



MORNINGTON
PENINSULA
Shire

What we are asking

Help us elevate the Mornington Peninsula's reputation as an arts and culture destination. We are currently undertaking a business case and concept development for a performing arts centre.

We are seeking \$1M to deliver the next stage, which is the concept design and further refinement of construction cost estimates.

A further \$7M is required for the detailed design, including site investigations, testing and approvals for the new performing arts centre.

What makes this unique

The Mornington Peninsula is a community intensely engaged with the creative arts.

We have the 4th highest participation rate in arts and culture in Victoria:

- 88 per cent of residents regularly attend cultural venues or events
- 44 per cent of residents are actively involved in creative activities themselves

- Despite being home to a remarkably productive and vibrant arts and culture sector, the Peninsula lacks the infrastructure and facilities to showcase and grow this vital part of our economy.

Why this is important

We have a strong creative community:

- More than 30 dance schools, 23 historical groups, 20 community choirs, 10 amateur theatre groups, 54 schools, 350 stakeholder community groups/organisations, and hundreds of artists.

Lack of facilities is holding us back:

- We are significantly under-served when compared to municipalities with similar populations, with only one Council-run dedicated arts space Mornington Peninsula Regional Gallery.
- We are unable take advantage of the Peninsula's growing reputation as an arts and culture destination without additional creative space dedicated to the arts.

KEY POINTS

- \$1M to fund the concept design and further refine construction cost estimates
- An additional \$7M to complete the detailed design
- Strong community desire for more dedicated cultural spaces
- Lack of facilities is holding our creative community back
- Dedicated performance and rehearsal spaces would help our arts community continue to grow and develop





It's what our community wants – More than 1000 local residents provided input into our Arts and Culture Plan. Our community has asked for:

- More dedicated arts and cultural spaces, including a performing arts centre
- Greater support for creatives and creative industries
- More arts and culture experiences and activities across the Peninsula
- Better representation of our Aboriginal arts and culture.

The Benefits - Supporting Evidence and Strategies

Mornington Peninsula Shire's Arts and Culture Plan 2020-2024 revealed:

- More than 923 local businesses and non-profit organisations are active in the creative and cultural industries
- More than 3.4 per cent of the region's workforce are engaged in the sector
- Our arts sector plays a significant role in attracting more than 7 million domestic and international visitors to the region each year
- There is significant untapped commercial potential that could position the Peninsula as a leading destination for the Arts in Victoria.
- Arts and culture contribute substantial health and wellbeing benefits.

It is well recognised by both Australian and Victorian Governments the creative economy contributes to improvements in cultural diversity, social inclusion, environmental sustainability and technological advancement.

Creative Australia's Arts Corporate Plan 2019 – 2023 and the Victorian Government's Victoria's Creative State 2025 both focus on the importance of the creative/cultural industry in enriching our society and the economy. There is a strong focus on growing the sector to ensure there are more opportunities and jobs in the arts.

One of the principles of the recently released Australia's National Cultural Policy, Revive, is the restoration, building and maintenance of cultural infrastructure which includes venues and theatres.

Alignment to our Council Plan

Our Council and Wellbeing Plan 2021-2025, which reflects the goals and aspirations of our Community Vision, identifies arts and culture as an important part of a thriving community.

- Strategic Objective 2.4 calls for a diverse economy, with green and renewable opportunities, encouraging entrepreneurship, investment, and innovation.
- Action 2.4.2. is to investigate and develop a Performing Arts and Cultural Precinct with a specific focus on a performing arts centre, advocating for funding opportunities.
- Strategic Objective 3.4 calls for a community with vibrant arts, culture, sport, and recreational opportunities that foster connections and participation across generations, backgrounds, and abilities.
- Action 3.4.2. implements the Shire's Arts and Culture Plan, creating an environment in which the arts thrive.

