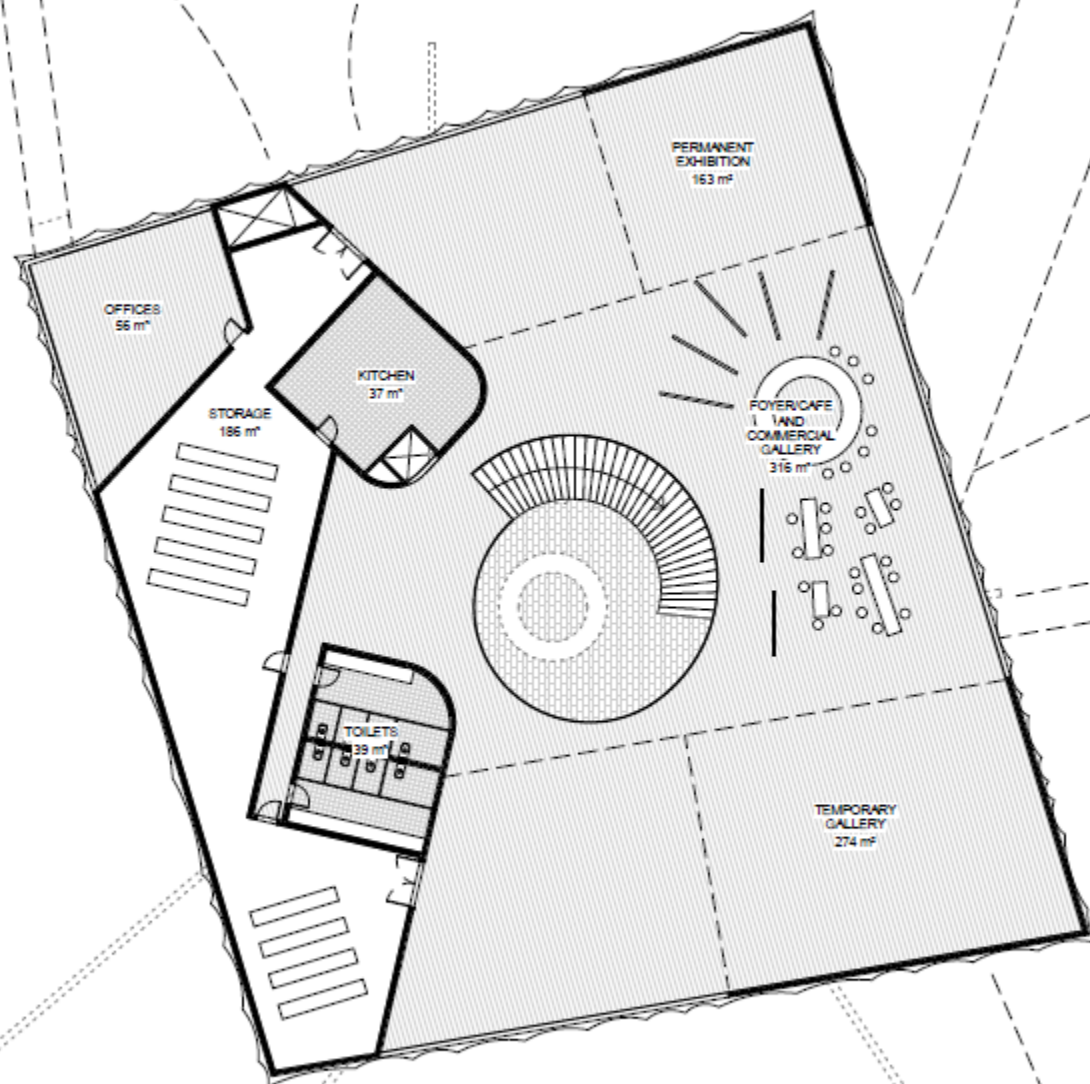
ENRICH, REGENERATE & CREATE
SENSE OF PLACE

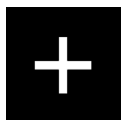
PIONEER SETTLEMENT SITE

The Pioneer Settlement location based on data analysis and stakeholder feedback will achieve our **Vision** and **Mission**



MONASH DRIVE





IMPROVE THE REGION'S LIVEABILITY FACTORS

- Create a 'Sense of Place'
- Capitalise on our competitive advantages – such as the river
- Provide an active event / community space precinct (GEM/river)
- Increase art and culture offerings
- Reflects the city maturity as a growing regional centre
- Provide a significant community asset



SUPPORT COMMERICAL DEVELOPMENT

- Activate existing Art Gallery site for commercial purposes
- Activate Pental Island for tourism related experiences
- Active GEM
- Active the Pyap wharf
- Increase events and activities
- Increase touring exhibitions





ENCOURAGE THE DEVELOPMENT OF TOURISM PRODUCTS & EXPERIENCES

- Indigenous cultural experiences
- Indigenous events, performance and visual artwork
- Commercial gallery
- Enhance Heartbeat show offering
- Activating GEM
- Supporting events and activities



ENHANCE COUNCIL'S OPERATIONAL ACTIVITIES AND REPUTATION

- Rationalisation of Council assets –ongoing savings, efficiency and economic benefit
- Future capital works saving
- Capitalise on car parking improvement along Monash Drive
- Increase visitation to Pioneer Settlement and Art Gallery
- Art Galley site recent modifications promotes commercial opportunities





+ REVITALISE ART GALLERY BY

- Increase visitation numbers
- Increase private / public events opportunities
- Increasing touring exhibition space
- Capturing and harnessing authentic and unique environment (river)
- Reduce operational costs and support management and programming model (share resources with Pioneer Settlement)

■ REVITALISE THE PIONEER SETTLEMENT BY

- Increase visitation numbers
- Value adding to the Heartbeat of the Murray offerings and experience
- Incorporating new tourism product and experiences
- Reduce operational costs
- Increase efficiencies
- Creating a world class tourism and cultural precinct





REVITALISE VIC BY

- Diversifying operations - product experiences/activation verses information
- Reduce operational costs and support management and programming model (share resources with Pioneer Settlement)
- Capturing increase 'foot' traffic – single visitor precinct
- Aligning with the future direction of VIC



