

The background is a vibrant, abstract composition of large, overlapping shapes in deep blue, magenta, red, and black. A black silhouette of a director's chair is positioned in the center, slightly to the right. The overall aesthetic is modern and artistic, reflecting the theme of creative places and spaces.

HUME CITY COUNCIL

CREATIVE PLACES AND SPACES

**An Arts and Cultural
Infrastructure Plan**



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Hume City Council recognises the rich Aboriginal heritage within the municipality and acknowledges the Wurundjeri Woi Wurrung, which includes the Gunung Willam Balluk clan, as the Traditional Custodians of this land. Council embraces Aboriginal and Torres Strait Islander living cultures as a vital part of Australia's identity and recognises, celebrates and pays respect to the existing family members of the Wurundjeri Woi Wurrung and to Elders past, present and future

This is a Hume City Council document based on consultancy work undertaken by:



Definitions

Arts and Cultural Infrastructure	<p>A building, indoor or outdoor place or virtual space, that supports or houses opportunities to make, participate in, collaborate on and/or present artistic activities and/or product. Examples include: theatres, concert halls, galleries, workshop spaces and artist studios. It could also include co-working spaces and office space where the tenants are creative industry practitioners such as writers, publishers, and designers.</p> <p>It also refers to structures and features in parks, streets and civic spaces such as digital technology and screens or lighting and provision of power for outdoor performance spaces and public.</p>
Arts, Cultural and Creative Hubs	A variety of structures but in essence they are places that can house range of arts practices they can also be places for artist networking, resource sharing and display/performance of work.
Arts, Entertainment and Exhibition Centre	A large flat floor venue providing spaces for performance, exhibition, functions and events. Usually has a range of different size/flexible spaces
Community halls and centres	Facilities owned and operated by Council, which serve a range of purposes often including co-located services designed for community use.
Co-working spaces	House a range of disciplines available for use by artists/arts organisations for independent work and sharing of resources
Creative Industry/ies	Creative activity, skill and talent which have the potential to contribute to the economy
Creative spaces	Spaces for creative activity ranging from visual, virtual and performance
Performing Arts Centres (PAC'S)	Can be a single theatre or numerous spaces for performances, presentations, functions and events.
Theatre (building)	Includes stage, auditorium (audience seating) front of house, back of house and support services.
Studio/Black Box Theatre	Is a flexible performance space with flat floor area and exposed lighting grid. Size can vary but usually has smaller seating capacities.

Executive Summary

Creative Places and Spaces: An Arts and Cultural Infrastructure Plan outlines the future needs for creative arts facilities in Hume City.

This Plan establishes a roadmap for delivery of a network of creative spaces and services across the City and support the vision of the Hume Creative Community Strategy 2020-2025 that 'creative expression will connect the people and communities of Hume, creating opportunity, building wellbeing, connection and belonging'.

Creative Places and Spaces recommends the type of arts and cultural facilities required and high-level advice about when and where they will be required. It provides a comprehensive needs analysis based on findings from a research and key strategies review as well as community and stakeholder consultation.

Council commissioned consultants Outside the Square to develop this work, which included:

- Proposing recommendations for infrastructure investments that will best address gaps in arts and cultural service delivery.
- Outlining the costs and timeframe required to help Council prioritise and implement these recommendations.

This Plan is written in two parts:

- Research, Consultation Needs, Facility and Site Analysis
- Creative Places and Spaces Plan

The Plan has been developed in the following stages:

Status	Stage	Detail
Complete	Review and research:	<ul style="list-style-type: none"> Existing local, regional, state and federal arts and cultural research data. Population and forecast data. Relevant Council plans such as Creative Community Strategy 2020 – 2025, Community Infrastructure Plan, Precinct Structure Plans, Jacksons Hill Masterplan 2017. Existing local and regional community and arts facilities and sites.
	Engaging with community	<ul style="list-style-type: none"> 139 responses to Community, Artist and School surveys. Online workshops (48 registrations and 20 attendees) representing multiple groups and individuals. Hume City Council Advisory Group meetings and stakeholder telephone discussions. Benchmarking other local governments including: Moreland, Whittlesea, Darebin, Brimbank, Macedon Ranges, Wyndham, Moonee Valley, Mitchell, Casey and Melton.
	Site Assessments	<ul style="list-style-type: none"> Reviewed 35 Hume City Council development sites and/or existing community facilities.
	Draft Arts and Cultural Infrastructure Plan - public	<ul style="list-style-type: none"> Draft plan development for a network of different types of arts and cultural facilities recommended to be developed across Hume City over the next 20 years, to address identified arts and cultural facility provision gaps and needs.
	Public exhibition and discussion	<ul style="list-style-type: none"> Community review and comment about the draft Infrastructure Plan (this summary plan document) Incorporate feedback into final draft.
Now	Creative Places and Spaces Arts Infrastructure Plan - adoption	<ul style="list-style-type: none"> Final Plan presented alongside two feasibility studies for selected project to Council for consideration in September 2022.

Summary of key findings:

The analysis of community engagement, existing Council documentation, demographic projections, site assessments and facility reviews, indicated the following:

- Participation in Arts and Cultural activities and demand for infrastructure in Hume is strong, however there are not enough facilities for arts and culture in Hume City to meet community appetite.
- While industry research shows conclusively that creative arts contribute to the economic, environmental, social and cultural development and wellbeing of communities, those surveyed said the lack of space in Hume (as well as reduced networking opportunities and marketing and retail opportunities) were severe limitations to their work.
- The need for arts and creative arts services, facilities, spaces, and places in Hume cannot be met by one facility. A network of facilities of differing complexity and features is required.

As a result of the research and consultation presented in this plan Council has identified the following infrastructure priorities for Hume City of the next 10 years and beyond:

- Accessible low-cost artist/arts groups working spaces
- Studio, workshop and rehearsal space.
- Gallery and exhibition space suitable for artist run exhibitions, shared space exhibitions, networking opportunities.
- Creative hubs with gallery and exhibition space suitable for curated exhibitions, flat floor studio space, fully fitted artist studios.
- Performance and rehearsal space suitable for small to medium arts groups, dance schools. Flat floor space with stage area, lighting grid, accessible for all abilities.
- Arts spaces that enable the community to engage with and participate in their own creative practice based in neighbourhood centres, workshop spaces with washable floors, artist sinks.
- Studio/Blackbox flexible theatre seating 200 - 300.
- Storage spaces appropriate for history and heritage collections.
- Gallery and exhibition space fit-out to museum standard.
- Large 1,000 seat flexible arts, entertainment and events space.
- 500 - 600 seat tiered seating theatre, function space with a smaller flat floor 100 seat rehearsal studio and ancillary support spaces, commercial kitchen, exhibition area, parking.

Implications

This Plan directly reflects feedback from the community and artist consultation, research, a facilities and sites audit and regional benchmarking.

The Plan takes into account the need to provide residents across the municipality with the opportunity to access facilities and their program offerings/options within an easy distance of their home. It assumes each facility to be unique, distinctive and to respond

directly to the demands of the local community – whether this be on a neighbourhood, district or regional level.

The Plan is intended as a guide for future consideration. It is not intended as a fixed development program. Implementation of the Plan will be subject to future budget and funding considerations and each arts and cultural facility flagged in the plan will need to be the subject of more detailed planning as the indicative timeline draws closer.

It is important to identify that over time, other better site and/or facility redevelopment options or opportunities may emerge as replacements for those proposed in this plan. This is part of how the plan is intended to be used as it provides a 'point in time' reflection of opportunities and priorities.

Council will explore the delivery of the following in the implementation of this plan, subject to future budget and funding considerations:

1. A network of arts and cultural facilities, each designed to accommodate different needs in-line with the facility gaps and needs and expectations identified through the facility audit and consultation processes, be developed over time and in-line with location of existing and Hume City planning precincts.
2. Investment in creative arts programming across Hume City be increased to ensure that when new facilities come on-line, community capacity development has been undertaken and facilities' programming and engagement reflects local, district and regional need as appropriate.
3. Infrastructure across the creative arts infrastructure hierarchy and provision ratios depicted in Table 1:
4. Figure 2 identifies the proposed network of Hume City arts and cultural facilities. It provides, based on the arts and cultural facility hierarchy, development principles, provision ratio, requirement timeframe and sites assessment processes that have been undertaken for the Creative Places and Spaces Plan:
 - The indicative timing is for detailed planning to commence at each facility.
 - The type (hierarchy level) of arts and cultural facility to be developed.
 - The site or venue to be developed/redeveloped/expanded to accommodate the prescribed Arts and Cultural Facility.
 - A description of the sort of components proposed/envisaged for each facility.

Figure 1: Creative arts infrastructure hierarchy and provision ratios

Hierarchy Level	Facility hierarchy level	Facility standard and use
Neighbourhood A <i>Arts Creation Spaces</i> Provision ratio: 1 per 30 – 40,000 residents	Would be typically integrated into community facilities, halls and neighbourhood houses and could also be integrated into larger facilities such as community creative arts hubs or a regional performing arts centre.	Primarily cater for local / neighbourhood catchments and would include multi-functional spaces with provision for basic creative arts requirements such as accessible for all abilities workshop spaces, washable floors/furniture, wet areas, suitable flooring, sinks etc. They would provide for a range of community activities such as community art group meetings, classes, workshops and hobby and professional artists programs.
Neighbourhood B <i>Experience and Exhibition Spaces</i> Provision ratio: 1 per 50,000 residents	Would be typically integrated into community facilities, halls and neighbourhood houses and could also be integrated into higher order facilities such as community arts hubs or a regional performing arts centre.	Primarily cater for local / neighbourhood catchments and would include multi-functional spaces and meeting rooms with provision for accessible for all abilities flat floor studio space and support rooms, dressing rooms, mirror wall, dance barre, lighting grid, audience/gathering foyer area, office space and historical museum storage and display etc. They would provide for a range of community activities such as dance classes, rehearsal and flexible performance, artist working space and creative development.
District Provision ratio: 1 per 100,000 residents	Would be typically integrated into other larger scale service facilities such as Global Learning Centres and community centres but could also be standalone facilities	Facilities that provide function specific arts and cultural amenity such as for performance, rehearsal, exhibitions, makers-spaces, etc. They would cater for community and professional arts practice and would principally support, attract and service people from within Hume City. They might include facilities such as: <ul style="list-style-type: none"> > Smaller flexible performance (up to approx. 200- 300 seats) and/or rehearsal space. > Artist studios. > Workshop and makers spaces, collaborative workshops. > Quality access exhibition spaces.
Regional Provision ratio: Provided once there are 300 –	A regional performing arts and cultural venue serving a regional catchment, that extends beyond Hume	Be a destination and potentially iconic design. It would cater for a range of arts and cultural programs ranging from professional touring productions and

Hierarchy Level	Facility hierarchy level	Facility standard and use
350,000 residents	City municipal boundary.	exhibitions, festivals, etc. including large community-based and schools uses. The quality of the fixtures and fittings would be of a very high standard.

Figure 2: Future sites and facilities for consideration

Indicative timing (for planning to commence)	Level	Suburb	Description
Next 5 Years	District	Sunbury Jacksons Hill Sunbury Community Arts and Cultural Precinct	Upgrade of existing site to support Creative Arts Hub with a focus on the visual arts, performing arts, co-working spaces, workshops/studio, museum/heritage collection storage, radio/recording studio/s and meeting spaces.
	District	Craigieburn*** HGLC-Craigieburn	Upgrade of existing site to support district level Arts Centre with some regional capacity including 500-600 seat theatre, creative spaces, heritage storage capacity.
	Neighbourhood A	Craigieburn Possible site The Bridges Community Centre, Highland Road, Craigieburn (potential Stage 2 development)	Spaces intended to support arts creation spaces, arts studio (rehearsal space, studio).
	Neighbourhood B	Roxburgh Park Possible site Roxburgh Park Youth and Recreation Centre	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support experience, exhibition, arts spaces/wet areas, small spaces for music rehearsal and tuition, recording studio.
	District	Broadmeadows Possible site within Broadmeadows Town Centre*	Spaces intended to provide Creative Hub with a focus on artist maker spaces and studios, exhibitions, professional opportunities, digital art creation, co- working spaces. Large gathering space for multicultural groups/arts events, heritage and museum storage, exhibition area, preparation/work area.

Indicative timing (for planning to commence)	Level	Suburb	Description
Next 10 years	Neighbourhood A	Tullamarine Possible site Tullamarine Community House	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support arts creation spaces, arts spaces, large gathering space.
	District	Mickleham*** Merrifield Town Centre Creative Arts Hub**	Spaces to focus on community arts, creative development and co-working spaces.
	Neighbourhood A	Greenvale Possible site Greenvale West Community Centre	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support arts creation spaces, arts spaces/wet areas.
	Neighbourhood B	Sunbury Emu Creek Community Centre	Spaces to focus on experience, exhibition, arts spaces/wet areas, recording studio.
Beyond 10 years	Neighbourhood A	Mickleham Possible site Mickleham North Community Centre (upgrades to Interim Community Services Space)	Spaces intended to support arts creation and workshop spaces, arts spaces/wet areas.
	Regional	Kalkallo****	Regional level site focusing on Arts, Entertainment and Exhibition Centre, potential for 1,000 seat flat floor with flexible configuration and retractable seating.
	Neighbourhood B	Sunbury Yellow Gum Community Centre	Spaces to focus on experience, exhibition, arts spaces/wet areas, recording studio.

*Including HGLC-Broadmeadows and Town Hall Broadmeadows. Note: development of projects within this precinct will depend on development sequencing and broader strategic work for the Broadmeadows Town Centre.

**Subject to the rate of development of the town centre.

***Subject of more detailed feasibility studies as part of the development of Creative Places and Spaces.

****Subject to the rate of development of the town centre, the development and population growth in Mitchell Shire and the City of Whittlesea.

1. Introduction

This report is the first part of the overall Creative Places and Spaces Plan and Feasibility Study project.

The final document will incorporate this Plan and, as well as a more detailed Feasibility Study of two priority identified projects (HGLC Craigieburn and Merrifield Town Centre Creative Arts Hub).

The development of the Creative Places and Spaces Plan follows from the completion of the Creative Community Strategy 2020-2025, which set the strategic direction for arts and culture in Hume.

The Plan will establish a roadmap for delivery of a network of creative spaces across the City and support the Creative Community Strategy vision that ‘creative expression will connect the people and communities of Hume, creating opportunity, building wellbeing, connection and belonging’.

Figure 1 (right) describes the process undertaken to develop the first part of the project.

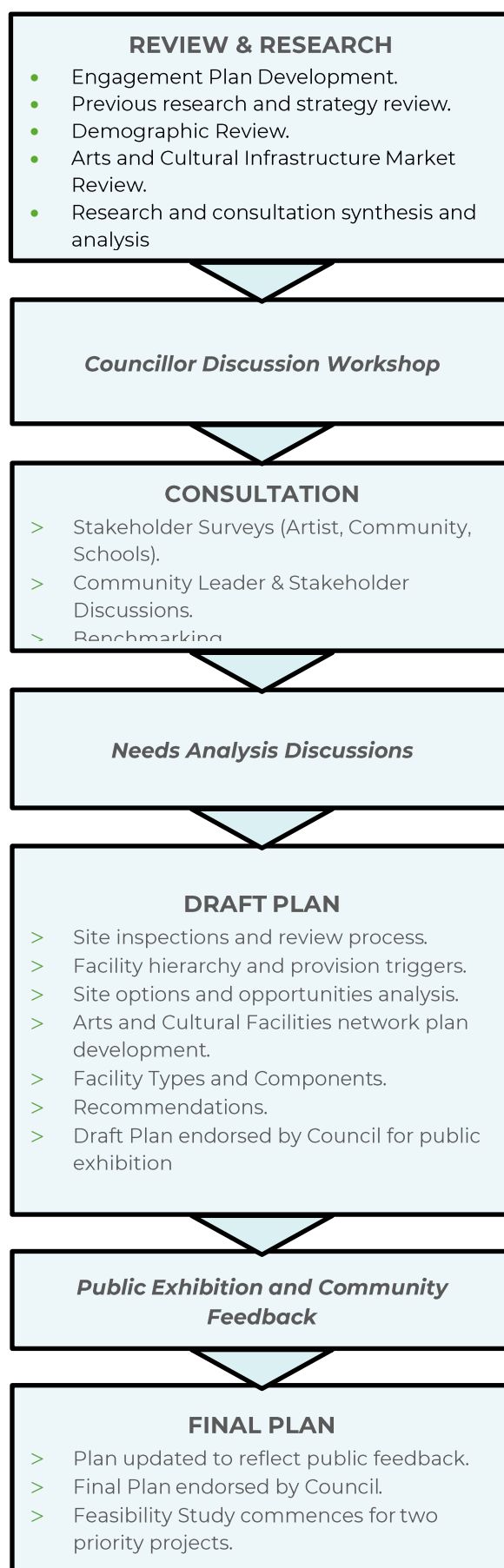


Figure 1: Project part 1 process

PART 1. RESEARCH, CONSULTATION NEEDS, FACILITY AND SITE ANALYSIS

2. Strategic Context

2.1. Hume City Profile

The land where Hume City is now has been part of the traditional lands and waters of the Wurundjeri Woi Wurrung people, which includes the Gunung Willam Balluk, for thousands of years.

Hume City is located on Melbourne's north-west fringe, between 15 and 45 kilometres from the Melbourne CBD, spanning a total area of 504 square kilometres.

Hume City is one of Australia's fastest-growing and most culturally diverse communities and is home to just over 250,000 residents (Hume City population forecast for 30 June 2021).

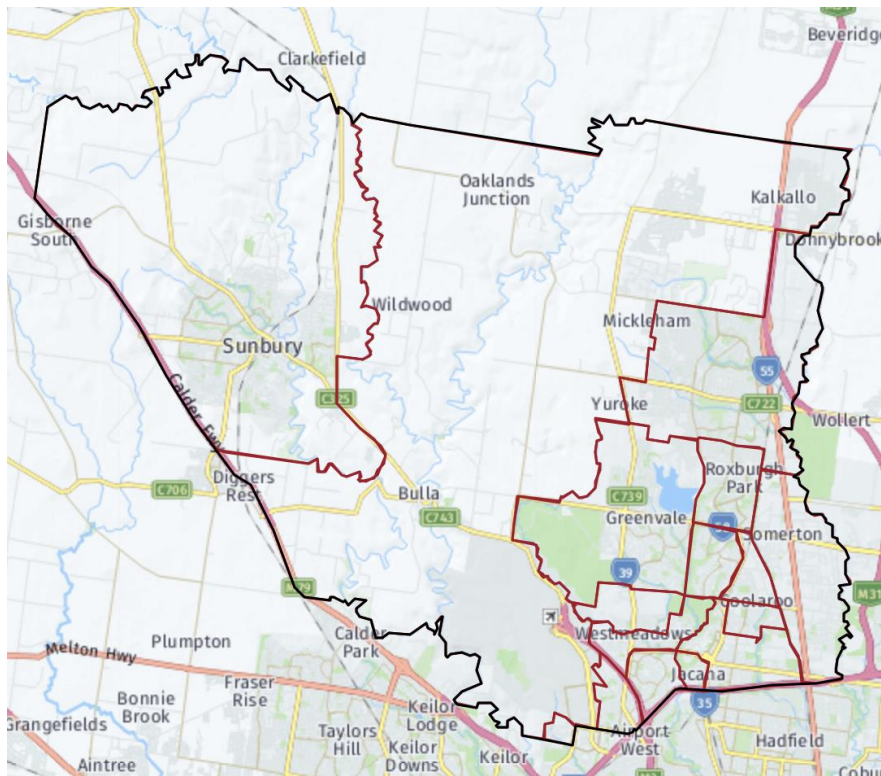


Figure 2: Map of Hume City municipality showing small areas. Source: Profile id - .id community

2.2. Hume City Demographics

Hume City's draft Community Infrastructure Planning Framework document identifies that Hume "has defined land use patterns, areas/series of development, and a number of natural and infrastructure barriers that split Hume into discrete precincts. These precincts often display similar demographic and cultural characteristics, and movement patterns that are highly relevant to community infrastructure planning.

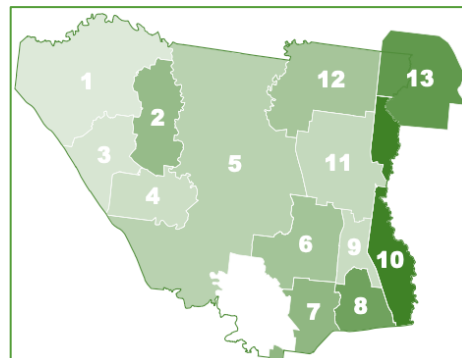


Figure 3: City of Hume Precincts (source: Hume City draft Community Infrastructure Planning Framework)

Decisions about the preferred network of community infrastructure to service our communities are best made at this level. As this plan is looking at creative arts facilities within this broader community infrastructure planning context, it is important to identify the demographics of these precincts, and for proposed arts and cultural facilities to respond to, and reflect, the local profile.

The key observations from review of the demographics of each precinct follows:

Precinct snapshot demographics	Possible Arts and Cultural Infrastructure implications
1. Sunbury Rural: Small, Sunbury residents are culturally aware/mature and willing to travel to entertainment activities.	Facility not a priority in this precinct.
2. Lancefield Road: Small, though expanding population with a median age of 37 with little social disadvantage for most but with pockets of disadvantage. It is not currently as culturally diverse as other areas of Hume City but will increasingly become so in the Lancefield Rd and Sunbury North PSP areas.	Facility required in the longer term.
3. Central Sunbury: One of the most populous precincts with over 31,000 residents now and growing to 42,500 by 2041. The median age is 38. It is not as culturally diverse as other areas of Hume City though the number of people born in India, United Kingdom, New Zealand, Philippines, Germany and Malta moving into area is notable. It is a relatively financially well-off area with some areas of disadvantage.	Large population centre needs access to facilities and programs now/in the short term.
4. Redstone Hill: An area of high anticipated population growth with a current population of over 4,000 forecast to grow to over 21,000 by 2041. The median age is 37. It is not as culturally diverse as other areas of Hume City and while it has some social disadvantage, it is predominantly a financially well-off area.	Rapidly growing population will need facilities in the short to medium term.
5. Rural Green wedge: A lowly populated area with very low growth expected by 2041. The median age is 42. It is not a significantly culturally diverse community and is largely financially well-off.	Facility not a priority in this precinct.

Precinct snapshot demographics	Possible Arts and Cultural Infrastructure implications
There are some communities in the southwestern corner that are more disadvantaged.	
6. Greenvale: A highly populated precinct which is expected to go from over 22,000 residents now to close to 30,000 by 2041. It is a culturally diverse area with 1 in 3 residents born overseas and 1 in 5 speaking a language other than English at home. The median age is 36 and data indicates that younger people (first home owners/with very young children) are moving into the area who have moved to Australia in the last 10 years.	Large population centre needs access to facilities and programs now/in the short term.
7. Valley: A highly populated area with over 26,800 residents currently but this is only expected to increase by less than 1,000 residents by 2041 (27,670). The median age is 36. Over a third of residents were born overseas. There is high unemployment and a high number of lone person households.	Population needs/would benefit from access to facilities and programs in the short term.
8. Broadmeadows: Highly populated, established area. The number of residents expected to increase from about 31,500 residents now to close to 42,600 in 2041. Median age is 32. A highly culturally diverse area with 67% of residents speaking a language other than English at home. The majority of the precinct experiences social vulnerability and disadvantage with pockets considered 'most disadvantaged' on the SEIFA scale which indicates poor resident health and wellbeing with high unemployment, a high number of lone person households ageing in place, poor early childhood outcomes, poor accessibility services.	Large population centre needs access to facilities and programs now/in the short term. Access to large, accessible & affordable gathering space likely priority. Good connections, transport to other established areas. Possible location for district scale venue.
9. Roxburgh Park: A large residential population with only small growth expected by 2041 (37,900+ now to 35,887 in 2041). The median age is 30. It is a very culturally diverse population with 50% of current and 68% of new households being born overseas. 73-81% of residents speak a language other than English at home. There are many people of Turkish and Lebanese heritage residing in the southern areas of the Precinct and a large number of recent migrants and refugees from Iraq, Nepal, Pakistan and India throughout the Precinct.	Large population centre needs access to facilities and programs now/in the short term. Access to large, accessible & affordable gathering space likely priority.
10. Upfield: This precinct is industrial in nature. A low population with expected low growth by 2041 (2,175+ to 2,585). Median age is 36. A culturally diverse precinct with more people who speak Arabic at home (28%) than English (20%). 80% of households speak a language other than English at home. Currently high migrant and refugee arrivals from Nepal and Iraq. There are pockets of high advantage as well as some areas struggling with high rates of unemployment and low income.	Population needs/would benefit from access to facilities and programs in the short term.

Precinct snapshot demographics	Possible Arts and Cultural Infrastructure implications
<p>11. Craigieburn: The largest and still growing precinct with over 75,830 growing to almost 91,000 people in 2041. Median age is 31. Majority of households are blue-collar families from multicultural backgrounds with children, either young children, older children or both, with average to high or low to average incomes. It is very culturally diverse with 45% of (62% of new) households born overseas. Cultural diversity is expected to keep growing with many people moving here from India, Iraq, Nepal, Sri Lanka and the Philippines. There is a high rate of disadvantage and the highest rate of disengaged youth in Victoria.</p>	<p>Large population centre needs access to facilities and programs now/in the short term.</p> <p>Central to growth corridor and established areas – possible good location for large/district/regional fit for purpose/multi-use venue</p>
<p>12. Merrifield (Mickleham): A growth precinct with the population expected to grow from around 10,700 now to 37,465 by 2041. Median age is 30. 32% of (57% new) households were born overseas. 35% (64% new) households speak a language other than English at home. People born in India, Iraq, Singapore, Philippines and Sri Lanka are the most prominent groups in new households building on already strong Indian and Sri Lankan cultural groups.</p>	<p>Large population centre will need access to fit for purpose facilities and programs in the medium term.</p>
<p>13. Lockerbie (Kalkallo): Part of a large land area currently within 3 local government areas (Hume, Whittlesea and Mitchell) with a total forecast population of over 290,000 by 2041. The Hume portion has a current population of 2,860+ which is expected to grow to 18,670 by 2041. Median age is 47. Kalkallo's population is expected to be young, multicultural and multilingual couples with or without children, who are mostly financially comfortable (similar to those within the abutting developments). Indications are that this is a community largely employed as 'community and personal service workers' or 'machinery operators and drivers'.</p>	<p>A new major population centre by 2041. Will need facilities and programs to service that Region.</p>

A more detailed summary of the key demographics of each precinct can be found in Appendix 1.

2.3. How it fits – Hume’s Arts and Cultural Facilities in a broader strategic planning context

As identified in section 2.2, Hume City is a rapidly expanding city with projected changes to population and household structures over the next twenty years. The ongoing population changes in established urban areas alongside ongoing development in urban fringe growth areas mean that provision of community infrastructure needs to evolve in line with changing needs and expectations.

Hume City Council recognises the importance of community infrastructure and the services and activities they can house in creating strong, cohesive communities.

Council has invested significant effort in understanding and responding to community and service provider needs and expectations, and how these vary across Hume. It has developed a number of key documents that provide an overarching framework (draft) to guide the ongoing development and/or provision of community infrastructure.

These documents are critical in the consideration of the need for, and development of a suite of Arts and Cultural Facilities as Arts and Cultural Facilities will clearly be part of the broader suite of Hume City community infrastructure. They are:

- > Hume City Council Creative Community Strategy 2020 – 2025
- > Hume City Council: Creating a Vision for a community, arts and cultural precinct in Jacksons Hill, Sunbury.
- > Jacksons Hill Masterplans – October 2018 (VPA)
- > Draft Community Infrastructure Planning Framework and draft Community Infrastructure Plan (CIP)
- > Hume Corridor Growth Infrastructure Plan – 2022 Draft 10-year plan
- > Sunbury Growth Corridor Infrastructure Plan – 2022 Draft 10-year plan

The vision, development, distribution and access for all principles, precinct planning, and facilities hierarchy approach established in these documents must also be core to planning for Arts and Cultural Facilities. Previous and/or ongoing planning projects such as those for Jacksons Hill arts and cultural precinct, have been considered as part of the potential, eventual suite of Hume City Arts and Cultural facilities.

A summary of the key findings and/or directions recommended by these documents can be found in Appendix 2.

2.4. Other Strategic Documents Review

Arts and Cultural Facilities should and can play a role in delivering outcomes for many of Council’s key strategies such as the Council Plan, the Community Vision, the Social Justice Charter and the Municipal Health and Wellbeing Plan.

Arts and Cultural Facilities and their programs have the proven capacity to contribute locally to:

- Civic pride.

- Community development.
- Celebration and interpretation of local heritage and cultural diversity.
- Local creative and cultural development.
- Activation of local areas and neighbourhoods through venue-based events and activities.
- Community development, health and wellbeing.
- Lifelong learning.
- All ages engagement (Older adults, young people, children).
- Aboriginal and Torres Strait Islander peoples' reconciliation, connection, development and support.
- Multicultural community connection, development and support.
- All abilities community connection, development and support.
- Children, family and youth connection and development.
- Local economy and economic development.

Planning for Hume's Arts and Cultural Facilities needs to be undertaken in the context of local strategic planning aspirations, but as potential attractors to the region, they also need to be seen in the broader regional, state and even national context, as playing an important role in delivering strategic planning aspirations.

Reflecting a broad range of local area plans, Hume City's arts and cultural facilities would deliver services that proactively contribute to realising the Community vision for

"a sustainable and thriving community with great health, education, employment, infrastructure and a strong sense of belonging."

Documents such as the Victorian Government's Creative State 2025, which is designed to grow jobs and skills, secure Victoria's reputation as a global cultural destination and bold creative leader and, position creative industries as a catalyst for the state's future economic prosperity and social wellbeing, are important reference points.

With this in mind, review of some nominated key local and/or state/federal government strategic documents and reports has been undertaken to understand the context for planning, development and operation of potential Hume Arts and Cultural Facilities.

The list of strategic documents and reports identified as relevant to, being contributed to or impacted by the Hume Arts and Cultural Facilities includes:

- | | |
|---|---|
| > Hume City Council Plan 2021-2025
Incorporating the Disability Action Plan,
Community Safety Action Plan and
Pathways to sustainability | > Creative State 2020-2025. Placing
Creativity at the Heart of Victoria's
Recovery and Prosperity |
| > Hume City Council Reconciliation Action
Plan 2020 – 2022 | > Department of Infrastructure, Transport,
Regional Development and
Communications corporate plan 2019-20 |
| > Hume City Council Social Justice Charter | |

A summary of the strategic planning objectives most pertinent to development of Arts and Cultural Facilities in Hume City and the role they could play in delivering outcomes into the future, is outlined in the table in Appendix 3.

3. Benefits of investing in Arts and Culture Infrastructure

In recent years considerable research has been undertaken to understand how much Australians value arts and culture and what availability of arts and cultural facilities, services, programs and events adds to local and broader society.

Australian and international research shows that arts and creative initiatives contribute significantly to the economic, environmental, social and cultural development and wellbeing of communities.

The level of arts and cultural activity within a community is now commonly recognised as an indicator of the quality of community life. The availability of arts and cultural activity is increasingly an expectation of modern, thriving places where people want to live and visit, and while not everyone will be involved in all or any arts and cultural activities, people still expect and want these options to be available.

A comprehensive review of research studies that demonstrate the social, cultural and economic benefits and opportunities arising from investment in arts and culture has been undertaken for this report. A snapshot of the key findings from the research studies reviewed for this project can be found in Appendix 4. The key research areas and studies reviewed were:

1. Impact of COVID-19 on Arts and Culture
 - Pattern Makers for the Audience Outlook Monitor
2. Arts and culture value and importance
 - Australia Council for the Arts Connecting Australians: National Arts Participation Survey
 - Australia Council for the Arts Electorate Profiles 2017 (Federal Electorate Profile data¹ - Calwell electorate and the McEwen electorate (note that sections of the McEwen electorate become the Hawke electorate in 2022))

Victoria and the importance of Creative Industries

The Victorian State Government identifies that “the creative industries are significant to Victoria’s culture, economy and society and central to its future” and “These industries have wide-ranging positive impacts that resonate across our culture, society and economy.”

- > Creative sectors and occupations accounted for \$31.6 billion in gross value added and about 6.9% of the Victorian economy in 2019/20.
- > 39% of all cultural visitors to/within Victoria visited a museum or art gallery.
- > Cultural visitors who experienced at least three cultural activities spent \$2.5 billion in 2019 (this decreased to \$741 million in 2020 due to covid-19)

Source:

<https://creative.vic.gov.au/research/data/industry-insights> (April 2022)

¹ <https://www.australiacouncil.gov.au/research/electorate-profiles/> - Australia Council for the Arts Electorate Profiles 2017

3. The Social, Cultural and Economic Benefits of Arts and Culture
 - A New Approach (ANA) series of five reports 2019 to 2020
 - Report 1: The Big Picture: Public Expenditure on Artistic, Cultural and Creative Activity in Australia.
 - Report 2: Transformative: Impacts of Culture and Creativity. November 2019
 - Report 3: A view from middle Australia²: Perceptions of Arts, Culture and Creativity. 2020
 - Report 4: Behind the scenes: Drivers influencing arts and cultural policy settings in Australia and beyond'. July 2020
 - Report 5: Australia's cultural and creative economy: A 21st century guide. October 2020
 - Cultural and creative activity in Australia 2008-09 to 2016-17 – Working paper. Australian Government Department of Communications and the Arts. October 2018
 - Economic Regeneration: The impact of the arts in regional Australia. Regional Arts Australia. ©Deakin University 2015 – key data
4. Cultural Tourism – Benefits and Opportunities
 - Australia Council for the Arts 2018, International Arts Tourism: Connecting cultures, Australia Council for the Arts.
 - Australia Council for the Arts 2020, Domestic Arts Tourism: Connecting the Country, Australia Council for the Arts. Department of Communications and the Arts Annual Report 2018–19
5. Economic Impact of Arts and Culture
 - Measuring the economic value of cultural and creative industries—Statistics Working Group of the Meeting of Cultural Ministers. April 2018

² Middle Australians are defined as middle-aged, middle-income swinging voters from suburban backgrounds.

- Economic Regeneration: The impact of the arts in regional Australia. Regional Arts Australia. ©Deakin University 2015
6. Return on investment from arts and cultural venues
- The Bendigo Effect: Bendigo Advertiser – June 21, 2018
 - The Mona Effect: ABC News website – 9 June 2018
 - Tasmania the unlikely star of Australia's two-speed economy – Sydney Morning Herald 2016

Overwhelmingly, the findings strengthen the argument for Council's investment (capital and operational) in arts and cultural facilities (infrastructure) and the development of vibrant arts and cultural precincts as such an investment will, based on the research evidence, provide a return on the wellbeing and the livability of the residents of Hume City as well as having the clear potential to deliver a positive local and regional economic impact.

Economic benefits of Arts and Cultural Industries

In 2016-17 it was estimated that cultural and creative activity contributed \$111.7 billion to Australia's economy which equates to 6.4% of GDP (Department of Communications).

Arts and entertainment employs 193,600 Australians.

For every million dollars of turnover in the *Creative and Performing Arts Activities* category, nine people are employed according to ABS estimates (ABS (2020) 6291.0.55.003 - *Labour Force, Australia, Detailed, Quarterly, Feb 2020*)

For every million dollars in turnover, arts and entertainment produce 9 jobs while the construction industry only produces around 1 job.

Source: *Economic importance of the arts and entertainment sector background brief* – Bill Brown June 2020. The Australia Institute – Research that Matters. <https://australiainstitute.org.au/wp-content/uploads/2020/12/Background-Brief-Economic-importance-of-arts-and-entertainment-WEB.pdf>

4. Market Review – facilities audit

A comprehensive review of the range of community, arts and cultural facilities and/or facilities being used for arts and cultural activity has been undertaken as part of this study.

An inventory of these facilities as well as arts and cultural facilities across neighbouring municipalities was completed to determine the current level and type of provision that is available regionally.

The review of neighbouring municipalities has targeted venues that offer facilities and services that could potentially compete or compare with the facilities that Hume City has or might develop in the future.

The review of facilities in Hume City has shown that very few purpose-built arts and cultural facilities are currently available.

Almost all of Hume City's facilities are multi-purpose in nature, and as a result not specifically fit for the purpose of providing arts and cultural activities. There are a number of privately run dance studios and arts shops that are not included in this study, however they contribute to arts participation opportunities. This supports the feedback received through this study's consultation processes that there are very limited arts and cultural

infrastructure options in Hume City and people are typically having to look to surrounding municipalities for purpose-built venues.

The only fit for purpose arts and cultural facilities identified in Hume City are outlined in the tables below. The inventory of the range of multi-purpose community facilities that may/can be used for some arts and cultural activities can be found in Appendix 5. The inventory of facilities from surrounding municipalities can be found in Appendix 6.

Table 4: Hume City owned Arts and Cultural Facilities

Venue	Key Features
Town Hall Broadmeadows Gallery	One of Hume City Council's dedicated visual arts venues showcasing both local and international talent. It presents an annual program of innovative and engaging arts, cultural and heritage exhibitions.
Hume Global Learning Centre – Sunbury Gallery	The Gallery presents an annual program of high-quality arts, cultural exhibitions and events, ranging from work by local artists through to touring exhibitions. Pieces from the George Evans Museum, a substantial social history collection of over 8,000 items, are also exhibited on a rotating basis.
Gee Lee-Wik Doleen Gallery at Hume Global Learning Centre – Craigieburn	The Gallery presents an annual program of innovative and engaging arts, culture and heritage exhibitions that support Hume's principles of social justice, ensuring a high level of participation and accessibility, particularly from under-represented sectors of the community. This is co-located with the local library.
Jacksons Hill	Building 18, 19, 20 and 21. Consisting of painting/sculpture/ceramic studio, Radio station, Boilerhouse Theatre (not currently operational), storage spaces, community offices, woodworking/general workshop.

Table 5: Arts and Cultural Facilities in Hume City schools

Venue	Key Features
School Facilities	<p>There are a small number of schools in the Hume that have purpose-built performing arts facilities with some availability for community hire. The seating capacities range between 100 to 500. In the larger spaces the outside hiring is mainly to other schools or end-of-year dance concerts. The venues are predominately for school activities and outside availability, or programming is, understandably, restricted in order to first meet the needs of the schools.</p> <p>Some schools make spaces available to outside users, however there can be constraints for groups wanting to leave sets up during a season. Often groups need to pack-up and set-up for each performance as the space is required for school usage. Groups wanting longer seasons are unable to book for more than a few days at a time to ensure the space remains available for school usage.</p>

4.1. Hume City potential future arts and cultural facility opportunities

Council's draft Community Infrastructure Plan provides analysis of each of Hume City's 13 precincts and based on projected growth and area purpose, identifies the 'opportunities for' and 'level of' community infrastructure proposed to be developed.

It effectively provides a development schedule for a range of different 'level' community facilities timed to coincide with population growth and/or needs of the various precincts.

A review of this schedule has been undertaken as part of the research for this report to identify the proposed projects that should/or could include development of arts and cultural facilities.

The schedule includes a number of community centres and indoor recreation centres which are considered to provide ideal opportunities for multi-purpose facilities that could be used for some arts and cultural activities and/or integration of arts specific facilities such as rehearsal space, 'wet' and dry workshop or makers spaces, access gallery space, small performance space and artist access studios.

The schedule also flags redevelopment or new development opportunities for larger scale and potentially more purpose built/focused Arts and Cultural facilities.

The following table identifies the specific arts and cultural facility opportunities for the next 5-10 years or more. As noted in the table, the infrastructure plan designates facilities as either 'Grow' (new developments), 'Enhance' (renewal or upgrade of existing facilities) or 'Optimise' (no building work proposed, just improved/targeted programming). These development/redevelopment/no development options are important in considering which facilities/locations might provide the best options for the development of specific arts and cultural infrastructure into the future.

Table 5: Development opportunities for future provision of Arts and Cultural facilities

Precinct	Location/Facility Name	Grow, Enhance or Optimise
1. Sunbury Rural	None	
2. Lancefield Road (Sunbury)	Emu Creek Community Centre – Lancefield PSP Area (New)	Grow
	Wilhelmina Community Centre – Lancefield Rd PSP Area (New)	Grow
	Yellow Gum Community Centre Lancefield Rd PSP area (NEW)	Grow
3. Sunbury Central	Sunbury West Community Centre – Sunbury West PSP (NEW)	Grow
	Sunbury Community House	Enhance
	Sunbury Memorial Hall	Optimise
4. Redstone Hill (Sunbury)	Jacksons Hill Community, Arts and Cultural Precinct	Enhance
	Harpers Creek Community Centre SS-CI-01 (NEW)	Grow
	Jacksons Hill Community Centre SS-CI-02 (NEW)	Grow
	Redstone Hill Community Centre SS-CI-03 (NEW)	Grow
5. Rural / Green wedge	Jack McKenzie Community Centre	Optimise
6. Greenvale	Greenvale Recreation Centre	Optimise
	Greenvale West Community Centre	Enhance
7. Valley	Tullamarine Community House	Enhance
	Gladstone Park Seniors Centre	Enhance
	Attwood House Community Centre (Inc. Attwood Neighbourhood House)	Enhance
	Valley Park Community Centre (New)	Grow
8. Broadmeadows	Hume Global Learning Centre – Broadmeadows	Enhance
	Ericsson Building	Enhance
	Broadmeadows Historical Museum	Enhance
	Lynda Blundell Seniors Centre	Enhance
9. Roxburgh Park	Meadow Heights Community Centre	Enhance
	The Homestead Community and Learning Centre (Homestead Gallery)	Enhance
	Roxburgh Park Youth and Recreation Centre	Enhance
10. Upfield	Campbellfield Community Centre	Optimise
11. Craigieburn	Meeting /Gathering Space	
	Craigieburn Youth Centre	Enhance
	Craigieburn Guide Hall	Optimise
	The Bridges – R2 Community Centre (NEW)	Grow
12. Merrifield (Mickleham)	Mickleham South Community Centre 2023> (NEW)	Grow
	Regional Community Services Hub 2028> (NEW)	Grow
	Mickleham North Community Centre	Optimise
13. Lockerbie (Kalkallo)	Kalkallo North Community Centre 2023> (NEW)	Grow
	Future Regional PAC	Grow

Source: Hume City Council draft Community Infrastructure Plan

5. Community Engagement

5.1. Engagement Plan

The purpose of the engagement was to identify, understand and/or help to clarify:

- The arts and cultural experiences and opportunities Hume City people would like to have access to.
- The current and future demand for the use of an Arts and Cultural Facility/ies in the Hume City.
- Location/s and timing for the delivery of an Arts and Cultural Facility/ies.
- The components, functions and services facilities should/could/need to include.
- Suitable operational models for Arts and Cultural Facilities in Hume City.

The engagement objectives were to:

- Inform local arts groups, potential users, artists and broader community about the Arts and Culture Infrastructure Plan and Feasibility Study.
- Gather information about possible user/facility gaps and needs that Arts and Culture Facilities may be able to meet.
- Gather information about who might use, how and how much they might use/access Arts and Culture Facilities in Hume City.
- Gather information about possible location requirements.
- Gather information about how people would like to use Arts and Culture Facilities.
- Explore opportunities and ideas for different programs, the focus of arts and culture facilities and what the infrastructure requirements may be for these.
- Identify what activities, spaces and facilities arts and culture venue/s might offer.
- Identify possible management criteria and/or options.
- Achieve deeper engagement with arts and creative communities and practitioners.

The outcomes of the community consultation processes have directly informed the facility types and components as identified in Section 10.

5.2. Engagement process

A comprehensive stakeholder engagement process has been undertaken for this project spanning the period from mid-November 2021 to end of February 2022.

A summary of stakeholder engagements is provided in the following sections.

The process involved over 230 people including stakeholders, members of Hume's arts community, other Hume community members Councillors and officers.

In addition, consultation was also undertaken with arts industry representatives and surrounding municipalities and the outcomes of these are covered in other sections

The consultation consisted of:

Surveys (139 responses)

- Community Survey.
- Artists Survey.
- School Survey.

Online workshops (48 registrations and 20 attendees)

- Jacksons Creek focus.
- Meadow Valley focus.
- Aitken Ward focus.
- Hume-wide (open to all).
- Community Leaders.
- Artist Focus.

The participants in the workshops were representatives of:

- General community.
- Performance and Visual Arts Groups.
- Community Arts groups.
- Heritage and Museum.
- Practicing visual and performing artists (professional and non-professional).
- Schools, teachers and students.
- Young people.

Attendance at meetings and/or direct telephone interviews

- Hume Reconciliation Action Plan.
- Multicultural Advisory Group.
- BoilOver Performance Ensemble – All abilities performance group.
- Outer Urban Projects.

The draft Creative Places and Spaces Plan was also available for public comment on the Participate Hume website from 29 June 2022 until 29 July 2022.

In that time there were 321 unique visits to the Participate page. Social media posts related to the engagement reached 2,585 people.

The survey available on the Participate page received 14 completed responses and 31 partial responses.

Officers conducted targeted workshops seeking feedback from participant groups who were under represented in previous rounds of engagement:

- Artists working locally
Two workshops delivered online in collaboration with Outer Urban Projects and Multicultural Arts Victoria (total 9 participants)

- Heritage interest groups
One workshop delivered at HGLC-Sunbury (12 participants). Additional correspondence with Broadmeadows Historical Society and Craigieburn Historical Interest Group.

5.3. Survey Findings

As part of the research and consultation process, three targeted online surveys were developed.

The three target groups were:

- General Community.
- Artists.
- Schools.

The links and invitations to complete the surveys were distributed through a number of communications channels including direct email using Council data bases and Council website page – Participate Hume.

The surveys were open from 16 December 2021 to 28 February 2022

The surveys were specifically designed to capture relevant information from each of the target groups. The intentions of the surveys were to:

- Establish broad ‘aspirations’, needs and priorities.
- Gain an understanding of potential demand and use requirements.
- Gather data to assist in understanding the current availability and usage of cultural facilities in Hume City.

The following responses were received:

Target Group	Number of responses
General Community	77
Artists	55
Schools	7
Total surveys completed	139

The key findings from each of the surveys are listed below.

Community Survey

Demographics

Of the responses received, the following provides the respondents profiles.

Gender	Age Group
74% Female 17% Male 3.4% non-binary 2.2% other 3.4% prefer not to say	<p>The highest number of responses were received from: 35 – 44 year age group and 55-64 year age group. The breakdown of age groups was:</p> <ul style="list-style-type: none"> > Under 18 3% > 18 to 24 years 3% > 25 to 34 years 17% > 35 to 44 years 29% > 45 to 54 years 3% > 55 to 64 years 28% > 65 to 74 years 7% > 75 years or over 5% > Prefer not to say 3%

Key Findings for the Community Survey:

Location

Of the responses received, the larger number were from Sunbury residents (39%) followed by Craigieburn (19%), Roxburgh Park (11%), Broadmeadows and Greenvale (both 7%)

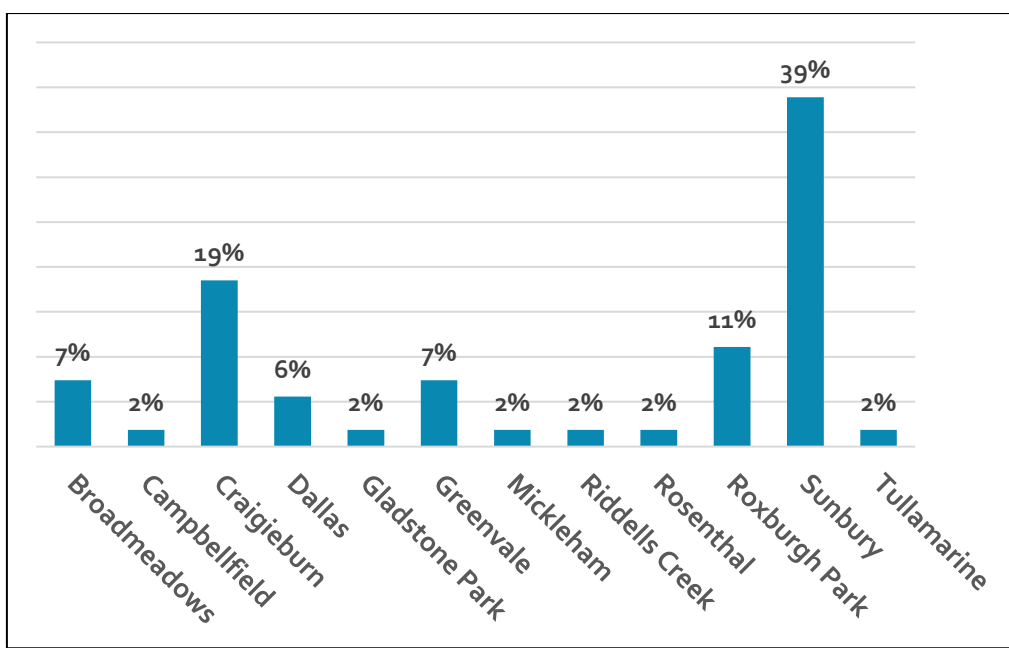


Figure 4: Location of survey respondents

Frequency of attendance or participation

70% have attended or participated in arts and cultural activity (outside of home) in the last 12 months. This is slightly lower than the participation previously recorded for the development of Hume City Council Creative Community Strategy 2020 – 2025 which was 80%. However, considering the impact of COVID 19 this is still a relatively high participation level

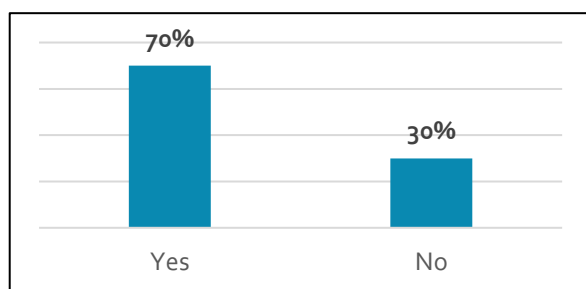


Figure 5: Number of Hume City community members attending cultural and creative venues

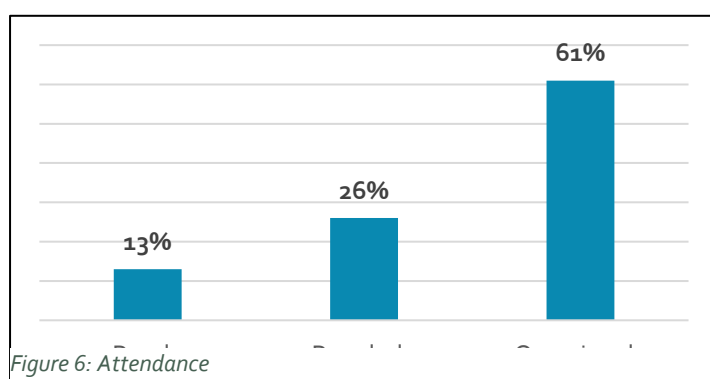


Figure 6: Attendance

Of those respondents who have attended galleries, performances and other arts events, 61% attend occasionally, 26% attend regularly and 13% rarely.

Of those attending regularly; festivals, performing arts, visual arts, music and film were ranked the five highest.

The survey also asked where they have attended. Multiple venues and locales were listed however the majority were outside Hume City. The exception was that Hume Global Learning Centre – Craigieburn, Hume Global Learning Centre – Sunbury, the Sunbury Neighbourhood House and the Boilerhouse Community Theatre, Sunbury were identified

regularly. Attendance outside of Hume City included the surrounding municipalities' arts venues and Melbourne CBD.

Hume City facilities most attended

As a follow up question, a list of Hume Council venues/community centres was provided from which respondents could select those they most attended.

Participants identified that Hume Global Learning Centre – Sunbury, Hume Global Learning Centre – Craigieburn and Sunbury Neighbourhood House were the primary venues attended. Other venues with a relatively high attendance were Goonawarra Community Centre, Goonawarra Neighbourhood House, Homestead Community and Learning Centre, Town Hall Broadmeadows and the Boilerhouse Community Arts Centre

Reason For Attendance

The primary reasons for attending arts events were identified as: interest in the activity, close to home, to be part of the community, learn a new skill, enjoying the experience and free events.

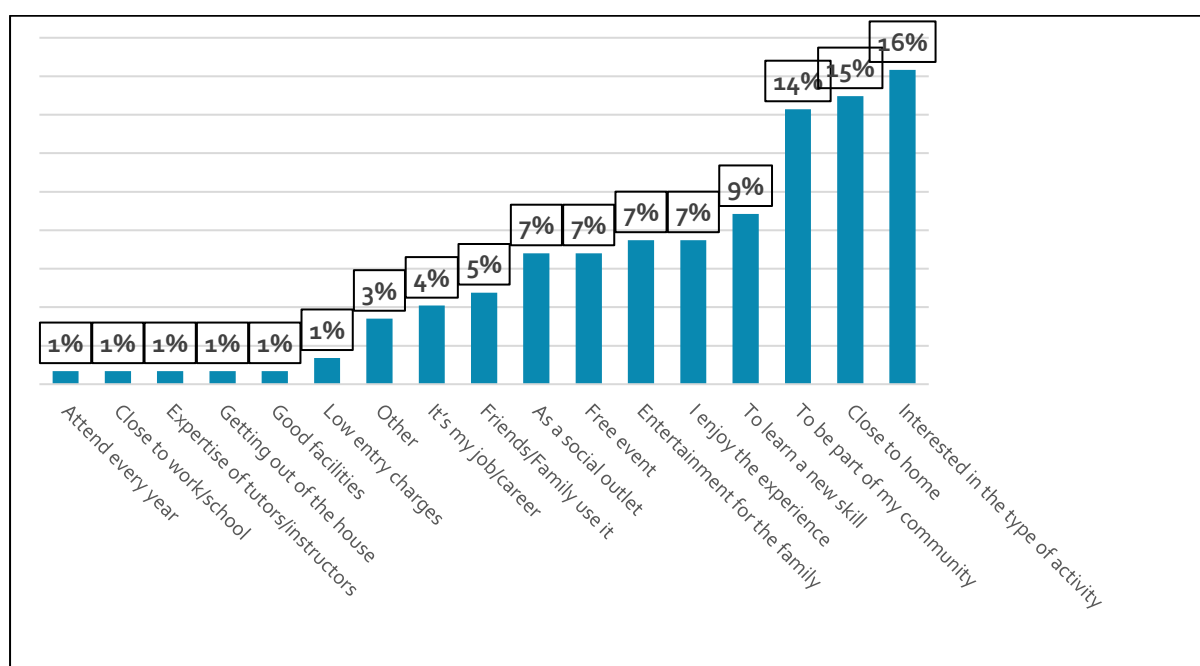


Figure 7: Reasons for attendance

Non-Attendance

For those who have not attended, the primary reasons were that they did not know what was available (18%), the activity was not available (16%), or they did not know what was available (11%). Seven percent felt there were no facilities close by. Other high-ranking responses were:

- The cost,
- Family commitments and
- COVID (under 'Other').

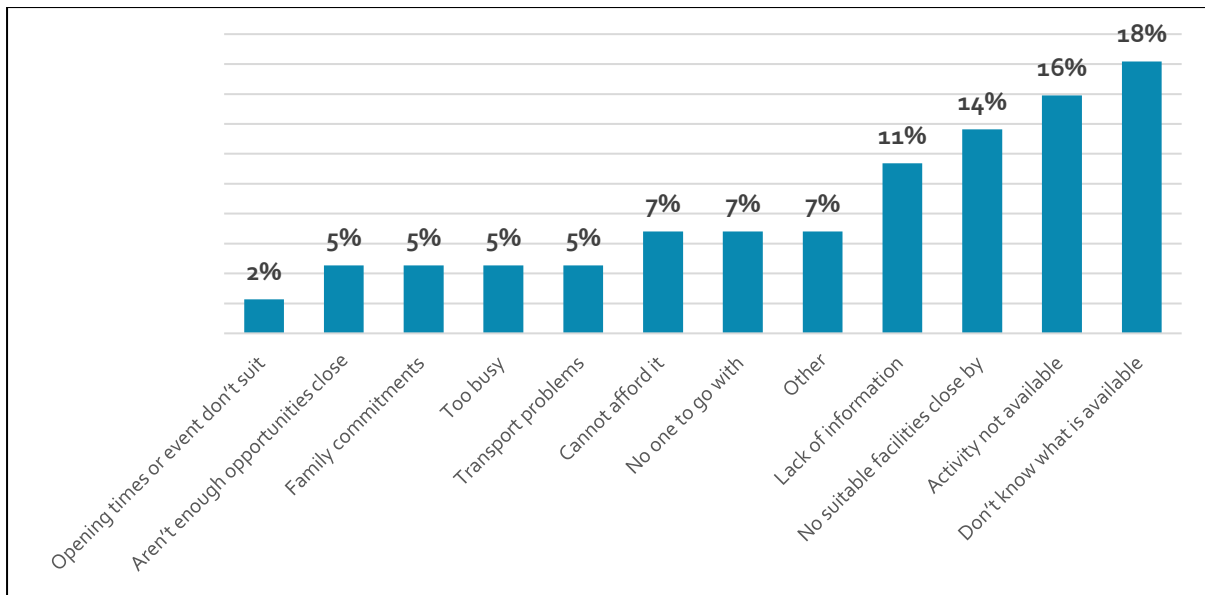


Figure 8: Reasons for non-attendance

Are there enough venues in Hume City?

78% of community responses identified that there are not enough facilities for arts/culture in Hume City.

On asking – ‘What arts and cultural facilities do you think are needed?’ the question received 40 individual responses. The most often mentioned was performing arts facilities, gallery spaces, and workshop spaces

A number of responses included detail descriptions including large scale arts centres, rehearsal spaces, dance studios and workspaces for specific arts groups. Other facilities mentioned were artists exhibition areas and music spaces. A number of examples were also provided including Clocktower Centre Moonee Ponds Cultural Centre and the refurbishment/repair of the Boilerhouse Community Art Centre in Sunbury.

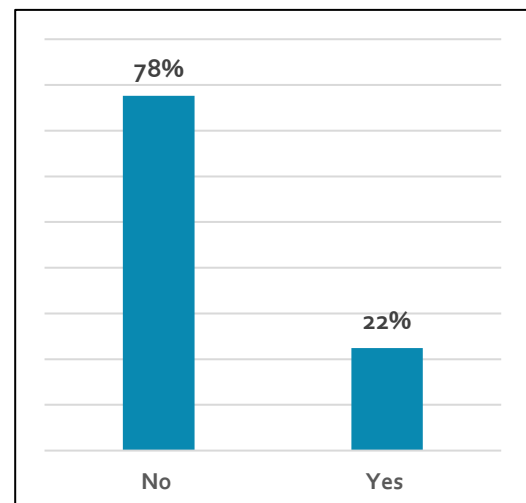


Figure 9: Community responses to "are there enough or appropriate facilities?"

Types of services and Opportunities

The most important facility identified to attract community use was a performing arts/theatre space program. And the facility type most often nominated as ‘important’ was Exhibitions/gallery.

Flexible (black box) space and rehearsal spaces were also rated highly.

Artist Survey

Demographics

Responses were received from the following demographic profiles

Gender	Age Group	Location
62% female 33% male 5% prefer not to say	29% in the 35-44 years group however the remainder of the responses were from a range of ages from under 18 to 75 years or over. <ul style="list-style-type: none"> > Under 18 2% > 18 to 24 years 7% > 25 to 34 years 19% > 35 to 44 years 29% > 45 to 54 years 12% > 55 to 64 years 14% > 65 to 74 years 7% > 75 years or over 2% > Prefer not to say 7% 	The majority of respondents were from Sunbury followed by Craigieburn Mickleham, Greenvale, Broadmeadows. Other suburbs listed were Campbellfield, Jacana, Westmeadows, Roxburgh Park Attwood and Dallas.

Key Findings:

The highest number of responses were from experienced arts creator/hobbyists, members of an arts group and arts workers. Professional emerging, mid-year and established artists were also well represented.

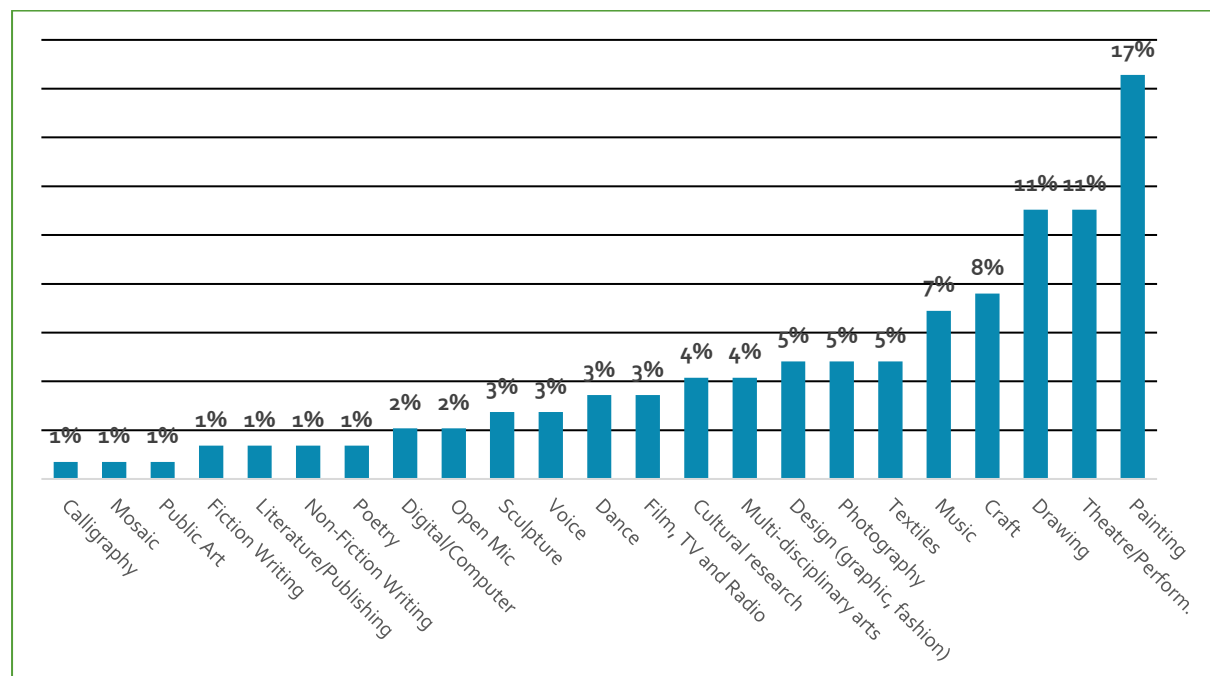


Figure 10: Categories of creative practice

The creative practice question identified that the majority of respondents practiced painting and drawing followed by theatre and performing arts. These were among a broad range of arts practices represented.

- > 68% of responses identified that they have specific place for their arts practices but most of the responses included a home studio.
- > Of other facilities used, the Boilerhouse in Sunbury was identified the most.

The highest fee paid for a space was \$150 pw. As the spaces most mentioned were home studios, many of the spaces used do not incur a rental fee.

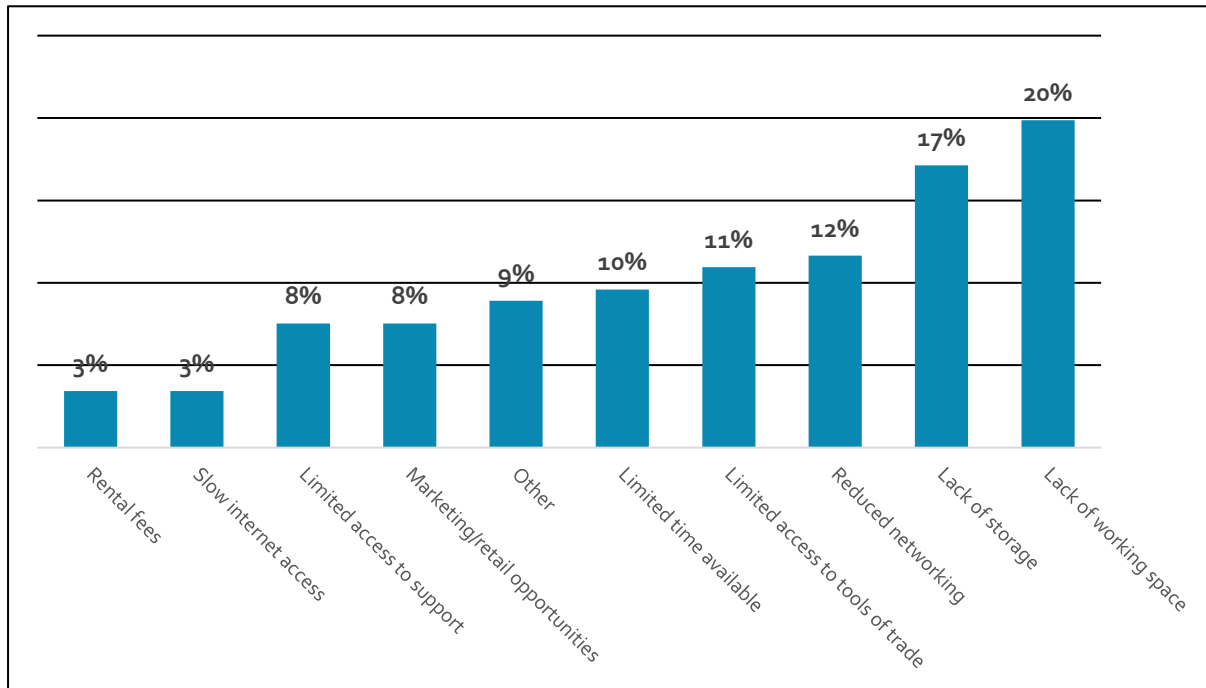


Figure 11: Constraints

- > The major constraints that artists currently find in the workplaces are lack of space (including workshop space, performance space, exhibition area), storage, reduced networking opportunities and marketing and retail opportunities.
- > Most artists used their space weekly, with the next most common response being 2-3 times per week.
- > Performing arts spaces, arts studios and exhibition spaces were the most identified facilities required. Other comments included co-working spaces and a dedicated writer's studio.
- > The preferred requirements were small performance spaces (100 seat), large exhibition spaces, dance studio, areas for arts workshops (sinks suitable for visual arts etc.) and appropriate storage spaces.

Schools Survey

Total of 7 responses. Two were secondary schools and 5 primary schools

Key Findings

- 50% of the schools use external cultural facilities for activities.
- The primary reason identified as to why they do not make use of other arts and cultural facilities is lack of transport.

- The facilities identified that are visited were the Hume Global Learning Centres, Melbourne Convention Centre, Sunbury Baptist Church and galleries and theatres in Melbourne CBD.
- The reasons identified for visiting the facilities were proximity to the school and school aware of suitable facility. Aitken College identified that they had a large performing arts centre (500 seats and supporting technical equipment/support). The theatre is available for outside hire subject to school's usage. The hirers are mainly end-of-year concerts by dance schools.
- One school has a drama classroom that has stage lighting that can be used for performance seating 100-150 but is not available for outside groups.
- Most of the schools identified that they had arts studios/arts classroom.
- When asked for future building plans, no schools identified plans for the near future.
- The gaps identified by schools were the need for a performance/theatre space and a workshop space for arts specific programs, exhibition/gallery space, performing arts space for students to view professional performances.

5.4. Community Workshops

The participants in the workshops were representatives of:

- General community.
- Performance and Visual Arts Groups.
- Community Arts groups.
- Heritage and Museum.
- Practicing visual and performing artists (professional and non-professional).
- Schools, teachers and students.
- Young people.

There was a significant amount of information gained from the workshops. On a high level, the key findings of the workshops were:

- Need for a large purpose-built performing arts centre.
- Need for a large gathering/events space.
- Need for a purpose-built large exhibition/gallery space.
- Flexible/black box space.
- Artists' studios and workshop spaces purpose built.
- Rehearsal spaces/dance studios.
- Arts Hubs (including networking opportunities).
- Accessible buildings and close to transport.
- Affordable spaces.
- Storage and ability to leave work in progress.
- Retail opportunities and arts promotion.
- Large multiuse space for multi-cultural groups activities.
- Display and storage for historical and museum collections.
- What happens in the facilities (programs) is key to success.

In addition to the findings from the surveys, the key findings and outcomes have directly informed the processes of this project and are reflected in the positioning, range of facilities and their components throughout this plan.

The details of the types of facilities proposed in Section 10 and the examples of activities that could occur in the spaces have been developed from the community feedback to ensure that the creative activities of the Hume City residents have the appropriate, purpose-built facilities in which to engage in arts and culture.

The key themes of the engagement undertaken on the draft Creative Places and Spaces plan in July 2022 were:

Design

- Design practices should be culturally inclusive (including prayer/quiet rooms).
- Facilities need to support a broad range of arts practice including fashion, woodwork, ceramics, metal and stonework.

Heritage

- There are immediate needs for new heritage storage in Craigieburn.

Communications

- Clear, inclusive communication will improve access to arts programs – this is a critical aspect of best practice management of arts and cultural facilities.

Programming / Operations

- Programming is central to the purpose and success of arts and cultural facilities. All facilities need to be fully resourced, staffed, and programmed.
- Involvement of a diverse range of community members in design, programming and operating of facilities will strengthen take up and allow facilities and programs to speak to and reflect the community.
- Skills development programs should be improved.
- Digital and music recording capacity and programming should be strengthened.

6. Benchmarking and Facility Provision

As identified in section 6 of this report, consultation and desktop research was undertaken to gain an understanding of the range of arts and cultural facilities in the region and in the surrounding municipalities as well as the level of ongoing investment other organisations make towards arts and culture.

A high-level audit/review of Arts and Cultural Facilities was undertaken for the following municipalities.

- | | | |
|-------------------------|--------------------------------|-------------------------|
| > Moreland City Council | > Whittlesea City Council | > City of Darebin |
| > Melton City Council | > Mitchell Shire Council | > City of Moonee Valley |
| > Brimbank City Council | > Macedon Ranges Shire Council | |

The audit findings can be found in Appendix 6.

In addition to gathering information about the range of existing facilities in each municipality, benchmarking data was also sought to enable:

- > Indication of levels of ongoing (operational) financial investment in arts and culture and arts and cultural facilities across municipalities.
- > Community infrastructure development as a response to population growth and/or agreed levels/standards of provision.

6.1. Financial Investment Benchmarking

Similar to most Council services, arts and cultural facilities and programming require an ongoing subsidy to ensure they are able to successfully operate and provide appropriate programs.

The following table provides a snapshot of the investment made by other Councils in their cultural facilities and programming (examples include western and northern region Councils). Some of the benchmarking information has been provided subject to confidentiality, therefore Councils are not identified by name. The Councils have been chosen as they all have cultural facilities.

As with most benchmarking, direct comparison is not always possible as the cultural facilities are subject to a range of internal and external influences within their local environment. However, the data below provide a good indicator of the range of subsidy levels and staffing levels required.

As indicated, significant investment is made by Councils in both programming and staffing levels in arts and cultural facilities.

Table 1: Level of investment by municipalities in Arts and Cultural Facility operations comparison

Location	LGA Population	Investment in cultural facilities and arts programming net operating subsidy	Staffing levels EFT
A. Western Region Council	208,247	\$1.2 m	11.71
B. Northern Region Council	223,322	\$1.3 m	17.5
C. Inner Western Region Council (also includes festivals)	130,000	\$2.05 m	17.14

A scan has also been undertaken of performing arts centres across Australia.³ It has found that unless the service is operated as a full commercial business (and therefore not always affordable or accessible for artists, community groups and residents), all performing arts centres owned and/or managed by local government require a subsidy to operate.

6.2. Facility Hierarchy and Provision Benchmarking

A comparative review of the Community Infrastructure Plan (CIP) approach has been undertaken by Hume (draft), Melton, Casey and Wyndham City Councils in relation to facility hierarchy, provision ratio and the 'trigger point' for development of arts and cultural facilities.

Melton, Casey and Wyndham City Councils were selected for this benchmarking exercise because they are large municipalities with large geographic areas, and large established areas along with large growth corridors.

They face similar challenges and have need for a similar planned approach to facilities provision to ensure that new and rapidly evolving suburbs are able to get access to facilities and services in alignment with established populations/townships.

The benchmarking review finds that Hume's City's hierarchy is very much in-line with other similar municipalities. It finds that arts and cultural facilities are anticipated to be provided as an integral part of community infrastructure provision at the Cities of Melton, Wyndham and Casey. It is also an integral part of Hume's draft Community Infrastructure Plan.

An overview of the benchmark organisations' arts and cultural provision can be found in Appendix 7 (Table 11).

Both Wyndham and Casey Councils specifically recognise the development of a 'highest order Performing Arts Facility' (eg. Bunjil Place) as a Level 5 facility that is regional in nature (i.e., attracting people from beyond the municipality).

³ Source: Performing Arts Connections (PAC) Australia Economic Activity Report 2019

Wyndham City Council identifies a development trigger point for one of these as being between 200,000 and 500,000 residents. While City of Casey does not have a similar documented trigger point, when Bunjil Place opened in 2017, the City of Casey had a resident population of around 300,000 which is within the Wyndham City Council trigger point range.

Hume City's draft Community Infrastructure Plan identifies provision of a Regional Performing Arts Centre on a 'one for the municipality' basis.

It is proposed that in-line with the experience and/or standard set by this project's benchmark organisations, Hume City's arts and cultural facilities hierarchy be amended to include a trigger point of between 300,000 and 350,000 for Regional level facilities as outlined in the table below. (Table 5).

Table 2: Hume City's Arts and cultural facilities proposed revised hierarchy provision ratio rationale

Hierarchy Level	Ratio and rationale
Neighbourhood Arts Creation Space	1 space per 30,000 – 40,000 people (all ages). Within 20 mins walk.
Neighbourhood Experience and Exhibition Space	1 space per 50,000 people (all ages) Within 10 min drive The calculation of the number of local level arts and cultural facilities (i.e., 1 per 50,000) is used as the baseline for the overall number of arts and cultural facilities required across the municipality.
District Creative Arts Hub	1 facility per 100,000 people (all ages) 10 – 20 min drive
Regional level Performing Arts Cultural Facilities.	1 Facility only of these 'iconic' standard facilities in the municipality. Within 20 – 30 mins drive The recommended timing is when the population reaches 300,000 to 350,000 residents.

7. Infrastructure Planning

7.1. Guiding principles for community infrastructure

Hume City Council has documented guiding principles for the planning and delivery of community infrastructure, which includes arts and cultural facilities. In essence they commit Council to the following:

1. **We will put the environment and people first.** This is identified to be achieved in a range of ways including (but not limited to) identifying community service and activity needs and providing facilities, spaces and places to meet the needs and consideration of how to minimise the environmental impact of community facilities, spaces and places through environmentally sustainable and design and operation.
2. **We will foster community pride.** This is identified to be achieved in a range of ways including (but not limited to) designing and locating community facilities, spaces and places as a focal point and a key meeting space for the community that they service and, to be welcoming and promote safe and universal access.
3. **We will deliver flexible and accessible services and infrastructure.** This is identified to be achieved in a range of ways including (but not limited to) designing community facilities, spaces and places to be adaptable to different service, program and activity demands through the day, the week, the year, and over time and, consider locating community infrastructure within or adjoining activity centres and community infrastructure.
4. **We will strive for equitable access.** This is identified to be achieved in a range of ways including (but not limited to) identifying optimal locations for the provision of the required new and upgraded community infrastructure in structure plans and/or similar statutory planning documents and, design and manage facilities, space and places to consider and celebrate all cultures, gender, ability and beliefs.

The principles are included in Hume City Council's draft Community Infrastructure Planning Framework. Decisions about development of arts and cultural facilities including if, where and when they should be developed are recommended to be guided by these principles, once adopted.

7.2. Arts and Cultural Facility provision decisions

The conclusion taken from the research, consultation and review undertaken for this project is that more than one arts and cultural facility will be required to:

- Meet the needs of Hume City's diverse and rapidly evolving communities (refer Section 2.2).
- Ensure that Hume City residents have access to a similar level of cultural experience in their own municipality as they can experience in other comparable and/or neighbouring municipalities.

A network of differing standard and type of arts and cultural facilities will be required to meet the need.

As identified in Section 2.3, Council has a number of documents that guide the ongoing development and/or provision of Arts and Cultural infrastructure, including:

- Draft Community Infrastructure Planning Framework
- Draft Community Infrastructure Plan (CIP)
- Hume Corridor Growth Infrastructure Plan – 2022 Draft 10-year plan and Sunbury Growth Corridor Infrastructure Plan – 2022 Draft 10-year plan
- Creative Arts & Culture – Service Report Card

Together they provide Hume City's:

- Vision for community infrastructure planning.
- Principles for community infrastructure decision making around facilities being Sustainable, Desirable, Flexible, Diverse, Accessible, and Equitable.
- Agreed service catchments (Precincts aligned to PCP's, major activity centres, etc.).
- Agreement on the relevant planning standards to be applied:
 - Scope and hierarchy of community infrastructure types.
 - Population-based benchmarks (desired standards of service) for recommended timing of projects.
 - Analysis of localities.
- An indicative program (schedule) for development of community facilities.

As identified in section 6.2, an arts and cultural facilities hierarchy, in line with that already outlined in the draft CIP is proposed to frame and guide development of arts and cultural facilities in Hume City.

Figure 12 illustrates the anticipated hierarchy of arts and cultural facilities to be provided and the recommended timing for their provision.

The proposed hierarchy assumes that arts and cultural facilities would, as per the draft CIP, be:

- Integrated into already existing facilities as facility extensions and/or facility re-purposing.
- Integrated into planned community facility designs/developments.
- Purpose specific, standalone arts and cultural facilities and venues.



Figure 12: Hume Arts and Cultural Facility Provision Hierarchy

A detailed description of the different hierarchy levels can be found in Appendix 9.

8. Programming and Operations

When considering development of public infrastructure - *art and cultural facilities included* - the tendency is to focus only on the capital development. Planning and building the facility itself is however only the first step on the path to achieving arts and cultural facilities that are successful as places that are thriving, celebrated, pride-inducing and 'essential to community life'.

It is important to consider, based on industry research and experience, what things have been shown as important to ensuring the operational success of arts and cultural facilities.

The following sections provide an overview of 'critical success factors' that have been incorporated into the longer-term planning for arts and cultural heritage in Hume.

8.1.Critical Success Factors for successful Arts & Cultural Facilities

Establishing a clear vision for the suite of Hume City's proposed creative places and spaces along with the specific purpose for each (because they are all different) is important as it will inform and drive the business model around which the facilities will operate – it is essential to their success.

Over the course of the various consultation and engagement processes for this project, people identified/talked about their aspirations for Hume City's creative spaces and places as well as the things that they thought the facilities needed to facilitate and/or deliver.

This feedback has been used to develop the overarching vision for Hume City Council's arts and cultural places and spaces.

Hume City Creative Places and Spaces Vision

Hume City's creative spaces will be dynamic, vibrant and inclusive hubs for community arts and cultural activity. They will:

- Meet the needs and expectations of the community and be reflective of their place
- Be places that acknowledge, protect, share and promote understanding of the rich and unique heritage and contemporary culture of the Wurundjeri Woi Wurrung, which includes the Gunung Willam Balluk clan (the Traditional Custodians of this land). They will be places, for meeting, education, passing on knowledge, sharing stories and showing contemporary culture to the wider community.
- Be warm, comfortable, inspiring and inviting places where people of all ages and backgrounds feel they belong.
- Demonstrate culturally inclusive and safe design practices.

- Celebrate local arts and culture as well as being places where people can be inspired, share with and learn from visiting artists and exhibitions.
- Be iconic buildings and places unique to Hume City.
- Spaces that are fit for purpose and designed to a standard to facilitate all levels of programming.
- Support and enable sharing and giving.
- Bring diverse cultures together.
- Connect creative people.
- Inspire and encourage creativity.
- Appeal to and be used by all ages.
- Be places of beauty.
- Be meeting places.

The specific Purpose Statements for the Craigieburn Arts Centre @ HGLC Craigieburn and Merrifield Creative Hub are included in the relevant sections.

8.2. The critical impact and importance of programming

In the planning for creative places and spaces, a great deal of emphasis and excitement is often given to the funding and development of the ‘bricks and mortar’.

However, alongside the need to have a facility for arts practice and access to happen is the need for ongoing commitment to funding the programming and operations of these venues. The programming is really the ‘main game’.

The broad rationale for development of Hume City’s proposed Creative Places and Spaces is to **support, connect, nurture, celebrate and grow the cultural vitality of the local communities as well as develop, support and promote Hume City’s capacity as an arts and cultural home or destination.**

The practical reality is that arts and cultural facilities are not profit-making businesses but, as has been identified throughout this project (refer Section 2.2), these facilities and their associated activity, make significant and important contributions to local, state and national economies.

To be able to deliver these outcomes and benefits, an ongoing commitment to the subsidy of operational costs will be essential. This subsidy is required to:

- Assist in the employment of an appropriate number of appropriately qualified personnel.
- Facilitate the development of clever, creative, educative, agile and professionally-curated programming that is connected/connecting and engaging/challenging.
- Promote local and cultural community engagement, participation and support.
- Integrate asset management, risk management, and workforce planning.

Programming for Hume City’s Creative Places and Spaces should support the strategic objectives of Hume City Council’s Creative Community Strategy 2020-2025 and subsequent strategic documents.

To this end, programming should aim to:

- Connect to, engage with and reflect Hume City's large and diverse community.
- Encourage participants, particularly young people can to learn specific skills contributing to pathways to professional careers.
- Enable public engagement with the gallery and performing arts centre.
- Support ongoing development of progressive contemporary gallery program and performing arts program.
- Support of emerging artists and arts workers.
- Develop and present programming that is relevant and connects to local people and audiences.
- Build audiences.
- Celebrate Traditional Owner and other Aboriginal and Torres Strait Islander culture and heritage.
- Enable co-programming between creative places and spaces.
- Activate the venue and surrounding precinct.
- Activate the spaces within and outside of the venue.
- Provide for a diversity of programs including making workshops.
- Forge effective partnerships with artists and arts workers.

With this broader purpose and commitment in mind, the next section of the report outlines the facility types, timing and locations that will support these broader objectives and programming.

9. Facility type, timing and location

9.1. What type of facilities are required and when are they needed?

This plan's key role is to determine the type of arts facilities required and when and where they should be provided. Application of the proposed facility ratios as outlined in section 7.2 is based on population forecasts and growth assumptions (refer section 2.2 and Appendix 1) which make the development of the different levels/types of facilities necessary (refer Table 5 and Figure 11.). The assumptions are described in detail in Appendix 10.

Table 6 (below) provides the calculation of arts and cultural facility provision based on these assumptions. It indicates, based purely on the population levels what the base level of facility is for each year from 2022 (current) to 2041. It is important to note that:

- The total number of facilities calculated (not including the Regional Facility) is tied to the 'base level' provision of 1 facility per 30,000 residents. Where a higher level of facility is required at the same time as a lower-level facility, the higher level facility 'replaces' the lower-level facility.
- In the early years of the program, the number of facilities will be well below the 'required ratio number'. Logically the required number cannot be developed immediately. It is assumed that there will be a period of 'catch-up' over time that will link development opportunities through existing projects and known opportunities to achieving provision levels (eg. Mickleham North Community Centre – 2022, Jacksons Hill Community Arts Precinct - 2023).
- It is a model only. It is designed to give an indication of what is required, not to prescribe what and when facilities must be strictly provided.

Table 3: Calculation of arts and cultural facility provision using the proposed Hume City standard and provision ratios

Year	Projected Population	Base level provision = 1 per 30K residents.	N'hood Level 1	N'hood Level 2	District Level	Regional Level	CUMULATIVE TOTAL
2022	257,921	8.6	1	4*			5
2023	264,432	8.8			1		6
2024	270,944	9.0				1	
2025	277,455	9.2					
2026	283,966	9.5					
2027	291,400	9.7	1	1			8
2028	298,834	10.0			1		9
2029	306,269	10.2					

Year	Projected Population	Base level provision = 1 per 30K residents.	N'hood Level 1	N'hood Level 2	District Level	Regional Level	CUMULATIVE TOTAL
2030	313,703	10.5					
2031	321,137	10.7			1		10
2032	328,625	11.0					
2033	336,113	11.2					
2034	343,601	11.5					
2035	351,089	11.7	1				11
2036	358,577	12.0		1			12
2037	365,814	12.2					
2038	373,050	12.4					
2039	380,287	12.7					
2040	387,523	12.9	1				13
2041	394,760	13.2					

*Indicates existing facilities (Town Hall Broadmeadows Gallery, HGLC Sunbury and Craigieburn Galleries and Boilerhouse Gallery and Workshop.

Key:		Indicates year that 'whole facilities' are required based on the base level provision ratio
		Indicates when different levels of facilities are based on ratio for that hierarchy type.
	1	Indicates when specific facilities/sites are identified for work/development in CIP. This is explained in 8.3 & 8.4.

9.2. Site options and opportunities

A key requirement of this project is to identify and recommend suitable sites for location for a variety of potential arts and cultural facilities.

A set of site assessment criteria was developed to determine the suitability of each site for the development of an arts and cultural facility. The assessment criteria reflected:

- Key learnings from the consultation and research for this project.
- Industry knowledge from previous arts and cultural facility planning and development projects undertaken by members of the consultant team, about the features that should be considered when developing such a space.
- Local knowledge and advice from Hume City officers and urban planning best practice.

The site assessment criteria can be found in full in the site assessment table in Appendix 11.

There are 31 assessment criteria that are grouped under the following headings:

- Strategic Planning and Development.
- Accessibility.
- Catchment/activity proximity.
- Site services.
- Site capacity.
- Ownership and Management.
- Local impact.
- Capital cost impacts.

The list of sites assessed for their suitability to accommodate arts and cultural facilities was drawn from strategic planning documents and/or other sources including the draft Community Infrastructure Plan, local insights and community consultation feedback.

The sites identified were included on the assessment list in consideration of the development principles for arts and cultural facilities (Refer 7.1) and most notably:

- The need for facilities to be accessible and equitably distributed around the municipality (enabling most people to be able to access an arts and cultural facility within 5km of their home).
- Being close to current and/or future significant population catchments.
- Ideally the sites would support or be supported by other strategic planning (eg. Draft CIP, PSP's).

Overall, 35 sites were assessed and 15 sites were inspected for their potential to accommodate arts and cultural facilities. The summary of which were inspected, assessed or both is in the table below (Table 7).

Table 4: Sites inspected and/or assessed for the Arts and Cultural Infrastructure Plan

Site	Inspt'd	Asses'd	Site	Inspt'd	Asses'd	Site	Inspt'd	Asses'd
1. Emu Creek CC	N/A	✓	14. Attwood House CC		✓	27. Splash Aquatic Centre		✓
2. Wilhelmina CC	N/A	✓	15. Valley Park CC		✓	28. Aitken CC		✓
3. Yellow Gum CC Harpers Ck CC	N/A	✓	16. B'meadows Town Hall	✓	✓	29. Craigieburn Guide Hall		✓
4. Sunbury West CC		✓	17. HGLC B'meadows	✓	✓	30. HGLC Craigieburn	✓	✓
5. Sunbury Community House		✓	18. B'meadows Hist Museum	✓	✓	31. The Bridges CC	N/A	✓
6. Jacksons Hill CAP	✓	✓	19. Ericsson Building	✓	✓	32. Mickleham Nth CC	X	✓
7. Harpers Creek CC	N/A	✓	20. Lynda Blundell SC		✓	33. Merrifield TC Comm. Arts Hub	N/A	✓
8. Jacksons Hill CC	✓	✓	21. Meadow Heights CC		✓	34. Kalkallo Nth CC	N/A	✓
9. Redstone Hill CC	N/A	✓	22. The Homestead		✓	35. Kalkallo Region PAC C'ton	N/A	✓
10. Greenvale West Comm. House	✓	✓	23. Rox. Park Yth. & Rec	✓	✓	36. George Evans Museum	✓	
11. Tullamarine Comm House		✓	24. Cathouse Theatre	✓	✓	37. Mickleham Nth CC	✓	
12. Tullamarine Community Hall		✓	25. Comm Mtg/ Gathering Space		✓	38. Kalkallo CC	✓	

Site	Inspt'd	Asses'd	Site	Inspt'd	Asses'd	Site	Inspt'd	Asses'd
13. Gladstone Park Senior Cits Centre		✓	26. Craigieburn Yth. Centre		✓	39. Sunbury Memorial Hall	✓	
						40. Sunbury HGLC	✓	

Note: sites noted in the table above as inspected - N/A are future development sites, not existing facilities

The map (Figure 13. below) provides a visual reference to the sites listed in the table above that were assessed.

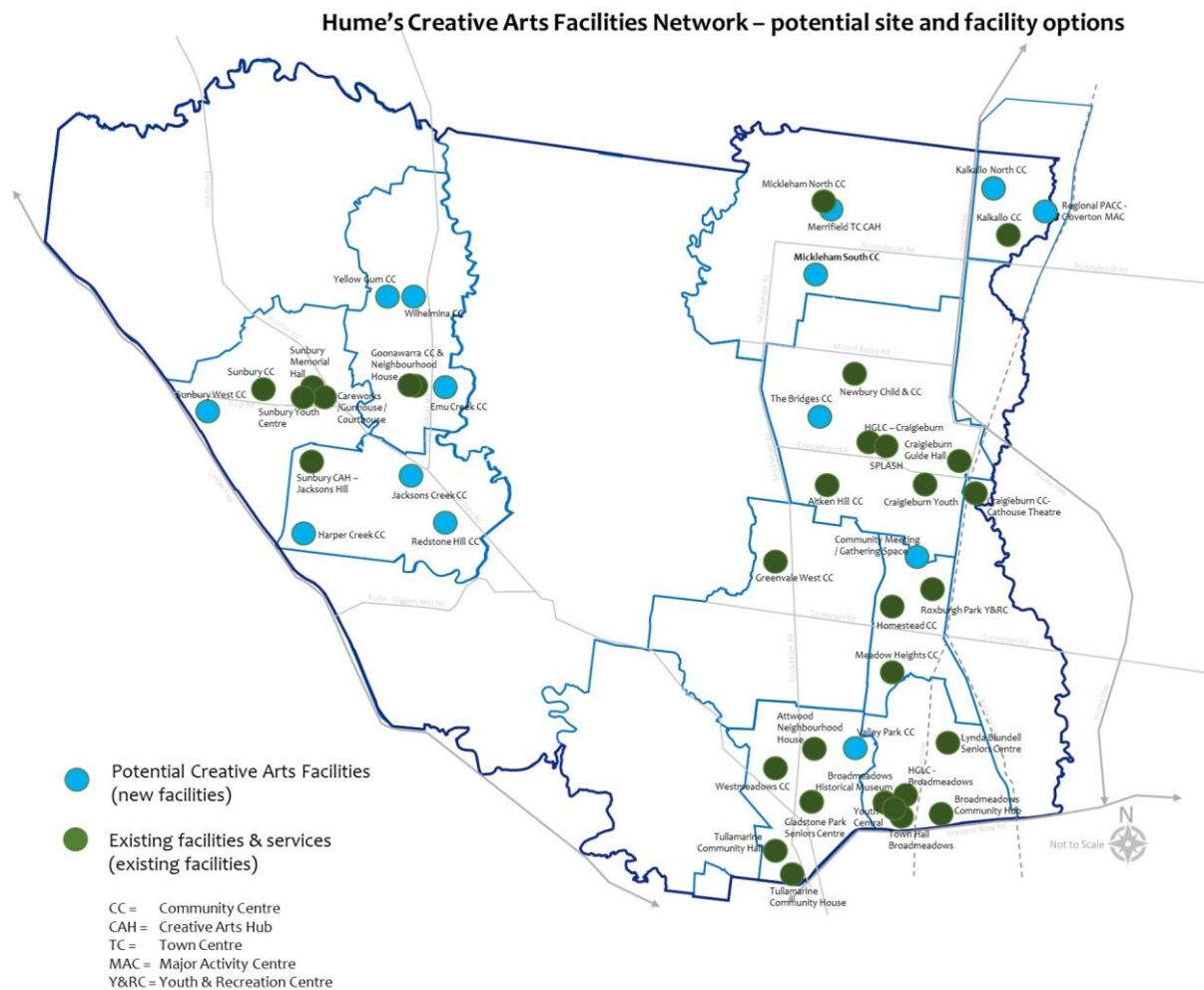


Figure 13: Map of sites assessed for their potential to accommodate arts and cultural facilities

9.3. Site Assessment

As identified in section 8.2, a detailed assessment of 35 sites based on 31 assessment criteria was undertaken (refer Appendix 11).

Table 8 below shows those sites which scored highest as well as providing a geographic spread across the municipality that would enable most residents to be able to access a facility within a 5-to-10-minute drive of home.

Table 5: Site Assessment - summary of highest scoring sites spread across Hume City precincts

Criteria	Pos s S core	*Yellow Gum Community Centre	Jacksons Hill Arts and Cultural Precinct	Greenvale West Community Centre	*Valley Park Community Centre	HGLC Broadmeadows	Ericsson Building	Roxburgh Park Youth & Rec Centre	HGLC Craigieburn	*The Bridges Community Centre	Mickleham North Comm Centre	Merrifield Town Centre Creative Arts Hub	*Kalkallo North Community Centre	*Regional PAC – Cloverton MAC
	Type	N	D	N	N	N/D	D	N	D/R	N	N	D	N	R
Precinct:		2	4	6	7	8	8	9	11	11	12	12	13	13
Strategic Planning & Development	35	30	30	30	25	25	27	26	32	30	26	30	32	25
Accessibility	20	20	18	18	18	17	19	16	18	15	16	15	15	17
Catchment/activity proximity	25	24	20	16	13	24	19	17	23	15	13	20	16	13
Site services	10	7	9	10	10	10	10	10	10	10	10	10	10	10
Site capacity	20	20	20	10	10	10	18	16	18	17	14	18	14	20
Ownership & Management	25	19	19	5	18	17	7	18	19	19	16	17	15	16
Local impact	15	15	13	9	8	13	10	9	15	11	10	13	9	14
Capital cost impacts	5	5	3	3	3	3	3	4	5	4	3	5	3	5
Totals:	155	140	132	99	105	121	114	111	140	121	112	123	112	135

Key:

N = Neighbourhood

D = District

R = Regional

Designates new development sites

The former Ericsson Building in Broadmeadows was included in the site assessment process as a large site that offers potential to be used for a large Community Arts Hub. The Ericsson Building is not owned by Council and is not 'unencumbered' in terms of being fully unoccupied.

For this reason, while it scored highly for facilities in the Broadmeadows area and on the surface may have offered a strong opportunity to provide basic, low-cost facilities for large groups, it is identified in this table for its 'possible future option' status but is not carried forward as part of the overall network of Arts and Cultural Facilities that are detailed in Part 2 of this report.

10. Museum and Heritage Considerations

During the consultation and research processes it became evident that specific consideration needs to be given to planning for the housing and exhibition of the significant heritage collections being maintained and developed by Hume City's historical societies. This was particularly apparent in Sunbury where the George Evans museum collection has long provided a key access point to heritage for local community. The current collection storage provision in the former George Evans Museum space is not adequate for the storage of historical materials.

However, the legacy of the George Evans Museum should continue in dedicated heritage exhibition, storage, and research spaces.

A need has been identified for two sites that could:

- Be suitable for purpose-built facilities able to accommodate storage, preparation and exhibition of heritage and museum collections, and
- Include accessible work and preparation areas, museum standard climate control storage areas and exhibition facilities.

The Jacksons Hill Community, Arts and Cultural Precinct Sunbury was identified as an appropriate site for gallery space in Sunbury. Any development at Jacksons Hill will be undertaken with close attention to the heritage value and history of the location. The Community Advisory Group will continue to provide advice on this development.

Given that the Jacksons Hill Community, Arts and Cultural Precinct is unlikely to meet the need for display and storage solutions in Sunbury in the short-term, it is recommended that investigation commence as soon as possible to consider the opportunity for arrangements at HGLC-Sunbury that address some of the critical issues of the museum displays and the concerns expressed by heritage groups in Sunbury in particular. If, following that investigation HGLC-Sunbury is deemed a workable long term location for heritage collection storage and displays then, the proposed gallery space at the Jacksons Hill Community, Arts and Cultural Precinct should be dedicated to visual art.

It is understood that in the short-term, while Broadmeadows Historical Society has organisational development needs, the current accommodation arrangement is sustainable to meet the needs for historical collections storage and display in Broadmeadows.

In Craigieburn, the Historical Interest Group has identified a need for a new location for its collection storage and research that will allow greater exposure to the broader community. This has been considered in proposed upgrades to the HGLC-Craigieburn.

In consultation with heritage groups across Hume towards the development of this Plan, a range of programming considerations emerged beyond the ‘bricks and mortar’ of heritage provision.

In line with the delivery of the Creative Community Strategy 2020-2025, future heritage programming should:

- Work with Aboriginal and Torres Strait Islander community members and organisations (including Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation) to appropriately promote and raise awareness of Hume’s Aboriginal and Torres Strait Islander heritage both prior to and since colonization.
- Reflect diverse heritages of contemporary communities including narratives of migration and cultural expressions from countries of origin.
- Consider options for contemporary technology to ensure heritage experiences are user-led and take advantage.
- Present communications campaigns that adequately reflect the community interest and desire to learn about heritage.

PART 2. CREATIVE PLACES AND SPACES PLAN

11. Schedule

This second part of the report brings together the review and understanding of Council's community infrastructure planning context, existing facility provision and gaps and importantly, community need with analysis of projected population growth, site options and opportunities and required/recommended delivery.

The Schedule considers:

Community needs

Provision gaps

Agreed/recommended provision levels

Provision of a range of different types of facilities (hierarchy)

When they are needed (when population triggers different types of facility development)

Development (sites or existing facilities) opportunities where renewal, upgrade or development of a facilities is already programmed/anticipated within a desired timeline

A site or facility is available, owned by Council and is ready/will be ready for 're-visioning/purposing'

A desire to provide Arts and Cultural Facilities for Hume City's Communities

In combination, these inputs form Creative Places and Spaces.

The Plan takes into account:

- > **Demographics** and projected growth over time in each of Hume City's 13 precincts (as defined in the draft Community Infrastructure Plan (CIP)).
- > Hume City's core **infrastructure planning documents** (Eg. the draft CIP, various Jacksons Hill Precinct planning docs etc.).
- > The identified **social, cultural and economic benefits** of investing into Arts and Cultural infrastructure.
- > Hume City's existing suite of community facilities and in particular, the **lack of quality, fit for purpose arts and cultural facilities.**
- > Arts and Cultural facilities provided by **surrounding municipalities.**
- > **Community consultation** feedback and local **priority needs.**
- > **Benchmarking findings** of other municipalities level of provision and investment.
- > **Guiding principles** for community infrastructure provision.
- > Established **need for a network of arts and cultural facilities** of differing complexity across the municipality.
- > Application of the **Arts and Cultural Facilities hierarchy** and documented **'what level of facility is required when'.**
- > Assessment of **site options and opportunities.**

The sites, hierarchy level and timing of facilities is identified below.

It is important to note in relation to Table 9, that Precinct 13 Lockerbie Kalkallo site scored highly (site assessment) and is identified as a potential site/opportunity for a Regional level performing arts centre.

However, in the context of this Plan, the need for that venue has been linked to the point in time that the population around that precinct (which includes parts of City of

Whittlesea and Mitchell Shire as well as Hume City) reaches the 300,000 residents threshold for a Regional scale venue. This is projected to be around 2041. At the time of preparing this report, that site/project is the subject of a separate planning process being undertaken for/with a consortium of the Whittlesea, Mitchell and Hume councils. Development of the site as a Regional arts facility is supported by this plan.

This plan prioritises the HGLC-Craigieburn site as the recommended site for development of a District venue as; it is owned by Council, is unencumbered by any other planning project, is immediately available, sits in the most highly populated precinct in the municipality and a centralised location making it is accessible for the whole municipality.

For this reason, the site is prioritised for next stage/more detailed planning (feasibility planning) within Stage 2 of the *Creative Places and Spaces* project.

In 2024, Hume City's projected population of 270,455 would warrant 2.7 District Level Arts and Cultural Facilities however at this point.

Planning for Broadmeadows Town Centre and Jacksons Hill is subject to a separate planning process which will be underway by 2028.

The Merrifield Town Centre Creative Arts Hub is currently flagged to commence planning in the next 5 years. This is still a new development site and is in the relatively early stages of its purpose/priority needs being defined with developers.

Craigieburn-HGLC is therefore the most immediate significant Arts and Cultural facility opportunity that is currently not subject to other planning project processes.

11.1. Future sites and facilities for consideration

Table 9: Schedule of sites and facilities

Indicative timing (for planning to commence)	Level	Suburb	Description
Next 5 Years	District	Sunbury Jacksons Hill Sunbury Community Arts and Cultural Precinct	Upgrade of existing site to support Creative Arts Hub with a focus on the visual arts, performing arts, co-working spaces, workshops/studio, museum/heritage collection storage, radio/recording studio/s and meeting spaces.
	District	Craigieburn*** HGLC-Craigieburn	Upgrade of existing site to support district level Arts Centre with some regional capacity including 500-600 seat theatre, creative spaces, heritage storage capacity.
	Neighbourhood A	Craigieburn Possible site The Bridges Community Centre, Highland Road, Craigieburn (potential Stage 2 development)	Spaces intended to support arts creation spaces, arts studio (rehearsal space, studio).
	Neighbourhood B	Roxburgh Park Possible site Roxburgh Park Youth and Recreation Centre	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support experience, exhibition, arts spaces/wet areas, small spaces for music rehearsal and tuition, recording studio.
	District	Broadmeadows Possible site within Broadmeadows Town Centre*	Spaces intended to provide Creative Hub with a focus on artist maker spaces and studios, exhibitions, professional opportunities, digital art creation, co- working spaces. Large gathering space for multicultural groups/arts events, heritage and museum storage, exhibition area, preparation/work area.

Indicative timing (for planning to commence)	Level	Suburb	Description
Next 10 years	Neighbourhood A	Tullamarine Possible site Tullamarine Community House	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support arts creation spaces, arts spaces, large gathering space.
	District	Mickleham*** Merrifield Town Centre Creative Arts Hub**	Spaces to focus on community arts, creative development and co-working spaces.
	Neighbourhood A	Greenvale Possible site Greenvale West Community Centre	Final site selection will be subject to confirmation via business case. Ideally seeking a site that can support arts creation spaces, arts spaces/wet areas.
	Neighbourhood B	Sunbury Emu Creek Community Centre	Spaces to focus on experience, exhibition, arts spaces/wet areas, recording studio.
Beyond 10 years	Neighbourhood A	Mickleham Possible site Mickleham North Community Centre (upgrades to Interim Community Services Space)	Spaces intended to support arts creation and workshop spaces, arts spaces/wet areas.
	Regional	Kalkallo****	Regional level site focusing on Arts, Entertainment and Exhibition Centre, potential for 1,000 seat flat floor with flexible configuration and retractable seating.
	Neighbourhood B	Sunbury Yellow Gum Community Centre	Spaces to focus on experience, exhibition, arts spaces/wet areas, recording studio.

*Including HGLC-Broadmeadows and Town Hall Broadmeadows. Note: development of projects within this precinct will depend on development sequencing and broader strategic work for the Broadmeadows Town Centre.

**Subject to the rate of development of the town centre.

***Subject of more detailed feasibility studies as part of the development of Creative Places and Spaces.

****Subject to the rate of development of the town centre, the development and population growth in Mitchell Shire and the City of Whittlesea.

11.2. Proposed regional and district arts and cultural facilities map

The following map shows the proposed regional and district arts and cultural facilities identified above. The map indicates the distribution of facilities across the municipality such that over time, all residents should have easy access to district and regional scale arts and cultural facilities.

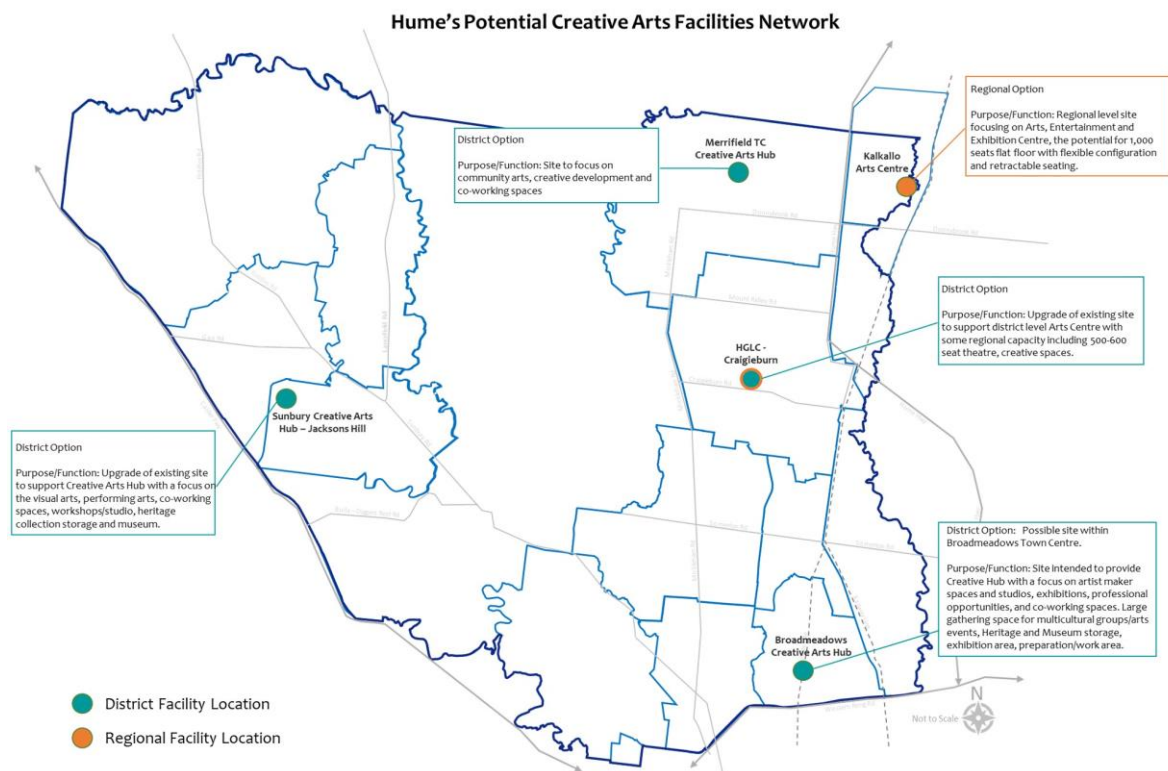


Figure 14: Proposed Regional and District Level Hume City Arts and Cultural Facilities

11.3. Proposed Neighbourhood-level arts and cultural facilities map

The following map shows the proposed neighbourhood level (A & B) arts and cultural facilities identified in Table 9 (above). The map indicates the distribution of facilities across the municipality such that over time, all residents should have easy access to neighbourhood scale arts and cultural facilities.

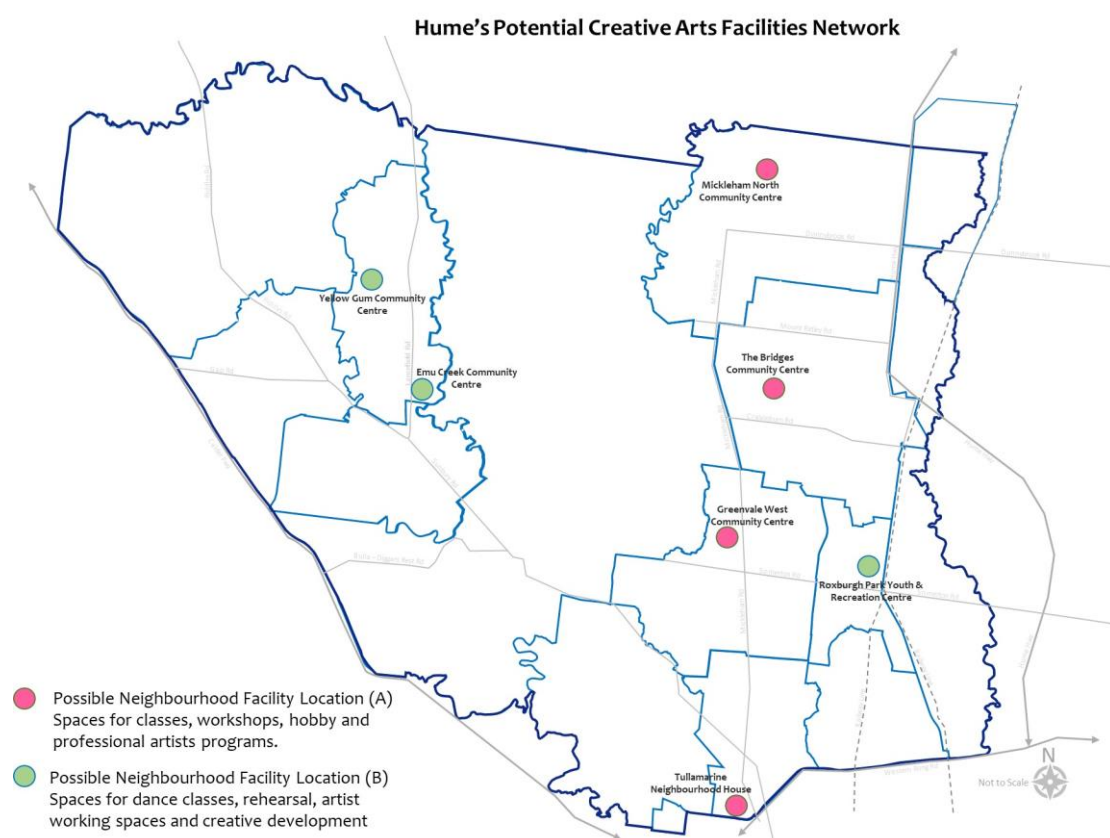


Figure 15: Proposed Neighbourhood Level Hume City Arts and Cultural Facilities

12. Range of Facilities

In response to the consultation process and research, the potential sites for each level of facility and the description of the hierarchy of facilities, additional analysis was undertaken to identify specific opportunities for development of arts facilities of different levels can take a range of forms, usually with a unique focus to meet specific community needs.

Identified Needs:

- Accessible low-cost artist/arts groups working spaces
- Studio, workshop and rehearsal space.
- Gallery and exhibition space suitable for artist run exhibitions, shared space exhibitions, networking opportunities.
- Creative hubs with gallery and exhibition space suitable for curated exhibitions, flat floor studio space, fully fitted artist studios.
- Performance and rehearsal space suitable for small to medium arts groups, dance schools. Flat floor space with stage area, lighting grid, accessible for all abilities.
- Arts spaces that enable the community to engage with and participate in their own creative practice based in neighbourhood centres, workshop spaces with washable floors, artist sinks.
- Studio/Blackbox flexible theatre seating 200 - 300.
- Storage spaces appropriate for history and heritage collections.
- Gallery and exhibition space fit-out to museum standard.
- Large 1,000 seat flexible arts, entertainment and events space.
- 500 - 600 seat tiered seating theatre, function space with a smaller flat floor 100 seat rehearsal studio and ancillary support spaces, commercial kitchen, exhibition area, parking.

12.1. Type of Facility for Each Site

An assessment of the opportunities for each of the facility levels and the identified sites was undertaken and the following facilities are recommended:

As identified previously, in 2041, the population would support another regional facility. In order to ensure that the facilities complement each other and service specific a broad range of markets. An opportunity exists to plan a large 1,000 seat arts, entertainment and exhibition centre be planned for Kalkallo. This facility would differ from the Arts Centre proposed for Craigieburn which is the more traditional tiered theatre with full fly tower. The timing for the regional facility in Kalkallo would be dependent on the development and population growth in Mitchell Shire and the City of Whittlesea as well as growth within Hume.

12.2. Facilities Component Schedule

Listed below are the suggested primary components and activity descriptions of each of the facilities.

The components directly respond to the gaps that were identified through the community consultation, research phases and the existing and projected demographics.

Table 6: District (interim regional functionality components) facility components and description

Regional		
Facility: Community Arts Centre, Craigieburn		
Potential site: HGLC-Craigieburn	Planning (indicative): Next 5 years	Activity Description
<ul style="list-style-type: none"> • 500 - 600 seat tiered theatre • Function Room • Exhibition area/complement existing gallery • Accessible for all abilities • Arts storage and curators area • Fly tower, Full stage lighting and audio systems, Orchestra pit • 200 seat flexible studio black box/rehearsal space, • Box Office/Bar/Kiosk/Café • Commercial kitchen • Dressing rooms • Green Room • Musician's room • Heritage storage capacity • Administration Offices, Technical Office, Backstage workshop area • Loading dock, Outdoor screen, Car parking • Redevelop undercroft/loading bay of HGLC to ensure it's a fit-for purpose as arts & cultural facility to adjoin the proposed new performing arts centre. 		<ul style="list-style-type: none"> • The arts centre will be a state-of-the-art cultural and civic venue. • Hiring venue for community productions, school productions. • Professional touring companies. • Graduations. • Civic functions, citizenships. • Conference and seminars. • Community social functions. • Heritage storage capacity.

District		
Facility: Creative Arts Hub, Sunbury		
Potential site: Jacksons Hill Sunbury Community Arts and Cultural Precinct	Planning (indicative): Next 5 years	Activity Description
<ul style="list-style-type: none"> Exhibition/Gallery spaces (museum standards compliant). Historical and Museum storage and display, artwork storage. Studio workshops with wet areas, individual access studios. Performance space (e.g., Boilerhouse Theatre). Accessible for all abilities studio space. Rehearsal studio. Co-working spaces, meeting room. Sculpture work area. Radio Station/Recording studio/Multi-media workshop. Retail/shop front. 		<ul style="list-style-type: none"> A creative hub/arts incubator offering a range of support resources and services to support arts practitioners and the creative industries. Supports new and emerging as well as experienced arts practitioners to create and develop Artists in residence program. A range of artforms painting, multi-media, craft, sculpture Studios for programs such as painting, drawing, printmaking and craft.

Facility: Creative Arts Hub, Broadmeadows		
Potential Site:	Planning (indicative):	Activity Description
Broadmeadows Town Centre (i.e. HGLC-Broadmeadows / Town Hall Broadmeadows)	Next 5 years	
<ul style="list-style-type: none"> Exhibition area. Climate controlled, secure arts storage Exhibition preparation area. Rehearsal studio. Co-working spaces, meeting room. Digital art creation / Multi-media workshop. Large gathering space for cultural events. Accessible for all abilities studio space. Artwork storage. Heritage and museum storage Multiuse space with instruments available for hire or use. 		<ul style="list-style-type: none"> A creative hub/arts incubator offering a range of support resources and services to support arts practitioners and the creative industries. Community group/Artist-run exhibition space. Large gathering space for multi-cultural events and festivals. Heritage and museum storage Access for young people to spend unscheduled time with access to musical instruments.
Facility: Creative Arts Hub, Mickleham		
Potential site:	Planning (indicative):	Activity Description
Merrifield Town Centre Creative Arts Hub	Next 10 years	
<ul style="list-style-type: none"> Small Studio/performance/rehearsal space, dressing rooms. Lighting and sound rig. Artist studios, co-working spaces. 		<ul style="list-style-type: none"> Community theatre performances and rehearsals. Creative development programs. Cultural events. Presentations.

Table 7: Neighbourhood A facility components and description

Neighbourhood A		
Facility: Neighbourhood Arts creation spaces, Craigieburn		
Potential site:	Planning (indicative):	
The Bridges Community Centre (potential Stage 2 development)	Next 5 years	
<ul style="list-style-type: none"> Flat floor studio space. Support rooms. Dressing rooms. Mirror wall, Dance barre. 		<ul style="list-style-type: none"> Dance classes. Rehearsal space. Artist working space. Creative development.

<ul style="list-style-type: none"> • Lighting grid. • Foyer area, Office space. 		<ul style="list-style-type: none"> • Access for all abilities programming
Facility: Neighbourhood Arts creation spaces, Mickleham		
Potential site: Mickleham North Community Centre (including upgrades to Interim Community Services Space)	Planning (indicative): Beyond 10 years	Activity Description
<ul style="list-style-type: none"> • 2 x Workshop spaces • Arts office spaces • Wet areas • Sinks 		<ul style="list-style-type: none"> • Classes. • Workshops. • Hobby and professional artist programs.
Facility: Neighbourhood Arts creation spaces, Greenvale		
Potential site: Greenvale West Community Centre	Planning (indicative): Next 10 years	
<ul style="list-style-type: none"> • Large Workshop space. • Sculpture and pottery area. • Wet areas. • Sinks. • Writer's space. 		<ul style="list-style-type: none"> • Classes. • Workshops. • Hobby and professional artists programs.
Facility: Neighbourhood Arts creation spaces, Tullamarine		
Potential site: Tullamarine Community House	Planning (indicative): Net 10 years	
<ul style="list-style-type: none"> • Large Workshop and gathering spaces. • Exhibition space. • Wet areas. • Sinks. • Audio visual. 		<ul style="list-style-type: none"> • Exhibitions. • Classes. • Workshops. • Hobby and professional artists programs.

Table 8: Neighbourhood B facility components and description

Neighbourhood B		
Facility: Neighbourhood Arts Experience Space, Roxburgh Park		
Potential site: Roxburgh Park Youth and Recreation Centre	Planning (indicative): Next 5 years	Activity Description
<ul style="list-style-type: none"> • Display/exhibition area. • 2 Workshop spaces. • Wet areas. • Recording studio/AV equipment/Podcast studio. • Small spaces for music rehearsal and tuition, 		<ul style="list-style-type: none"> • Classes. • Workshops. • Hobby and professional artists programs. • Youth arts programs. • Music rehearsal and tuition.

Facility: Neighbourhood Arts Experience Space, Sunbury		
Potential site:	Planning (indicative):	Activity Description
Yellow Gum Community Centre	Beyond 10 years	
<ul style="list-style-type: none"> • Flat floor studio space. • Support rooms. • Dressing rooms. • Mirror wall, Dance barre. • Dressing rooms. • Lighting grid. • Foyer area, Office space. 		<ul style="list-style-type: none"> • Dance classes. • Rehearsal space. • Artist working space. • Creative development.

Regional (a partnership facility with Hume, Whittlesea & Mitchell)		
Facility: Arts, Entertainment and Exhibition Centre, Kalkallo		
Recommended site:	Planning (indicative):	Activity Description
Kalkallo (Cloverton MAC)	Beyond 10 years	
<ul style="list-style-type: none"> • 1,000 seat fully flexible flat floor. • Flexible performance areas. • Divisible spaces. • Retractable seating allowing for different seating configurations. • Accessible for all abilities. • Flexible lighting and audio rigs, Full back of house support services. • Box Office/Bars/Café. • Commercial kitchen. 		<ul style="list-style-type: none"> • Performing Arts /Shows/Events. • Concerts. • Large school performances and events. • Multi-cultural events and festivals. • Conferences and seminars. • Plenary sessions. • Trade Shows & Exhibitions. • Large community events.

Appendices

Appendix 1: Hume City key demographics summary

1. Sunbury Rural	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 1,290+ > 2041: 2,869 > Median Age: 47 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.6% identify as Aboriginal or Torres Strait Islander > 18% born overseas > 14% new households born overseas > 9% speak a language other than English at home.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant Age Groups are 60-69 years, 35-49 years and 50-59 years. > Majority of households are Couples either with or without children, Working professionals, technicians or in trades and Middle-aged traditional families with older children, owning acreages of land with large and expensive properties. > Forecast dominant age group is 35-49 years with 85+ years and 15-19 years showing fastest growth. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > 55% in the labour force work full-time. > 46% of couple families with children have both parents working full-time or part-time. > 1.6% of people aged 0 to 64 years have a disability (Hume overall is 4.1%). > Little/no social disadvantage (IRSAD) with scores of 3 & 4. > People have active social lives, participate and volunteer in their community.
2. Lancefield Road	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 6,140+ > 2041: 20,205 > Median Age: 37 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.7% identify as Aboriginal or Torres Strait Islander > 1 in 5 born overseas (India & Philippines) > Cultural diversity anticipated to increase in areas of Lancefield Rd and Sunbury North PSP
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years (who are middle-aged, blue-collar couples with children and average incomes) and 50-59 years. > Majority of households are Gen X families with many children and high income. > Forecast dominant age group is 35-49 years with 25-34 years, 0-4 years, and 85+ years age groups showing fastest growth. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > 58% in the labour force work full-time (most common occupations of employed workers are 'technicians and trades', followed by 'clerical and administrative workers'). > 3.6% of people aged 0 to 64 years have a disability (Hume overall is 4.1%). > Higher rate of disability for children (5 to 14 years). > Southern area of the Precinct - Goonawarra is considered to have the 'most disadvantage' (IRSAD) community.

Precinct	Demographic Characteristics	
3. Central Sunbury	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 31,000+ > 2041: 42,500 > Median Age: 38 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 1.0% identify as Aboriginal or Torres Strait Islander > 17% born overseas > 26% new households born overseas > Increasing though not significant cultural diversity with people born in India, United Kingdom, New Zealand, Philippines, Germany and Malta moving into area.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years. > Majority of households are couples with children, however the Precinct has a higher proportion of lone person households compared to Hume. > A mix of young and older residents, with important disparities between the different Place areas (Central Sunbury, West Sunbury and Kismet-Killara area), who are culturally diverse major working-class sector dependent on the proximity to major manufacturing and transport hubs, such as Melbourne Airport. > Precinct's population is expected to steadily increase. > Forecast dominant age group is 25-34 years with fastest growth in the 85+ years age group. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > 59% in the labour force work full-time. > 55% of couple families with children have both parents working full-time or part-time. > 3.0% of people aged 0 to 64 years have a disability (Hume overall is 4.1%). > Higher rate of disability for children (5 to 14 years) > Relatively financially well-off but some areas of disadvantage that have higher levels of lower income households, lone persons (including youth, parents and elderly), unemployment and disengagement and higher number of people needing assistance.
4. Redstone Hill	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 4,000+ > 2041: 21,064 > Median Age: 37 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.9% identify as Aboriginal or Torres Strait Islander > 16% born overseas > 9% speak a language other than English at home.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years, 35-49 years and 5-11 years. > NHSI indicates that 'seniors (aged 70-84 years), couples without children and lone person households are moving into the area. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > 59% in the labour force work full-time with medium to high incomes. > 2.9% of people aged 0 to 64 years have a disability (Hume overall is 4.1%). > Mix of relatively 'disadvantaged' (IRSAD) on the most western edge, though moving southeast - Jacksons Hill Place area the Precinct has more financially well-off communities.
5. Rural Green wedae	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 1,800+ > 2041: 1,945 > Median Age: 42 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.6% identify as Aboriginal or Torres Strait Islander > 26% born overseas

		<ul style="list-style-type: none"> > 27% speak a language other than English at home (31% in new households). > Highest overseas born people where Italian but new households (though small in number) spoke Vietnamese, Italian and Thai.
	Family Composition <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years > Majority of households are couples either with or without children. > Forecast dominant age group is 35-49 years with fastest growth in the 85+ years and 5-9 years age groups. 	Financial Capacity & Wellbeing <ul style="list-style-type: none"> > 61% in the labour force work full-time with either below average or above average incomes. > Residents are relatively financially well-off in the Oaklands Junction and Wildwood Place areas. > Communities in the southwestern corner (around Bulla Place Area) are more 'disadvantaged'.

Precinct	Demographic Characteristics	
6. Greenvale	Population size and growth <ul style="list-style-type: none"> > 2021: 22,148+ > 2041: 29,635 > Median Age: 36 	Cultural Diversity <ul style="list-style-type: none"> > 0.4% identify as Aboriginal or Torres Strait Islander > 1 in 3 people born overseas > 1 in 5 speak a language other than English at home > NHS1 data indicates younger people are moving into the area (i.e., 'young workforce' aged 25-34 years), young first home owner families (25-43 years) with very young children recently moved into new housing estates that have strong multicultural and multilingual skew, having moved to Australia in the last ten years.
	Family Composition <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years > Young and middle aged families with older children are the dominant cohorts. > Population is predicted to steadily increase 34% by 2041. > Forecast dominant age group is 35-49 years with fastest growth in the 50 years and above age groups. 	Financial Capacity & Wellbeing <ul style="list-style-type: none"> > 59% in the labour force work full-time with above average incomes. > Residents are relatively financially well-off in the Oaklands Junction and Wildwood Place areas. > Considered most socio- economically advantaged area in Hume and wider Melbourne. It includes young first home owner families with very young children, recently moved into new housing estates with above average income, and middle aged traditional families with older children, owning large and expensive properties, with high income.
7. Valley	Population size and growth <ul style="list-style-type: none"> > 2021: 26,830+ > 2041: 27,670 > Median Age: 36 	Cultural Diversity <ul style="list-style-type: none"> > 0.4% identify as Aboriginal or Torres Strait Islander > 32% born overseas > 26% new households born overseas

		<ul style="list-style-type: none"> > Changing profile to more cultural diversity 'parents & homebuilders' (aged 35-49 years) groups living in smaller / densified housing.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years > Higher proportion of residents in each of the 50 years and over age groups compared to Hume. > Younger people (25-34 years) are moving into the area > Majority of households are couples either with or without children. > Lone person households were prominent amongst new households moving into the area > Forecast dominant age group is 35-49 years with fastest growth in the 70 years and over age group with the 60 year and over accounting for 25% of the population. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > High unemployment and high number of lone persons households. > Relatively 'disadvantaged' precinct with pockets of residents considered the 'most disadvantaged' (IRSAD) and socio economically 'disadvantaged' (SEIFA) which is associated with poor health and wellbeing of residents.

Precinct	Demographic Characteristics	
8. Broadmeadows	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 31,446+ > 2041: 42,580 > Median Age: 32 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.9% identify as Aboriginal or Torres Strait Islander > One of the most culturally diverse populations in the municipality with more than half of the population born overseas. > 67% speak a language other than English at home with Arabic, Turkish, Hindi and Urdu being the common languages spoken (not surprising as the Precinct has a high number humanitarian and refugee settlement).
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant age groups are 35-49 and 25-34 years along with multicultural families, sometimes single parents with low income and older multicultural couples living in the areas for a long time, with low income but high property value. > Couples with children are the dominant household type. > Lone person households are prominent amongst new households moving into the area. > Population is predicted to steadily increase 34% by 2041. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > Whole precinct considered to have the 'most disadvantaged' with pockets of residents (IRSAD) and socio economically 'most disadvantaged' (SEIFA) which is associated with poor health and wellbeing of residents, high unemployment and high number of lone persons households who are ageing in place. > Social vulnerability and disadvantage, poor early childhood outcomes, poor health and wellbeing, poor accessibility to services and high cultural sensitivity are

	<ul style="list-style-type: none"> > Forecast dominant age group is 35-49 years with fastest growth in the 70 years and above age group. 	experienced by the majority of the Precinct.
9. Roxburgh Park	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 37,900+ > 2041: 35,887 > Median Age: 30 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.5% identify as Aboriginal or Torres Strait Islander > Culturally diverse with over 50% and 68% of new households people born overseas > 73-81% speak a language other than English at home. > High concentrations of Turkish and Lebanese people residing in the southern areas of the Precinct > Large number of immigrants and refugees from Iraq, Nepal, Pakistan and India throughout the Precinct.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant age groups are 35-49 but higher proportion of residents in each of the 5-24 years age groups compared to Hume. > Younger people (25-34 years) are moving into the area ('young workforce', couples without children and other families). > Precinct has mix of blue-collar families from multicultural backgrounds with average to high income, multicultural families, sometimes single parents with low income, and multicultural older couples living in outer-suburban areas for a long time, with low income but high property value. > Lone person households are prominent amongst new households moving into the area. > Population is predicted to continue to predominantly be 'parents & homebuilders' (aged 35-49 years). > Forecast is for the population to decline to 2041 across all age groups except for those 60 years and over. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > Entire Precinct considered to have the 'most disadvantaged' communities with pockets of residents (IRSAD) and socio economically 'most disadvantaged' (SEIFA) which is associated with large numbers of migrant and refugees, low incomes, poor childhood development outcomes, extremely high cultural sensitivity and immigrant/refugees continuously being settled within the area.

Precinct	Demographic Characteristics	
10. Upfield	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 2,175+ > 2041: 2,585 > Median Age: 36 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.2% identify as Aboriginal or Torres Strait Islander > 80% speak a language other than English at home with more people speaking Arabic (28%) than English (20%). > 58% of new households speak a language other than English. > Precinct receives a number of immigrants / refugees each year from Nepal and Iraq.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Dominant age groups are 35-49 and higher proportion of residents in 60 years and over age groups compared to Hume. > Younger people (25-34 years) are moving into the area. > Couples with children are a dominant household type along with lone person households which are prominent amongst new households moving into the area. > Population is predicted to continue to predominantly be 'parents & homebuilders' (aged 35-49 years). > Precinct has a mix of older, multicultural couples living in the area for a long time with low income but high property values and multicultural families, sometimes single parents with low income. > Forecast dominant age group is 35-49 years with fastest growth occurring in the 35-49 and 5-9 year age groups. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > 5.0% of people aged 0 to 64 years have a disability (Hume overall is 4.1%). > There are small residential areas in the southern portion of the Precinct, young retirees predominately aged over 50, with a higher than average need for assistance. > Some multicultural groups (30 – 40 years and some single parents) have a mixture of those who are comfortable in their financial position and other who are struggling, with high rates of unemployment and low income who generally rent. > Vehicle transport is necessary to access shopping and services due to the industrial nature of the precinct.
11. Craigieburn	<p>Population size and growth</p> <ul style="list-style-type: none"> > 2021: 75,380+ > 2041: 90,997 > Median Age: 31 	<p>Cultural Diversity</p> <ul style="list-style-type: none"> > 0.8% identify as Aboriginal or Torres Strait Islander > 45% born overseas > 62% new households born overseas > Significant numbers of people moving to the Precinct from India, Iraq, Nepal, Sri Lanka and the Philippines. > Anticipated that cultural diversity will continue to grow within the Craigieburn West PSP area, as families seek to join established cultural groups within the area.
	Family Composition	Financial Capacity & Wellbeing

	<ul style="list-style-type: none"> > Dominant Age Groups are 35-49 years and 25-34 years > Majority of households are largely blue-collar families from multicultural backgrounds with children, either young children, older children or both, who have either average to high or low to average incomes. > Forecast dominant age group is 35-49 years with 50 years and above years showing fastest growth. 	<ul style="list-style-type: none"> > Well educated population compared to Hume > 58% in the labour force work full-time > 45% of couple families with children have both parents working full-time or part-time. > Precinct has high rate of disadvantaged and vulnerable people, with the highest disengaged youth in Victoria, mortgage stress, low early childhood development ranking, poor health, high rates of family violence and rising numbers of lone persons ageing in place. > Significant number of people considered 'most disadvantaged' (IRSAD and SEIFA) in the south eastern area, moving further north / west of the Precinct scores improve to 'average – socio-economic outcomes.
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Precinct	Demographic Characteristics	
12. Merrifield	Population size and growth <ul style="list-style-type: none"> > 2021: 10,650+ > 2041: 37,465 > Median Age: 30 	Cultural Diversity <ul style="list-style-type: none"> > 0.9% identify as Aboriginal or Torres Strait Islander > 32% born overseas > 57% new households born overseas > 35% speak a language other than English at home (64% new households). > New household's most prominent groups born in India, Iraq, Singapore, Philippines and Sri Lanka, joining already strong Indian and Sri Lankan cultural groups.
	Family Composition <ul style="list-style-type: none"> > Median age of 30-34 years, which is set to continue with the population age profile predominantly being young first-home owner families with very young children, recently moved into new housing estates, with above average income, largely couples with young children under 18 years > Forecast dominant age group is 35-49 years with 50 years and above years showing fastest growth. 	Financial Capacity & Wellbeing <ul style="list-style-type: none"> > Majority of households are multicultural and multilingual young families aged 25-34, who have moved to Australia in the last ten years. > Residents who are generally living in new estates typically commute to work (usually drive to a train station and then public transport to destination). > Many of these multicultural households (specifically the Indian and Sir Lankan) have their extended family (grandparents) living with live who provide caring duties to young children.
13. Lockerbie	Population size and growth <ul style="list-style-type: none"> > 2021: 2,860+ > 2041: 18,670 > Median Age: 47 	Cultural Diversity <ul style="list-style-type: none"> > 0.0% identify as Aboriginal or Torres Strait Islander > 67% speak a language other than English (Punjabi, Tagalog, Turkish, Thai, Hindi)

		<ul style="list-style-type: none"> > There is a shift towards an increased proportion of people born overseas, with new households born in India, Philippines, Turkey, Thailand and Zimbabwe.
	<p>Family Composition</p> <ul style="list-style-type: none"> > Part of a converging large land area currently within 3 local government areas (Hume, Whittlesea and Mitchell) with a total forecast population of over 290,000 by 2041. > Hume's portion of this (Kalkallo) has dominant age groups are 35-49 years and 50-84 years > The NSW median age is significantly lower (32 years) with new households consisting largely of couples with young children aged under 18 years. > Forecast dominant age group is 35-49 years with 50 years and above years showing fastest growth. 	<p>Financial Capacity & Wellbeing</p> <ul style="list-style-type: none"> > The combined municipalities of Hume, Mitchell and Whittlesea anticipate that the population characteristic in Kalkallo will be young multicultural and multilingual couples with or without children, who generally are financially comfortable (similar to those within the abutting developments). > Indications are that this is a community largely employed as 'community and personal service workers' or 'machinery operators and drivers, > 79% of couple families with children have both parents working full-time or part-time.

Appendix 2: Strategic Context – Key Document Review

Draft Community Infrastructure Planning Framework

Hume City's draft Community Infrastructure Planning Framework (The Framework) is Council's commitment to taking a whole of organisation approach in response to community infrastructure needs within both established and emerging communities.

It provides community infrastructure planning principles and guidelines to ensure Hume's existing and future communities have access to appropriately located and a 'fit for purpose' and 'responsive to community needs/expectations' network of community infrastructure.

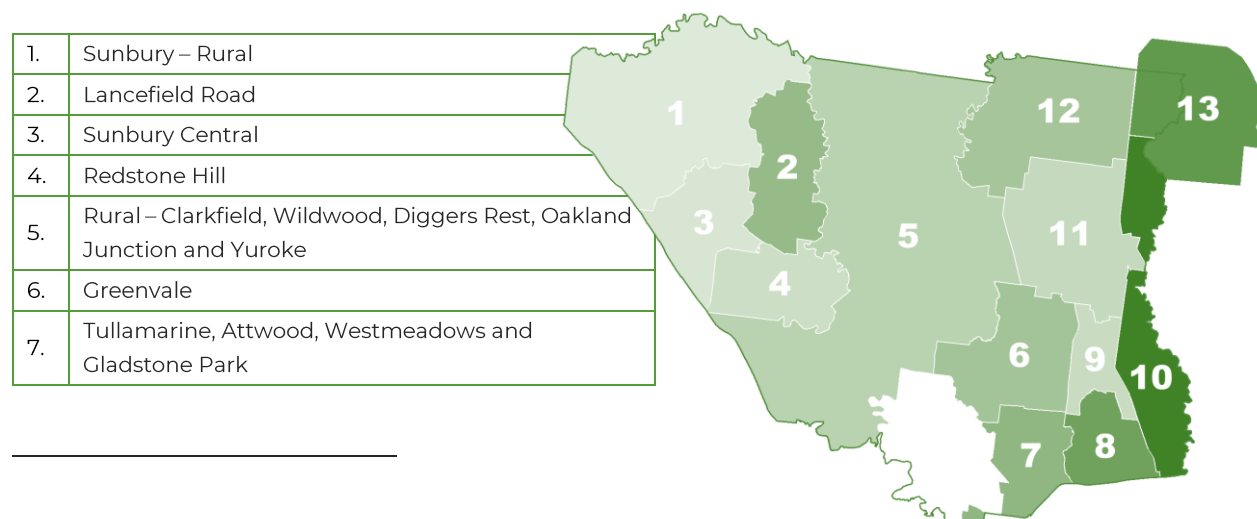
The draft Community Infrastructure Planning Framework vision is to support the delivery of an activated network of community services, facilities, spaces and place.

The draft Framework includes the following core policy statements:

- Council is committed to the planning, design and delivery of community infrastructure that respond to changing community needs.
- Council strives for community infrastructure investment to keep pace with the scale of growth and change, to positively and sustainably shape Hume for future generations to enjoy.
- Council seeks to provide equitable access to community infrastructure and services across Hume that are safe, space for the community to connect and participate.

These underpin the draft Community Infrastructure Plan which at the time of preparing this report, it is pending presentation to Council for endorsement. Its core aim is to provide Council with 'a guide for the planning, design and delivery of community infrastructure and services, and a clear understanding of how decisions are made'.

The draft Framework identifies that Hume City has 27 suburbs that are grouped into 13 Precincts reflecting community profiles/ Statistical Area 1 (SA1) catchments within the municipality. (refer figure below⁴)



⁴ Source: Draft Community Infrastructure Planning Framework

8.	Broadmeadows, Dallas, Jacana and part of Coolaroo and Meadow Heights
9.	Roxburgh Park, part of Meadow Heights and Coolaroo and Craigieburn
10.	Campbellfield, Somerton and part of Craigieburn
11.	Craigieburn, part of Yuroke and Mickleham
12.	Mickleham (Merrifield Development)
13.	Kalkallo and part of Mitchell Shire and City of Whittlesea residential growth developments

Figure 16: Hume City 13 Precincts. Source: draft Community Infrastructure Planning Framework (Map & Key)

The draft Framework documents a community infrastructure category hierarchy including provision of regional, district, neighbourhood and local standard facilities.

It identifies a hierarchy for providing community infrastructure as ‘an essential tool in maintaining an equitable, accessible and efficient distribution of community infrastructure across Hume’ and recognises that community facilities, spaces and places need to take different forms (size/use) and function (purpose) to provide services and activities specific to local needs (eg. such as a park and services and activities that are more specialist such as a performance space).

This Arts and Cultural Infrastructure Plan will adopt a hierarchy approach for arts and cultural facilities modelled on the draft framework as well as benchmarked standards of provision.

Draft Community Infrastructure Plan (CIP)

The draft Community Infrastructure Plan is a draft document that articulates the changes that are required to community infrastructure provision across the city over the next 20 years and identifies the services that are anticipated to be provided from this infrastructure to meet community need and expectations.

In relation to Arts and Cultural Facilities, the draft CIP identified key gaps in provision and need for development of a regional standard Performing Arts for the municipality (1) and 3 larger scale Arts and Culture facilities to meet service needs for populations of 100,000 people.

The following two documents support the draft Community Infrastructure Plan

Creative Arts and Culture – Service Report Card

The Creative Arts and Culture Service Report Card is another draft document, which provides a more detailed consideration of the service drivers arising from current and changing desired service standards as part of Council’s suite of draft Community Infrastructure Planning documents.

The draft acknowledges:

- The variety of scale in the creative sector in Hume that includes individual practitioners, micro businesses, cultural workers, artist cooperatives, service providers and not-for-profits all contribute.

- The crucial role that Council has to play in delivering creative experiences, creating places and spaces, nurturing creative industries and fostering the ongoing engagement of our community in arts and culture.
- The scope of arts and culture infrastructure is also broad and encompasses a complex diversity of publicly accessible facilities and outdoor spaces.
- Arts and Cultural facilities often have distinct technical and operational requirements not always found in other public facilities.

In terms of Arts and Cultural Facilities, it identifies that Council:

- Has 35 facilities throughout the city that support art and cultural services, programs and activities including, three purpose-built galleries.
- Is working with the State Government to enable the redevelopment of existing facilities within Jacksons Hill to become Sunbury Arts and Cultural Precinct (Council's first Creative Arts Hub).

It identifies a summary Hierarchy of Arts and Cultural facility provision as follows:

Service Delivery Model	Desired Service Standard	Space / Amenity Requirements	Location / Functional Requirements
Regional Performing Arts	1 Facility per municipality Within 20 – 30min drive	Large auditoriums/theatres (upwards of 300- 400 seats), exhibition spaces, function rooms, rehearsal areas, studio and administration spaces.	Located within a major activities centre, close to public transport, which services a regional catchment
District Creative Arts Hub	1 Facility per 100,000 people (all ages) 10 - 20min drive	Spaces for practicing artists, large fit for purpose experiencing spaces, exhibitions spaces, artists in residence and marker spaces are co- located.	Located within a major population centre and or activities centre, close to public transport, which services a number of Precincts.
Neighbourhood Experience and Exhibition Space	1 space per 50,000 people (all ages) Within a 10min drive	Fit for purpose multifunctional spaces that have the ability for groups to practice their art, allows audiences to participate and experience in a range of art forms such as dance / circus / theatre / music / digital arts / galleries.	Facilities, spaces and places should create a network of space and place for “practicing” and “experiencing” a variety of art forms and cultural traditions, these can be within community centres or collocated standalone facilities (Council or non-Council).
Neighbourhood Arts Creation Space	1 space per 30,000-40,000 people (all ages) Within 20min walk	Fit for purpose spaces for individuals or groups to learn and or create (marker spaces) a range of visual &	Facilities, spaces and places should create a network of spaces and places for activities across the spectrum of art forms

Service Delivery Model	Desired Service Standard	Space / Amenity Requirements	Location / Functional Requirements
		artisan art and cultural products.	these can be, within community centres or standalone facilities (Council or non-Council).
Public Art	No benchmarks applicable, however be in line with Council Public Art Policy	N/A	In prominent places which foster community pride, reflects the local history or character.

It also identifies that: “To meet the proposed service standards into the future, all innovative opportunities for service provision and delivery will be explored. It is recognised that this will not always necessitate an infrastructure response / new purpose-built facility. The best opportunities for place- based service delivery will be explored in consideration of local need and a deep understanding of the way that key target cohorts engage with arts and cultural activities.”

This approach is central to the preparation of this Arts and Cultural Infrastructure Plan.

Early Years Service Provision – Service Report Card

The Early Years Service Provision Service Report Card is a draft document that fulfils a similar function to the Creative Arts and Culture Service Report Card outlined above, but for Early Years Services.

This document is relevant to the arts and cultural facilities plan because many of the early years services occur in broader function community centres and the Early Years Report Card identifies a number of both existing and future community centre developments that should be taken into consideration as part of the plan for development of future arts and cultural facilities. The suite of current and proposed future centres are considered in more detail in section 8 of this report.

Hume City Council Creative Community Strategy 2020 - 2025

Creative sector research undertaken for this strategy and community feedback throughout the strategy development process strongly identified the need for more performing arts venues, including places and spaces to support the rehearsal and performance of music, theatre and dance in the City.

The strategy identified that:

- ‘additional fit-for-purpose infrastructure will be required to ensure our growing community has access to arts and culture facilities and opportunities across the municipality’ and,
- ‘It is evident that facilities are currently concentrated in Hume City’s established communities, however as the population increases, gaps in provision may emerge in the northern growth area.’

A number of core strategic facility focused priorities relating to Objective 2 in the strategy (Creative Places and Spaces: *An accessible creative environment where places and spaces respond to community need and build community resilience*) are articulated as follows:

- A network of appropriately located, dedicated and affordable cultural facilities of varying scope and scale catering for different art forms, including performing arts, supports the development and presentation opportunities for creative practitioners across the municipality. (2.1)
- Planning at all levels (including region, precinct, place, neighbourhood, and facility) focuses on user experience and community need and creates spaces and places that inspire a sense of community ownership, cultural expression and a positive sense of place. (2.2)
- Public art initiatives engage local communities in the celebration of place and culture enhancing the cultural significance of the natural and built environment. (2.3)
- Creative industries are encouraged in urban and open space renewal, and underutilised spaces are repurposed to increase creative opportunities and support the local economy. (2.4)

Hume City Council: Creating a Vision for a community, arts and cultural precinct in Jackson's Hill, Sunbury.

This document provides a summary overview of the outcomes of Hume City Council's visioning process for the future of the Jackson's Hill precinct and an Arts and Cultural precinct. It is based on a comprehensive local consultation process to understand what the local communities aspirations for the site are.

The consultation/planning process followed from the December 2013 MoU signed between Victoria University and Hume City Council for the intent by VU to transfer the buildings 18 (Bluestone Building), 19 (Radio Station), 20 (Boilerhouse Arts Centre) and Building 21 (Shed) and an adjoining carpark to Council.

The vision for the site resulting from the consultation is: The Sunbury Community, Arts and Cultural Precinct is a destination that preserves and celebrates its significant cultural heritage and supports arts, community, cultural, social and learning activities that are connected, creative, vibrant, inviting and valued.

The document recommends and approach to developing the site as follows:

- Based on a demand assessment, feasibility assessment, and are based on a mix of community, commercial, and tourism uses, restoration works and enhancements to existing buildings, increasing their versatility and ease of use for a wide array of groups and individuals.
- Initial works should be resolution of identified significant maintenance and access issues.
- Over time expansion of buildings and changes to allow for increased dance and performing arts, incubator spaces for small business start-ups and artist uses, and

food and beverage offerings to support the proposed tourism and commercial component of the precinct.

The following proposed uses for the four buildings are identified as follows:

Building 18: <ul style="list-style-type: none"> • Tourism and community • Precinct information and interpretive centre • Office space/storage • Community meeting & dance space 	Building 19: <ul style="list-style-type: none"> • Community and small business • Radio station • Music production and recording • Community offices • Flexible meeting rooms • Business incubators • Artist studios
Building 20: <ul style="list-style-type: none"> • Arts and performance • Events space/performing arts foyer • Theatre performing arts • Drawing studios • Sculpture/ceramic studios • Painting studios • Gallery • Café restaurant 	Building 21: <ul style="list-style-type: none"> • Business incubators • Artists' studios • Performance and rehearsal • Spaces for dance and theatre • Woodworking/general workshop • Craft brewery/wine bar

Jacksons Hill Masterplan Phase 1 Community Engagement Report – October 2018 (VPA)

In 2017, The Minister for Planning directed the Victorian Planning Authority (VPA) to engage with the community and stakeholders to develop a master plan for the Jacksons Hill site to:

- provide a long term vision for the site
- identify an appropriate mix of potential uses
- celebrate and protect heritage values

The VPA engaged with stakeholders and the community in a number of ways including:

- > Community Ideas Workshop - over 180 Sunbury community members
- > Interactive online map - 121 participants actively took part in the map and a further 985 participants accessed the website to read what others said
- > Written submissions – 12 via email and through the VPA website electronic form.

The top 15 specific ideas for the site from the engagement were identified. Of these (and were they ranked in the top 15) the following arts and cultural uses were prioritised

- Performance & Events Space – ranked 1
- Food Precinct – ranked 3
- Gallery & Creative Studios – ranked 6
- Community Shed – ranked 7
- Museum & Cultural Centre – ranked 11
- Formal Gardens – ranked 13
- Market – ranked 14

The report provided the following key insights into the local communities attachment to and priorities for the site:

- 'The Boilerhouse Theatre is a highly valued cultural asset for the community. In addition to the need for upgrades to the existing theatre, there is a desire for increased performance capacity as well as facilities for conferences, events, and dance and exercise classes.'
- 'There was strong support for food related uses at Jacksons Hill. Ideas included simply a having the opportunity to buy a good coffee, through to supporting boutique food, wine and beer industries, and reopening the former Victoria's Restaurant.'
- 'There was broad ranging support for the site's creative industries. A number of submissions included ideas for gallery and studio spaces for artists, film makers and crafts people.'
- 'A number of ideas addressed the potential for community spaces at the site. Some spaces, such as meeting rooms, could be shared between groups. However, there is also a need for secure spaces, including offices and workshops.'
- 'The layered Aboriginal and post-contact heritage associated with the site and local area are valued by the community. There is a desire to see this important heritage acknowledged and interpreted through a museum or cultural centre at the site.'
- 'The existing gardens that surround the buildings in the heritage core are clearly valued by the community. Some submissions proposed ideas for formal or botanic gardens at the site that could showcase indigenous plants.'
- 'The potential for Jacksons Hill to support a market, with a focus on produce and crafts was identified as an opportunity to activate the site and promote local industries and identity.'

The report indicated that the VPA was working with Hume City Council, and government departments and agencies to develop a draft master plan, and they (VPA) would return to the community with a draft master plan for further comment later in the year.

Jacksons Hill Masterplan Phase 2 Community Engagement Report – October 2018 (VPA)

This report summarises the feedback received during the Phase 2 engagement process for the Jacksons Hill master plan.

Phase 2 consultation occurred from November 2017–January 2018. The VPA produced a draft master plan based on feedback heard in Phase 1 (above) and tested the draft plan with the community in Phase 2.

Key feedback included:

- Participants wanted publicly- accessible open space to be retained across the site, with particular focus given to retaining the character of the current landscape.

- Participants identified a number of specific places for future community uses.
- Some participants could appreciate the need to trade off residential lots for new investments in the site, such as the village heart, other people were strongly opposed to any residential uses on the site.
- All participants acknowledged the importance of heritage preservation and recognition in the future development of the site.
- Many people expressed concern about a lack of certainty for both the planning process and future plans to develop the site as well as questions about when and how the plan would be delivered.
- The village heart concept was popular with many participants. Provision of space for local retail and commercial was well-received and there was excitement about the potential market feel of the space.

Key issues/question from the workshops included concerns about:

- transport, access, existing road network, provision of public transport
- parking
- allocation of residential land
- how uses are determined and whether they are they set in stone
- how and when the plan will be delivered
- preservation of the heritage buildings
- maintenance of community access and open space.

Following this process and development of the Jacksons Hill Master Plan, the Victorian Budget 2018/19 provided \$17.3 million to renovate the heritage buildings of three education and community facilities. This comprised:

- \$10.8 million to upgrade the Sunbury campus of the Sunbury and Macedon Ranges Specialist School
- \$3.5 million to upgrade the Sunbury Primary School
- \$3.0 million to support a new Community Arts and Creative Industries Precinct on the site

The Jacksons Hill Master Plan is a reference document in the Hume Planning Scheme.

Jacksons Hill Masterplan 2018 – VPA

The Jacksons Hill master plan provides a guiding vision for Jacksons Hill. Its overarching aim is to protect and support the things they love about Jacksons Hill including the heritage buildings, landscaped gardens and education and community uses. It is also a strategy to realise more activity at Jacksons Hill and new uses to enliven the area, so it never again falls into disrepair.

The master plan:

- Responds to the need for better access and movement within the site
- Strengthens and identifies open space requirements for the site. Roughly 40 per cent of the site has been identified as open space (noting that the

Education and Open Space precinct will potentially become used for education purposes in the long term)

- Directions will also be implemented through an amendment to the Hume Planning Scheme and there will be further detailed planning of the various uses of the site consistent with the directions of the master plan.
- Supports protection and adaptive reuse of existing heritage buildings. Parts of the site will be developed for a range of residential and accommodation purposes. This is key to attracting investment and people to activate the site.
- Strengthens and clarifies heritage requirements with the existing Heritage Overlay continuing to apply to the site. Cultural values associated with the site reflect engagement undertaken with the Wurundjeri (Feldman, et al., 2018) and are embedded in key recommendations in the master plan.
- Allows for, in the longer term, open space being provided as part of any secondary school site, or potentially a TAFE or tech school.
- Includes a number of strategies to manage the design of new housing at Jacksons Hill.
- Informed the vision for each precinct and the Government's investment in the Community Arts Precinct.
- Combines the Village Heart and Main Street into one precinct to strengthen the relationship to the Schools Precinct and provide for better integration of any development in this area to support community focused outcomes.

The Master Plan outlines six key moves to realise the Jacksons Hill Vision as follows:

- Enable catalyst projects
 - Improve circulation and connections
 - Establish a cultural spine
 - A Main Street for Jacksons Hill
 - Connect iconic buildings and public spaces
- > Diverse and distinctive places

The vision for the Community Arts Precinct is:

A new slow-speed road connecting The Heights to Boilerhouse Road has opened up this part of the site. A thriving creative precinct is taking shape – plays are performed, people meet for conferences, community groups and artists work in studios and workshops. A community garden provides a relaxing place to meet with friends.

Figure 17 below shows the overarching masterplan vision for the site.

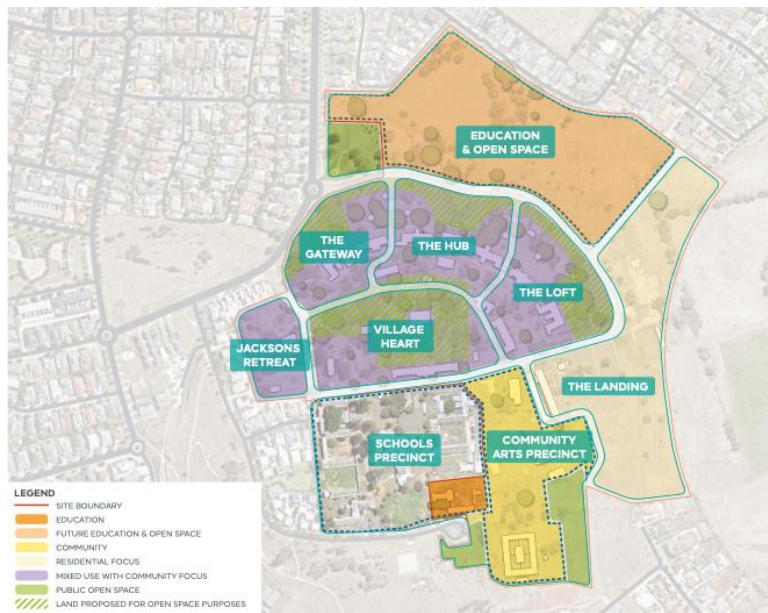


Figure 17: Jacksons Hill Master Plan 2018 (VPA) – Plan 2. Future Land Use

Appendix 3. Hume Arts and Cultural Infrastructure contribution to local, regional and state strategic priorities

Table 9: Hume Arts and Cultural Infrastructure contribution to local, regional and state strategic priorities

Plan or Strategy and their vision & objectives	How could Arts and Cultural Facilities contribute?
<p>Hume City Council Plan 2021-2025 incorporating the:</p> <ul style="list-style-type: none"> > Disability Action Plan > Community Safety Action Plan > Pathways to sustainability <p>Strategic objectives under three main themes for four-year Council Plan:</p> <ol style="list-style-type: none"> 1. A community that is resilient, inclusive and thriving 2. A City that cares about our planet, is appealing and connected 3. A Council that inspires leadership, is accountable and puts the community first 	<p>Arts and Cultural Facilities can:</p> <ul style="list-style-type: none"> > Play a key role in promoting and providing programs for lifelong learning. > Make significant contribution to local economic growth through the creation of jobs, support of creative industry career pathways and by supporting growth in local creative industries. > Support and help grow the local visitor economy. > Help promote a healthy, inclusive and respectful community that fosters community pride and safety. > Celebrating, supporting and engaging Hume's diverse communities and cultures. > Take a key role in contributing to creating a place that will benefit future generations through protection and/or enhancement of the environment and provide places, spaces and programs that are accessible and that are a source of community pride. > Preserving and continuing to grow Hume City's rich heritage. > Strengthen community connections through arts programs and events > Provide options for and support volunteering to enhance vocational and social learning opportunities and community connections. > Connect to opportunities for external funding for partnerships, projects and programs that improve the quality of life for our community. > Recognise, support and address issues of mental health and social inequities. > Engage and support people of all abilities and backgrounds and celebrate diversity, connection and belonging for everyone > Reflect, respect, acknowledge, value and celebrate First Nations people > Support partnership with, reflect and represent local first nations people
<p>Hume City Council Creative Community Strategy 2020 - 2025 Vision: Creative expression will connect the people and communities of Hume, creating opportunity, building wellbeing, connection and belonging. 4 Goals:</p>	<p>Arts and Cultural Facilities can:</p> <ul style="list-style-type: none"> > Support and foster partnership with Aboriginal and Torres Strait Islander communities increase respect and appreciation for Aboriginal and Torres Strait Islander peoples and cultures in Hume > Facilitate places, programs and activities that celebrate Aboriginal and Torres Strait Islander

Plan or Strategy and their vision & objectives	How could Arts and Cultural Facilities contribute?
<ol style="list-style-type: none"> 1. Creative Community: A welcoming and diverse creative community that supports wellbeing, connection and belonging. 2. Creative Places and Spaces: An accessible creative environment where places and spaces respond to community need and build community resilience. 3. Creative Industries and Practitioners: A natural home for creative industries and innovative practitioners. 4. Creative Engagement: An engaged community where creative participation and partnerships thrive. 	<p>cultures will be celebrated alongside the many diverse voices of our community</p> <ul style="list-style-type: none"> > Provide opportunities for participation that are open and accessible to all. > Provide arts and cultural programs, activities and events including but not limited to gallery exhibitions, civic collection, performing arts initiatives, and community projects > Continue to enrich residents' lives, building stronger and more resilient communities > Provide a safe place for expression and confidence of diverse community voices > Ensure diverse voices creative programming to facilitate and build appreciation of cultural differences > Foster innovation through collaboration
<p>Hume City Council Reconciliation Action Plan 2020 – 2022</p> <p>Four core objectives:</p> <ol style="list-style-type: none"> 1. Respect/Inform 2. Relationships/Access and Participation 3. Opportunities/Advocacy 4. Governance 	<p>Arts and Cultural Facilities can:</p> <ul style="list-style-type: none"> > Facilitate and support programming and events that convey historical narratives about Aboriginal and Torres Strait Islander peoples and communities > Reflect, respect, acknowledge, value and celebrate First Nations people, and Hume City's heritage and cultural diversity. > Support partnership with, reflect and represent local First Nations people. > Invite an Elder of the Wurundjeri Woi Wurrung to provide a Welcome to Country or other appropriate cultural protocol at significant events.
<p>Hume City Council Social Justice Charter</p> <p>Statement of Commitment:</p> <p>In the pursuit of social justice, Hume City Council will:</p> <ul style="list-style-type: none"> > Improve standards of access and inclusion for all residents. > Deliver policy, programs and services that support equity and fairness. > Nurture opportunities for engagement and participation. > Measure the advancement of social justice across Hume's policies, services and programs to support rights and accountability. 	<p>Arts and Cultural Facilities can:</p> <ul style="list-style-type: none"> > Support and contribute to reconciliation action with Hume's Aboriginal and Torres Strait Islander communities. > Connect, support and reflect refugee, newly arrived communities and diverse communities through programming and events. > Provide affordable and accessible facilities where Hume's diverse communities can gather, celebrate and share their cultural heritage.
<p>Creative State 2020-2025. Placing Creativity at the Heart of Victoria's Recovery and Prosperity</p> <p>Vision: A state where creative people, ideas and enterprises thrive, and where everyone has equitable access to and benefits from a rich creative culture.</p>	<p>Arts and Cultural Facilities can:</p> <ul style="list-style-type: none"> > Provide workspaces and facilities that support creatives > Support the recovery and growth of Victoria's contemporary music sector > Improve capacity to collect, store and preserve art and cultural items > Provide access to high-quality creative experiences

Plan or Strategy and their vision & objectives	How could Arts and Cultural Facilities contribute?
<p>Principles: The unpinning principles that guide Victoria's future program design, investment and decision-making are:</p> <ul style="list-style-type: none"> > First Peoples first (including the 11 Guiding Principles of Aboriginal Self-Determination) > For every Victorian > Whole of state > Health and wellbeing, and > Environmental impact. <p>Objectives:</p> <ul style="list-style-type: none"> > More and better job opportunities and pathways > Innovative creative products and experiences > Industry stability and growth > Equitable access to the creative industries > New audiences and markets 	<ul style="list-style-type: none"> > Provide and support access to a diverse range of creative learning programs and opportunities > Contribute to promoting and building the market for Victorian First Peoples cultural products > Build and support creatives to build demand, audiences and markets > Support networking and collaboration > Work and partner with First Peoples to develop and promote leadership and practice > Provide development opportunities for young leaders > Provide employment opportunities for creatives with disabilities > Support and commission innovative creative content and programming > Support creative industry employment opportunities

Appendix 4: Benefits of investing in Arts and Culture

Impact of COVID-19 on Arts and Culture

The creative industries, like most industries, were severely compromised by the COVID-19 pandemic. Much of the research and benchmarking undertaken for analysing the benefits of investing in arts and culture has needed to rely on pre-COVID-19 data. As all theatres, galleries and cultural venues and activities were closed at various times and/or had restricted operations, data collected over 2020- 2021 is not reflective of the potential of fully operating venues and programs. Therefore, the data and observations in the following sections refer to, in most cases, pre-COVID operations.

However, there has also been significant learning on the importance of investment in the creative industries throughout the pandemic, in particular for communities general wellbeing. On-line offerings became a vital aspect of arts and cultural engagement.

Many arts organisations invested in pivoting to on-line programs and as arts facilities re-open, there will still be a benefit in investing in on-line engagement.

In order to inform the future planning of the digital program following the re-opening to live audiences, the following key points provide data from the significant research that has taken place by the arts industry in preparation for on-going on-line participation and presentation.

The primary research was undertaken by Pattern Makers for the Audience Outlook Monitor.⁵

The key learnings from this research are:

- 52% of respondents see a role for digital events/experiences in their lives long term,
- 33% of audiences are paying for access but this was a decline from earlier in the year 37%
- 47% see no role at all for their on-going participation in in digital events when in person options are available
- There was an indication that some respondents would most likely prioritise high quality on- line events made exclusively for digital platform
- There is some interest in hybrid events (both live and on-line)
- 70% tuned in alone confirming an opportunity to increase social connectivity

It is envisaged that once venues are all fully opened, there will be considerable competition for a paying audience for digital content presented by cultural organisations.

However, engaging with local audiences and supporting local artists by offering free access digital programs has an opportunity to be a valuable tool in engaging with the

⁵ <https://www.thepatternmakers.com.au/covid19> The key findings are from Phase 5 of the national research and was based on 8,728 respondents in July 2021

community and also for audience development that will have a flow on effect to the overall programs offered in facilities. Therefore, investment in cultural facilities will also need to take into consideration equipment and programing for on-line engagement.

Arts & culture value and importance

Australia Council for the Arts Connecting Australians: National Arts Participation Survey

The Australia Council for the Arts Connecting Australians: National Arts Participation Survey (a landmark series of four survey rounds conducted in 2009, 2013, 2016 and 2019) confirms the significant and increasing personal value Australian's place on the impact of the arts, and the ways in which they make our communities stronger and more cohesive.

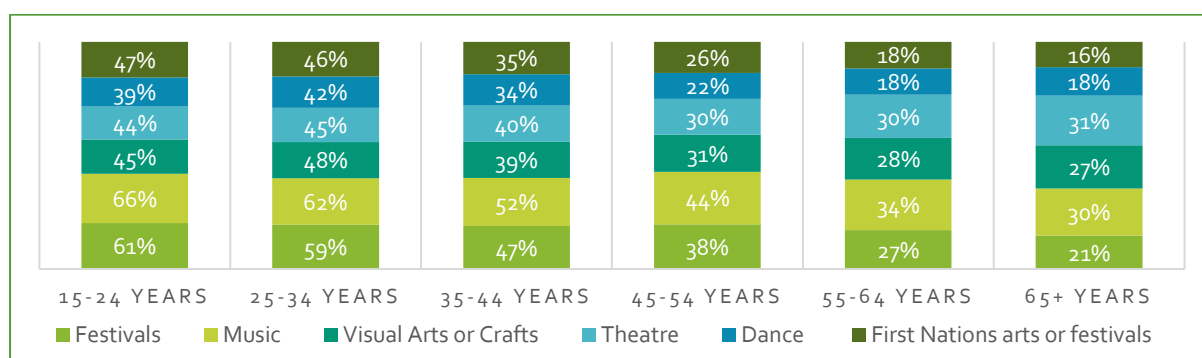
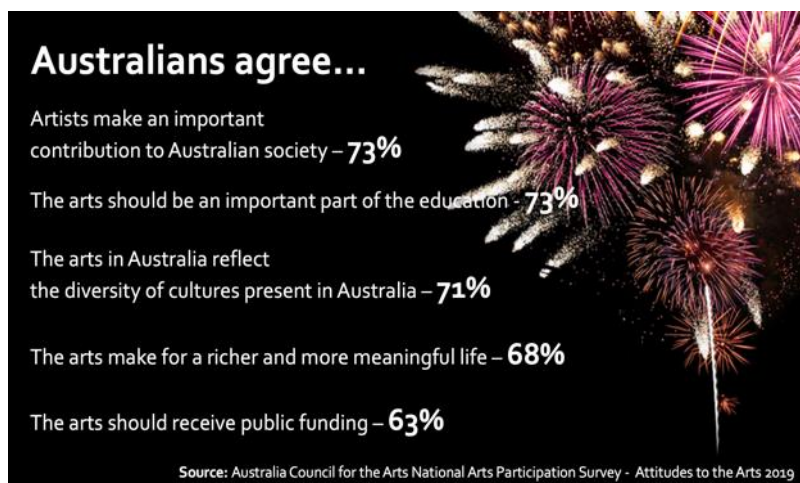


Figure 18: Attendance levels of Australians at festivals, music, visual arts or crafts, theatre, dance, first nations arts or festivals

Federal Electorate Profile data⁶ - Calwell electorate and the Hawke electorate

In September 2019, the Australia Council for the Arts released an interactive online resource that provides information on arts and culture for each of Australia's 151 federal electorates.

The majority of Hume City is covered by the Calwell electorate and the Hawke electorate. A smaller section is also covered by Maribyrnong. Due to redistribution, the Hawke

⁶ <https://www.australiacouncil.gov.au/research/electorate-profiles/> - Australia Council for the Arts Electorate Profiles 2017

division has recently been created and will be contested for the first time in 2022. Therefore, the data for Calwell and McEwen (previously covered Sunbury) will be used to provide a good indication of Hume City's residents engagement with arts and culture.

Hume City is a large area with a diverse population and no doubt the characteristics of the communities living vary across the division are also diverse.

The data was collected on a number of topics and from different sources including:

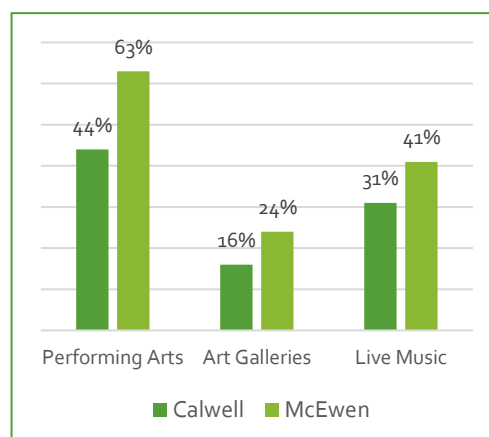
1. Data from the ABS 2017-18 Multi-purpose Household Survey and for the first time, the survey included both children (aged 5-14 years) and adults (aged 15 years and over) providing insight into:
 - > Adult attendance at cultural venues/events: libraries or archives, art galleries, museums, cinemas or drive-ins, live music concerts or performances, operas or musicals, theatre, dance, other performing arts.
 - > Adult participation in creative activities: performed in drama, comedy, musical or variety act, singing or playing a musical instrument, dancing, written as or drive-ins, live music concerts or performances, operas or musicals, theatre, dance, other performing art.
 - > Children participation in creative activities: drama activities, singing or playing a musical instrument, dancing, art and craft activities, creative writing, creating digital content, screen-based activities, reading for pleasure.
2. Data relating to the number of people employed across cultural and creative occupations within each federal electorate was provided by the ABS from the 2016 Census.
3. Data relating to the number of businesses within the cultural and creative industries for each federal electorate was provided by the ABS. Data is shown for businesses operating at the end of each financial year, 2015-16, 2016-17 and 2017-18.

The data from the ABS 2017-18 Multipurpose Household Survey (Attendance at Selected Cultural Venues and Events, 2017-18 (cat no. 4114.0); Participation in selected Cultural Activities, 2017-18 (cat no. 4921.0) shows that people in Calwell are engaged with arts and culture.

- > 78% of residents aged 15+ years attend cultural venues or events
- > 27% of residents aged 15+ years participate in creative activities
- > 100% of children 5-14 participate in creative activities

In McEwen the electorate:

- > 88% of residents aged 15+ years attend cultural venues or events
- > 36% of residents aged 15+ years participate in creative activities
- > 100% of children 5-14 participate in creative activities



The chart on the right (figure 19), identifies the breakdown of the participation levels for three categories of creative activities for both the Calwell and McEwen electorates.

Figure 19: Calwell and McEwen electorates: Attendance & Participation

The Social, Cultural and Economic Benefits of Arts and Culture

1. A New Approach (ANA) series of five reports 2019 to 2020

A New Approach (ANA) is an independent think tank championing effective investment and return in Australian arts and culture. Their aim is “to foster a more robust discussion about cultural policies, underpinned by good data, informed by shared understandings, and through a non-partisan and independent approach”.

Over the period of 2019 and 2020, ANA produced five reports each dealing with an aspect of arts and culture in Australia – now and into the future.

- > Report 1: The Big Picture: Public Expenditure on Artistic, Cultural and Creative Activity in Australia.
 - Provides an overview of trends in federal, state, territory and local government public expenditure on artistic, cultural and creative activity in Australia between 2007 and 2018.
 - Aims to ‘establish a baseline understanding of the quantum and trends in expenditure on culture by all levels of government over the last decade’.
- > Report 2: Transformative: Impacts of Culture and Creativity. November 2019
 - Recognises some of the challenges Australia faces as a nation and asks, ‘what if creative and cultural activity could make a transformative contribution towards solving them?’
 - Provides a snapshot of current research and findings about the positive impacts of artistic, creative and cultural activity on different parts of Australian’s lives.
- > Report 3: A view from middle Australia⁷: Perceptions of Arts, Culture and Creativity. 2020
 - Purpose was to understand whether Australians valued arts and culture, made space for it in their lives, thought it was important to their kids and to society, and what they would and would not be willing to lose from the Australian cultural terrain.
 - Looks at what arts and culture means in the lives middle Australians, considers the implications of these findings and identifies the opportunities for change to help build a more inclusive and relevant arts and cultural landscape.
- > Report 4: Behind the scenes: Drivers influencing arts and cultural policy settings in Australia and beyond’. July 2020

⁷ Middle Australians are defined as middle-aged, middle-income swinging voters from suburban and regional Australia

- Considers policy drivers for the future of arts and culture and makes them clearer and more accessible so that a wider range of people could take part in informed discussion about Australia's cultural policy settings.
- > Report 5: Australia's cultural and creative economy: A 21st century guide. October 2020
 - Identifies that "Australia is ready for a National Arts, Culture and Creativity Plan — a plan that would provide a framework to efficiently address the policy, legislative, regulatory and investment settings that span the cultural and creative industries.
 - Explains why making a National Arts, Culture and Creativity Plan now will unleash opportunities for Australians to participate in and contribute to the economy and society in the 21st century.

Overarchingly the reports provide evidence confirming that arts and culture are incredibly important to Australians/Australian society in so far as:

- > A rich cultural life generates a range of cultural, economic, social and personal benefits to the Australian community.
- > Opportunities to be involved in arts and culture can be, and often are, transformative in both general and specific ways.
- > Arts and culture inspire and enable meaningful change across our diverse communities and within individual lives, including in the areas of some of Australia's biggest public policy challenges.
- > Participation in creative endeavours contributes to:
 - a strong cultural life
 - a resilient and innovation-driven national economy
 - advancing Australia's position on the global stage.
- > Australians' high rate of participation in creative and cultural activities helps us develop a sense of belonging, forges social cohesion, stimulates curiosity and the ability to engage with different perspectives, and can have a range of beneficial effects on health, wellbeing, economic, employment and educational outcomes.

More detail on some of the key research data and statistics from these reports is provided in below.

A New Approach (ANA) series of five reports 2019 to 2020 – Key findings

Table 10: Summary data from A New Approach (ANA) series of five reports 2019 to 2020

Issue	Findings
Most Australians participate in some form of creative and cultural activities	<ul style="list-style-type: none"> > 82.4 % attended cultural venues and events in 2017–18 > Young people aged five to 14 years had a particularly high rate of direct participation in cultural activities with 95.6 % participating > In 2009–10 Australian households spent \$19.87 billion, or 4.0 per cent of their total expenditure, on cultural goods and services.
The impact of Arts and Culture on Australia's economy	<ul style="list-style-type: none"> > Australia's creative and cultural activity is a significant component of Australia's national economy > In 2017–18 the three levels of government allocated a combined \$6.86 billion. > Creative and cultural activities contributed more than \$111.7 billion, or a 6.4 per cent share of Australia's Gross Domestic Product (GDP), in 2016–17. > More than half a million Australians work in the creative economy, which employed 593,830 people in 2016, representing about 5.5 per cent of the national workforce. Australia's federal, state, territory and local governments (in recognition of these benefits) all commit funds to artistic, cultural and creative activity. <ul style="list-style-type: none"> > Australia has one of the biggest creative trade deficits in the world. <ul style="list-style-type: none"> - For every dollar exported in creative goods, \$8 is imported - For every dollar of creative services exported, \$2 is imported. <p>This suggests Australia is not effectively identifying and leveraging comparative advantages in creative goods and services for the global market.</p> <ul style="list-style-type: none"> > Cultural and creative activities already make a significant contribution to Australia's: <ul style="list-style-type: none"> - Gross Domestic Product (GDP) (6.4%) - Gross Value Added (5.6%) - As well as employing 5.5% of the total workforce. > Given that creative services such as design and game development are in hot demand globally—and these are areas in which Australia excels—there are significant opportunities for growth.
The impact of Arts and Culture on society and place	<ul style="list-style-type: none"> > Almost 50% of Australians report feeling that society is broken. > 36% feel like a stranger in their own country. > One in four Australians report frequent feelings of loneliness, and the risks of premature death due to loneliness and social isolation have been found to be as big or bigger than obesity, smoking up to 15 cigarettes a day, or air pollution. > It is now widely accepted (and supported by global studies) that engaging in cultural and creative activities helps us develop a sense of belonging, forges social cohesion, stimulates curiosity and the ability to engage with different perspectives, and can have a range of beneficial effects on health, wellbeing and education outcomes. > A range of studies have found that deliberately focusing cultural and creative activities on social cohesion impacts: <ul style="list-style-type: none"> - Helps to build community, belonging, and trust; enhances empathy and inclusion; helps combat the growing issues of loneliness and isolation - Assists individuals and communities to recover from disasters and trauma; and - Makes cities, suburbs and regions more livable. - OECD research has shown that a more cohesive society often also has a stronger and faster-growing economy.
The impact of Arts and Culture on Health and Wellbeing	<ul style="list-style-type: none"> > Australia has an aging population with conditions like dementia estimated to cost more than AUD\$1 trillion over the next 40 years. > Australia has strong policies about using arts and culture to influence the conditions in which we grow, live, work and age, including how strong our social networks are, lifestyle factors, and our psychological states, which have been strongly linked to health, wellness, and life expectancy (the social determinants of health). <ul style="list-style-type: none"> - These policies, however, are often not being systematically implemented. > There is substantial evidence that:

Issue	Findings
	<ul style="list-style-type: none"> - When art and culture are used in clinical settings, they consistently deliver improved physical, mental and emotional health outcomes. - Engaging with arts and cultural activities impacts the social determinants of health and has been found to mitigate the risks of dementia. > In 2016, Australian researchers produced the first dose-response style study of arts and mental health, showing that 2-hour “doses” of creative activities per week could enhance mental wellbeing in a general population.
The impact of Arts and Culture on Education and learning	<ul style="list-style-type: none"> > Australia has been steadily declining in its mean scores in international education measures over the last 20 years. In an analysis of the fall in results between the 2009 and 2015 the OECD's PISA test found that the economic cost of this decline was estimated at close to AUD\$120 billion. > Arts and culture-based education has been found to be beneficial in developing intellectual skills and enhancing educational impacts. It helps: <ul style="list-style-type: none"> - Future-proof Australia's workforce, and > Mitigate disadvantage, particularly with students who are “at-risk”: who is socio-economically disadvantaged, at risk of prematurely disengaging from schooling, and/or expressing anti-social or non-coping behaviours.
Innovation challenge facing Australia	<ul style="list-style-type: none"> > Australia is lagging many economic peers in innovation and future indicators, including economic complexity (from 57th in 1995 to 93rd in 2017): <ul style="list-style-type: none"> - Research and development expenditure (half the per capita spending compared to the top performing country, Switzerland) - Innovation inputs and outputs (currently 22nd in the world, down from 17th in 2014). > Creative capability has been demonstrated to: <ul style="list-style-type: none"> - Be the driving force behind innovation- driven, economically diversified economies. > Preparing Australia for the future of work in the Fourth Industrial Revolution requires workers to develop skills in creativity. <ul style="list-style-type: none"> - Engaging in creative and cultural activities has been found in global studies to help build the skills needed for these rapid changes.
International engagement challenge facing Australia	<ul style="list-style-type: none"> > Australia has traded its positive reputation worldwide for many years but has been falling in global reputation rankings since 2013. > Global reputation has an impact on tourism and trade with a one-point increase in country reputation predicting a 0.9% increase in the proportion of tourists per capita, and a 0.3% increase in export rates (\$). > Arts and culture have been used successfully by other countries to achieve diplomatic soft power objectives: <ul style="list-style-type: none"> - Improving relations and trust between countries - Increasing levels of trade, investment, security and exchanges of talent. <p>Australia is active in this area, but there is a need to strengthen our efforts, especially in the Asia-Pacific region.</p>
Middle Australians believe:	<ul style="list-style-type: none"> > Arts and culture to be essential to the Australian way of life. > The value of arts and culture was expressed through two key themes: <ul style="list-style-type: none"> - creativity, imagination and inspiration; and - participation, belonging and community. > Directly connect participating in arts and cultural activities with experiencing better mental health, as well as with improved creativity and lateral thinking in the workplace. > Arts and culture help bring communities together, break down barriers between different groups within society and encourage greater communication. Participating often means opportunities to socialise with friends and family. Consequently, the most valued activities involved attending and participating in local activities, such as festivals, live performances and local libraries. > That children develop better when broadly exposed to arts and culture both in and out of school time. Arts and culture help children to: enhance their self-esteem; find new ways to express themselves; build social and intellectual skills; and prepare for the future—both socially and in terms of their career opportunities.

Issue	Findings
	<ul style="list-style-type: none"> > Recognise that different people have different definitions and values in arts and culture and are generally comfortable with this. This extends across generations, with parents acknowledging that their definitions of arts and culture are narrower than their children's definitions, and that what they value does not always align with what their children value. > That Australian content and cultural heritage icons should reflect Australians' (all Australians, in all their diversity) stories back to them, while also being an important tool for representing Australia on the world stage.
Most Middle Australians	<ul style="list-style-type: none"> > Are largely unaware of the contributions that arts, cultural and creative activities make to the economy, including to employment. <p>When activities are seen as purely profit-driven, they are considered superficial, and this erases them from most middle Australians' definition of arts and culture. This, along with the belief that access to arts and culture is essential to the Australian way of life, indicates that middle Australians believe arts and culture are what economists call 'a public good'.</p>
Collective identity, reputation-building, social improvement and economic contribution are the four key policy drivers that underpin recent cultural policy around the world.	<ul style="list-style-type: none"> > If public and private investments in arts and culture are to be effective and relevant, then what motivates the investments matter. > Neither of the two major Australian political parties has significantly prioritised public expenditure on arts and culture more than the other. However, different governments have been influenced more by some drivers than others. At times, this has led some stakeholders to feel that arts and culture are being prioritised or de-prioritised, depending on whether those stakeholders value the same cultural policy drivers as the government of the day. > The most effective cultural policies underpinned by economic contribution drivers take a creative industries approach and demonstrate how arts, culture and creative activities interact with each other to increase creativity and innovation across the economy. > The last decade has seen a greater concentration of different policy drivers in a range of policy settings across all three levels of government, and this has made arts and culture an increasingly complex area of public policy. > COVID-19 has accelerated innovation in the production, distribution and consumption of arts and culture via digital means. These trends need to be specifically addressed when updating our cultural policy settings for the 21st century.
There is a strong relationship between the success of subsidised and non-subsidised cultural and creative industries.	<ul style="list-style-type: none"> > International evidence suggests public and private subsidy of arts, culture and creativity has a positive impact on the success of commercial creative businesses and other businesses. > Compared with other industries, the cultural and creative industries also have higher spillover effects into other industries in terms of total output, value-added and employment multipliers.

Economic Regeneration: The impact of the arts in regional Australia. Regional Arts Australia. ©Deakin University 2015 – key data.⁸

This report/ project was funded by Regional Arts Australia and Australia Council for the Arts and was about finding “new ways to identify and respond to Australia’s vast land, diversity and differences, including its challenges and opportunities in regional Australia, using the arts as the vehicle.”

⁸ © 2015 Deakin University

The project looked at five themes (inclusive of five case studies) associated with the benefits relating to access to and participation in arts and cultural activity. Namely:

1. Community connectedness
2. Economic regeneration
3. Social inclusion
4. Civic pride and community identity
5. Regional development

It identified a number of opportunities resulting from investment into arts and cultural activity including:

- > the arts and tourism
- > the arts and employment
- > event-related spending and regional value.

Some of the key statistics identified in the report can be found in the table below.

Issue	Findings
Reasons to visit Regional Destinations	<ul style="list-style-type: none"> > 58% - Domestic day and overnight trips are to regional destinations⁹ > \$34 b - Spent by visitors in regional areas during 2013 > 57% - First-time visitors to a region state an event is their main reason for visiting
Boosting Regional Employment	<ul style="list-style-type: none"> > 176,560 Jobs are created each year in the planning and operation of festivals in non- metropolitan Australia. > 2,800+ Rural festivals in Australia per year > 4 Full-time jobs on average are directly created in festivals during the planning stage > 13 Full-time jobs are created on average in the planning stage of festivals.¹⁰ > 12.6 Part-time jobs on average are created at the time of operation. > 99,448 Jobs are directly created on average in the planning and running of festivals collectively in Victoria, Tasmania and NSW.¹¹ > 310,723 People within Australia are employed within the arts and cultural industry¹² > 6% Increase in regional employment through investment in the arts¹³ > 22% Increase in total non-farm employment through investment in the arts¹⁴
Audiences and Economy	<ul style="list-style-type: none"> > 38% Australians attend visual arts and craft events¹⁵ > 86% Australians attend at least one cultural event or performance each year.¹⁶ > \$10b Economic activity is generated by rural communities in Victoria, New South Wales & Tasmania.¹⁷ > 45% International tourists enjoy seeing Aboriginal art, craft and cultural displays.¹⁸ > 32% International tourists visit Aboriginal galleries.¹⁹ > 22% Domestic tourists visit an Aboriginal cultural centre.²⁰
Regional snapshot: Grace Kelly: Style Icon exhibition, Bendigo Art Gallery, VIC	<ul style="list-style-type: none"> > 152,500 - Audiences visited the Grace Kelly: Style Icon exhibition in Bendigo, a town of less than 100,000 people.²¹ > \$16.3m Contributed to Bendigo's local economy due to the Grace Kelly: Style Icon exhibition.²²

⁹ Austrade 2014, *Events: Drivers of Regional Tourism Summary*, Tourism Research Australia, retrieved 4 November 2014, <http://www.tra.gov.au/documents/DVS_Events__Drivers_of__Regional_Tourism_FINAL_04082014.pdf>.

¹⁰ Ibid

¹¹ Gibson, C & Stewart, A 2009, *Reinventing rural places: The extent and impact of festivals in rural and regional Australia*, Australian Research Council & University of Wollongong, Wollongong.

¹² Australian Bureau of Statistics 2014, *Arts and Culture in Australia: A Statistical Overview*, July 2014, cat. no. 4172.0, retrieved 3 November 2014, <<http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4172.0main+features242014>>.

¹³ Dunphy, K. F 2009, *Developing and Revitalizing Rural Communities through Arts and Creativity: Australia*, Cultural Development Network, Victoria.

¹⁴ Ibid

¹⁵ Australia Council for the Arts 2010, *More than bums on seats: Australian participation in the arts*, Australia Council for the Arts, retrieved 16 December 2014, <http://www.australiacouncil.gov.au/workspace/uploads/files/research/full_report_more_than_bums_on_-54325919b74d6.pdf>.

¹⁶ Australian Bureau of Statistics 2011, *Australian Social Trends*, Jun 2011, cat. no. 4102.0, retrieved 4 November 2014, <<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Main+Features40Jun+2011>>.

¹⁷ Duffy, M & Waitt, G 2011, 'Rural Festivals and Processes of Belonging', in C Gibson and J Connell (eds.), *Festival Places: Revitalising Rural Australia*, Channel View Publications, UK.

¹⁸ Ibid

¹⁹ Ibid

²⁰ Ho, H & Ali, S 2013, 'Understanding Negative Visitor Experiences at Indigenous Cultural Tourism Venues: Marketing and Operational Implications', *Journal of Marketing Development and Competitiveness*, vol. 7, no. 2, p. 138-145.

²¹ KPMG 2013, *Economic Impact of the Victorian Arts and Cultural Sector*, KPMG, retrieved 4 November 2014 <http://www.arts.vic.gov.au/files/ef593af2-6b70-427a-af87-a26c00e69eb6/Economic_Impact_of_the_Victorian_Arts_and_Cultural_Sector_2013.pdf>.

²² Ibid

Cultural Tourism – Benefits and Opportunities

Australia Council for the Arts 2018, International Arts Tourism: Connecting cultures, Australia Council for the Arts.

Research findings:

- > Visiting museums and galleries is the most popular form of international arts tourism. This is likely because museums and galleries are a readily accessible form of arts engagement for tourists.
- > Three in every ten international visitors to Australia in 2017 visited a museum or gallery while they were here.
- > More than two and a half million international tourists visited museums and galleries while they were in Australia in 2017, an increase of 46% since 2013.
- > International Arts Tourists are more likely to visit regional Australia than international tourists overall.
- > With three in ten international tourists (31%) and seven in ten international arts tourists (71%) visiting museums and galleries in 2017, it continues to be the most popular arts activity, irrespective of the visitor's main reason for visiting Australia.
- > The many rich arts offerings in regional areas may be helping to drive regional tourism among international visitors.
- > Tourists visiting for educational purposes were particularly engaged, with 43% attending, compared to 36% of holiday makers.
- > Over one million international tourists attended festivals, fairs and cultural events in 2017. This has increased by 61% since 2013.
- > Festivals skew towards younger audiences more so than any other arts activity. However, they still have broad appeal, with around one in five international arts tourists aged 45 years and over attending a festival, fair or cultural event in 2017.
- > First Nations arts engage international tourists, especially those who travel outside capital cities. Engagement with First Nations arts was higher for arts tourists who travelled beyond metropolitan areas. More than a third of these travelers attended a First Nations arts activity in 2017.
- > There is strong and growing potential for the arts to help drive regional tourism. International arts tourists are more likely to visit regional Australia than international tourists overall.
- > The proportion of international tourists engaging with the arts while in Australia has ranged between 39% and 43% over the last decade. It has been on an upward trend since 2011.
- > Forecasts predict that international tourists to Australia will grow to close to ten million in 2018–19, and as total aviation capacity to Australia continues to grow, we can expect numbers of international arts tourists to continue to grow.
- > The amount international arts tourists spent in Australia was \$17 billion in 2017, making up 60% of the \$28.4 billion spent in Australia by all international tourists.
- > The amount spent has increased by 55% since 2013, a greater increase than the total international visitor spends in Australia (46%).
- > Social media is an important consideration. Recent research from the US suggests that intention to travel to a destination is influenced by social media generated from other visitors to that place.

Australia Council for the Arts 2020, Domestic Arts Tourism: Connecting the Country, Australia Council for the Arts. Department of Communications and the Arts Annual Report 2018–19

- > Domestic arts tourism is growing
- > Museums and art galleries are the most popular arts activities on domestic trips for both daytrips and overnight trips in Australia.
- > This is likely because museums and art galleries are an accessible and affordable form of engagement with the arts, and often require less forward planning to attend than other arts activities.
- > In 2018, Australians took 12.3 million daytrips and 13.4 million overnight trips within Australia that included arts activities. 5.1 million daytrips and 7.3 million overnight trips included visits to museums or art galleries.
- > There have been increases across all arts activities: visiting museums and art galleries; attending performing arts; visiting art or craft workshops or studios; attending festivals; and experiencing First Nations arts and craft.
- > There is no one-size-fits all for arts engagement on a domestic trip – Australians connect with the arts in a broad range of ways.
- > The most popular and fastest- growing arts tourism activities vary across the country. Each state, territory and region offer unique arts and creative experiences.
- > The destinations where tourists are especially likely to engage with the arts are in regional Australia, including many arts tourism 'hot spots':
 - Areas with both a high volume and a high likelihood of tourists engaging with the arts while there.
 - Art or craft workshops or studios are particularly popular in regional areas.
- > First Nations arts and craft are a strong and growing area of domestic arts tourism
- > First Nations arts tourism is increasing, reflecting Australians' strong and growing interest in engaging with First Nations arts for their beauty, strength and power, and to understand who we are as a nation.
- > There is a growing body of evidence about the opportunity that First Nations arts provide to support First Nations peoples' economic development and Australia's national culture and identity, based on the strength of the world's oldest continuing living culture and storytelling stretching back for millennia. It reinforces the particular strength and value of First Nations arts to regional and remote communities and economies and to tourism in Australia.
- > Arts tourists are high value tourists – they are more likely to stay longer and spend more when travelling than domestic tourists overall.
- > In 2018, arts activities attracted more than double the number of daytrips compared to organised sport events, and were more popular than markets, heritage sites, wineries, wildlife parks, zoos and aquariums, amusement parks and casinos.
- > As well as the activities listed for daytrips, overnight tourists are also more likely to engage with the arts than visit national or state parks.
- > There is growth in domestic tourists' engagement with First Nations arts and craft. Australians' interest in, and attendance at, First Nations arts and craft activities has continued to increase in recent years. The Australia Council's National Arts Participation Survey found that nearly half of all Australians are actively interested in First Nations arts (47%) and seven million attended in 2016 – a record level of attendance and double that of 2009. Attendance has increased across art forms.
- > Tourism Research Australia's domestic tourism data shows that many Australians want to experience First Nations culture while on holiday or are willing to travel to experience First

Nations arts and craft. Supporting this finding, research from the Northern Territory found that nearly two thirds of Australians want to learn about First Nations beliefs and connection to the land while on holiday.

- > In metropolitan Australia, overnight domestic arts tourism is popular and showing strong growth. In 2018, Australians took 13.4 million overnight trips within Australia that included an arts activity ('overnight arts trips'). Overnight arts trips have grown by 71% since 2009 and by 20% since 2014.
- > Overall engagement with the arts during overnight trips is slightly stronger in metropolitan locations compared to regional locations – both in terms of total numbers of overnight arts stopovers and the likelihood of tourists to attend arts activities in metropolitan regions.

2. Cultural and creative activity in Australia 2008-09 to 2016-17 – Working paper. Australian Government Department of Communications and the Arts. October 2018

This working paper report provides analysis of the economic contribution of cultural and creative activity in Australia from 2008-09 to 2016-17. It finds that:

- > Between 2008-09 and 2016-17, cultural and creative activity in Australia grew to \$111.7 billion, an increase of \$25.8 billion or 30.0 per cent.
- > While this activity is growing in absolute terms, the increase is slightly slower than the pace of the Australian economy overall.
- > As a share of GDP, cultural and creative activity declined by 0.5 percentage points, from 6.9 per cent in 2008-09 to 6.4 per cent in 2016-17.
- > While parts of cultural and creative activity are shrinking as a share of GDP, other activities are outpacing the overall economy.
- > Cultural and creative activity within professional, scientific and technical services, and education and training has increased its share within the economy over the period. These activities utilise highly skilled labour which will be increasingly important to Australia's economic growth.
- > Cultural and creative activity contributed \$111.7 billion, or 6.4 per cent to GDP in 2016-17. Cultural and creative activity can be measured separately or as both cultural and creative activity.
- > Cultural activity contributed \$63.5 billion or 3.6 per cent to GDP in 2016-17, while creative activity contributed \$99.7 billion or 5.7 per cent to GDP in 2016-17. There is considerable overlap of industries and occupations common with these segments. Activity that has identified as both cultural and creative accounted for \$51.5 billion or 3.0 per cent to GDP.
- > The value of cultural and creative activity in industries considered to be cultural or creative was \$85.7 billion in 2016-17. The largest components were design at \$42.8 billion, fashion at \$14.2 billion, and broadcasting, electronic or digital media, and film at \$9.7 billion
- > Cultural and creative activity increased by \$25.8 billion or 30.0 per cent, from \$86.0 billion in 2008-09 to \$111.7 billion in 2016-17. This growth was driven mainly by an increase of \$19.9 billion in gross value added (GVA) from cultural and creative industries—primarily from professional, scientific and technical services with an increase of \$16.4 billion over the period.
- > GVA from cultural and creative industries increased by \$19.9 billion or 30.3 per cent, from \$65.8 billion in 2008-09 to \$85.7 billion in 2016-17. Net taxes on products attributable to cultural and creative industries increased over the period by 0.6 per cent or \$32 million.
- > Compensation of Employees (COE) received by individuals working in cultural and creative occupations that are outside industries identified as cultural and creative was \$21.0 billion in 2016-17. This grew by \$5.8 billion or 38.3 per cent over the period.
- > The value of volunteer services to arts and heritage organisations was \$983 million in 2016-17, \$227 million more than in 2008-09.

- > Non-market output of market producers in cultural and creative industries was \$88 million in 2016-17, an increase of \$20 million compared to 2008-09.

3. Measuring the economic value of cultural and creative industries—Statistics Working Group of the Meeting of Cultural Ministers. April 2018²³

The report identifies that “cultural and creative industries are increasingly acknowledged as important components and drivers of growth in the modern, knowledge-based economy” but that defining what cultural and creative industries are, is difficult and as a result, precisely measuring economic value is also difficult. It states, “There is no universally accepted approach to the analysis and measurement of the economic value of the creative and cultural industries.”

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Appendix 5: Hume City – current Multi-Purpose Facilities

The following table provides an overview of Hume City's current suite of multi-purpose facilities. None of the following have specific arts and cultural activity facilities with the exception of the Broadmeadows Town Hall and the Hume Global Learning Centres in Sunbury and Craigieburn which have gallery spaces.

Venue	Key Features
Aiken Hill Community Centre	<p>Community Meeting Room/s</p> <ul style="list-style-type: none"> > Can be divided into two separate sections with movable walls to accommodate smaller meetings > Floor to ceiling windows looking out to accessible lawn area > New and modern tables and chairs > All vinyl floor suitable for activities including dancing/exercise
Attwood House Community Centre	<p>Attwood House Community Centre is a community run not-for-profit organisation.</p> <p>The facility has capacity to support:</p> <ul style="list-style-type: none"> > Early Childhood Education and Development > Community Health and Wellbeing > Social and Support Groups > Adult Education and Interest Programs > Skill and Personal Development
Broadmeadows Community Hub	Facilities at Broadmeadows Community Hub can be hired casually or regularly for large public meetings, community group functions, exercise groups, child or adult activity classes and private functions.
Campbellfield Community Centre	Campbellfield Community Centre has three areas within the facility for hire. This facility comprises of an alcove and main hall attached to a catering kitchen servery, meeting room and function space.
Craigieburn Guide Hall	Spacious facility featuring a main hall and a small kitchen. It contains wooden flooring, ideal for gatherings, local sporting activities such as karate, dancing and other extracurricular activities.
Dallas Tennis Hall	Dallas Tennis Hall has a spacious main hall with a small kitchen. Maximum capacity of 60 people. Suitable for dance, exercise classes.
Gladstone Park Senior Citizens Centre	Features a kitchen, theatre style hall and meeting rooms Capacity: 100 - 249
Goonawarra Community Centre	<p>The venue comprises of a main hall which can be divided into two separate spaces, including a meeting room and a commercial kitchen available.</p> <p>Venue Capacity</p> <ul style="list-style-type: none"> > Community Room - Maximum capacity of 75 people > Youth Room - Maximum capacity of 75 people > Meeting Room - Maximum capacity of 10 people
Greenvale West Community Centre	Has modern, state-of-the-art facilities. The centre offers flexible multipurpose community meeting/function rooms (small to large), including a semi-industrial style kitchen.
Greenvale Recreation Centre	<p>Centre is a multi-purpose facility that can be hired out for meetings, functions and recreational activity. The facility features:</p> <ul style="list-style-type: none"> > Kitchen > Fully Staffed Facility

Venue	Key Features
	<ul style="list-style-type: none"> > Meeting Rooms > Toilets/Shower > Meeting Tables and Chairs > Function Tables and Chairs
The Homestead Community and Learning Centre	<p>Offers a range of education, lifestyle and cultural programs, based on the current needs and interests of our community.</p> <p>Homestead offers:</p> <ul style="list-style-type: none"> > Community meeting/function rooms/Gallery Space (small to large) > Training room > Kitchen > Landscaped garden. > Maximum capacity for Gallery/function room is 80 people.
Hume Global Learning Centre - Broadmeadows	Fully Staffed Facility with technical assistance available and open gathering spaces (i.e. library / Bookmark Café)
Hume Global Learning Centre - Craigieburn	<p>Facilities for community hire including IT training rooms, small to medium sized meeting rooms, a large multipurpose room equipped with the latest audio visual presentation equipment. It also includes the Craigieburn Library, a gallery and exhibition space, occasional care facility, and Council's Customer Service Centre.</p> <p>Venue Capacity:</p> <ul style="list-style-type: none"> > Exhibition Gallery > Conference room 1 - Maximum of 200 people > Conference room 2 - Maximum of 200 people > Conference rooms combined - Maximum of 400 people > Meeting room 3 - Maximum of 20 people > Meeting room 4 - Maximum of 20 people > IT room 5 - Maximum of 13 people > The pod - Maximum of 10 people
Hume Global Learning Centre - Sunbury	<p>Facility for community hire including IT training rooms, small to medium sized meeting rooms, a large multipurpose room equipped with audio visual presentation equipment. It also includes the Sunbury Library, Council's Customer Service Centre, Visitor Information Centre and gallery / exhibition space.</p> <ul style="list-style-type: none"> > Conference room- 70 people max. > Two conference rooms combined- 120 people max. > Four conference rooms combined- 120 people max. > Meeting room 1 - Maximum of 6 people > Meeting room 2 - Maximum of 6 people > Meeting room 3 - Maximum of 20 people > Meeting room 4 - Maximum of 20 people > Meeting room 5 - Maximum of 36 people > Meeting room 6 - Maximum of 13 people
Jack McKenzie Community Hall	<p>Includes large function room with polished timber flooring, multiple meeting rooms and a commercial kitchen.</p> <p>Venue Capacity</p> <p>Main Hall - Maximum of 160 people</p>
Kalkallo Community Centre	The Centre includes flexible multipurpose community and activity meeting spaces.
Lynda Blundell Seniors Centre	<p>Facility includes:</p> <ul style="list-style-type: none"> > Kitchen

Venue	Key Features
	<ul style="list-style-type: none"> > Theatre Style Hall > Stage > Meeting Rooms <p>Capacity: 100 - 249</p>
Meadow Heights Community Centre	<p>Venue includes a main hall/stadium and kitchen. The main hall doubles as a basketball and volleyball court with easy access to the reserve at the rear of the venue.</p> <p>Main Hall Venue Capacity - Maximum of 100 people</p>
Sunbury Memorial Hall	<ul style="list-style-type: none"> > Main Hall including stage - Maximum of 200 people > Supper Room including kitchen facility - Maximum of 30 people
Newbury Child and Community Centre	<p>Facility includes flexible multi-purpose community meeting/function rooms (small to large), including a semi-industrial style kitchen</p> <p>Capacity: 50 - 99</p>
Roxburgh Park Youth & Recreation Centre	<p>Venue includes two main rooms for hire. The Functions room is a large, carpeted space with access to a kitchen. The Activities hall is a large room with timber flooring. Both rooms have the ability to open into an outdoor space separated by a mobile glass wall that allows for natural light.</p> <p>Venue Capacity</p> <ul style="list-style-type: none"> • Functions Room - Maximum of 80 people • Activities Hall - Maximum of 80 people
Sunbury Community Centre	<p>Spaces range from large rooms suitable for function hire and sporting classes to smaller spaces which are better suited for meetings and educational purposes. Spaces include:</p> <ul style="list-style-type: none"> • Function lounge • Activity lounge • Multipurpose room • Sun lounge • Meeting room • Garden room <p>Venue Capacity:</p> <ul style="list-style-type: none"> • Multipurpose room - Maximum of 30 people • Function lounge - Maximum of 100 people • Activity room - Maximum of 100 people • Sun lounge - Maximum of 30 people • Meeting room - Maximum of 6 people • Garden room - Maximum of 30 people
Sunbury Neighbourhood House	<p>Part of the community centre, the house provides accessible community-focused and facilitated opportunities to gather, interact and learn, in a welcoming, safe and inclusive environment.</p> <p>The House provides courses, programs, workshops and opportunities for all age groups. Programs include social groups, playgroups, health and wellness, art and music. Meeting rooms are also available to local groups and businesses.</p> <p>The facility features a large multipurpose room currently used for wet and dry arts and craft activities</p>
Sunbury Youth Centre	<p>The Centre offers includes:</p> <ul style="list-style-type: none"> • Activity space • Venue space with stage • Meeting rooms

Venue	Key Features
	<ul style="list-style-type: none"> Kitchen (microwave, fridge, stove, oven and kettle, dishwasher - soon to be installed) <p>Venue Capacity:</p> <ul style="list-style-type: none"> Front Activity Space - Maximum of 38 people Rear Venue Space - Maximum of 27 people
Town Hall Broadmeadows	<p>Venue includes:</p> <ul style="list-style-type: none"> Theatre Style Hall Stage Meeting Rooms Exhibition Gallery
Tullamarine Community Hall	<p>Facility comprises a theatre style main hall, meeting room and kitchen. Adjacent to Tullamarine Library.</p> <p>Venue Capacity</p> <ul style="list-style-type: none"> Main Hall - Maximum of 150 people
Tullamarine Community House	<p>Tullamarine Community House offers an extensive range of educational, social, and recreational programs and courses in a comfortable and relaxed environment.</p> <p>Programs include gardening, childcare, 3-year-old Activity Group, Parent Child Mother Goose, playgroup, and exercise groups.</p> <p>The House also auspices the Tullamarine Men's Shed which is collocated on the same site.</p>
Westmeadows Community Centre	<p>Centre is a community venue that can be hired out for various occasions. The centre offers:</p> <ul style="list-style-type: none"> Meeting and small function space Courtyard.
Broadmeadows Youth Central	<p>The main venue space has vinyl flooring throughout with a lounge space, dining space and kitchenette incorporated close together. This venue allows for the potential of multiple suitable bookings taking place at the same time.</p> <p>Facilities include:</p> <ul style="list-style-type: none"> Meeting Rooms Dining area space for estimated 12 people Couch space for estimated 16 people Studio B
Broadmeadows Historical Museum	<p>Small venue currently located between Youth Central and school facilities. Limited exhibition and storage capacity.</p>
Splash Aqua Park & Leisure Centre	<p>Leisure space providing programs and activities that support a number of arts and cultural groups. Facilities are general/multi-purpose in nature and suited to leisure service activities.</p>
Cathouse Theatre	<p>Basic hall facility located near the Craigieburn Station.</p>
Goonawarra Neighbourhood House	<p>Indoor and undercover outdoor areas, a newly renovated kitchen, outdoor playground and sandpit.</p> <p>Accommodates 50 to 60 people with seating for 50 people and limited trestle tables</p>
Boilerhouse Theatre	<p>Located in the Jacksons Hill Community Arts Precinct. Theatre space is currently not in use due to poor condition, however pottery and gallery space remain operational. The overall facility has supported theatre performances, art shows, theatre development, pottery and arts creation.</p>

Venue	Key Features
Sunbury Radio Station	Located in the Jacksons Hill Community Arts Precinct. This facility has small meeting rooms, storage capacity, and large access and entry foyers.

Appendix 6: Surrounding Municipality Arts and Cultural Facilities Audit and Benchmarking

A high-level audit has been undertaken of the arts and cultural facilities available in neighbouring municipalities. The following provides a summary overview. The majority of the facilities are owned and/or operated by local government's authorities and this has been noted where applicable.

Moreland City Council Arts and Cultural Facilities

Venue	Key Features
Counihan Gallery - Brunswick	The Counihan Gallery opened in 1999. It was named in honour of the Australian artist and activist Noel Counihan (1913-1986), who was a champion of social justice and a vocal supporter of free speech. The exhibition program reflects a commitment to political activation, sustainability, and creative expression.
Blak Dot Gallery	Blak Dot Gallery is a successful, indigenous run gallery that is dedicated to representing the works of indigenous cultures.
Brunswick Mechanics Institute Theatre	A classic box theatre in the heart of Brunswick. The Brunswick Mechanics Institute Theatre is a classic black-box with a 112-seat retractable tiered seating bank. The space is fully equipped with a suite of lighting, sound and some AV equipment. Suitable for: Live performance (theatre, contemporary dance, music) Screenings and cinema events Literary launches Presentations Creative developments and showings

Whittlesea City Council Arts and Cultural Facilities

Venue	Key Features
Plenty Ranges Arts and Convention Centre	Facilities available <ul style="list-style-type: none"> > 6 banquet/conference rooms, which seat up to 600 people > bridal suites > a 500-seat theatre > amphitheater > 300 free car parking spaces

Brimbank City Council Arts and Cultural Facilities

Venue	Key Features
The Bowery Theatre - St Albans Community Centre	<ul style="list-style-type: none"> > 202-capacity raked seating design and stage relationship which makes it an ideal space for performances and events that are intimate and engaging.

Venue	Key Features
	<ul style="list-style-type: none"> > Three flexible Community Spaces. Can accommodate up to 96 people each. Sliding walls retract to create a space suitable for up to 288 people in total. > Dance Studio: Capacity: approx. 15. > Art and Craft Studio: Capacity: 14.
The Hunt Club Community and Arts Centre	<p>The Hunt Club Community and Arts Centre (Hunt Club) is the Neighbourhood House Unit primary arts venue. Facilities and services include:</p> <ul style="list-style-type: none"> > Space with capacity for 10-40 people. > Art room with capacity for 20 people. > Pottery Studio with Hand Building and Wheel Throwing Rooms. > Art and Foyer Galleries. > Hallway exhibiting space. > Outdoor Amphitheatre with shade cloth protection.
Deer Park Art Spaces Artist Studio Program	<p>The studio is located on the first floor in the Hunt Club Community and Arts Centre, one of the few significant nineteenth century buildings in the City of Brimbank. The studio features period detail and good natural light, access to water, a shared kitchen and toilet facilities.</p>

Macedon Ranges Shire Council Arts and Cultural Facilities

Venue	Key Features
Bluestone Theatre	Bluestone Theatre is a retrofitted (approx.) 100 (raked) seat theatre.
Kyneton Mechanics Institute	Kyneton Mechanics Institute (KMI) is a community space suited to exhibitions, theatre, business and private functions. The main hall seats approximately 200.
Kyneton Town Hall	The premier performance space in the Macedon Ranges, Theatre seating is for 400, or round table function seating for 200 people.
Mountview Theatre	Run by the Mount Players Theatre Group. It has a capacity of approximately 100 people and includes a foyer area with bar, kitchen and office, three backstage dressing rooms with toilets, and a construction workshop area.
Masonic Centre	Local performance and concert venue.

Melton City Council Arts and Cultural Facilities

Venue	Key Features
Catholic Regional College Theatre - Melton	<ul style="list-style-type: none"> > 250 seat purpose-built theatre with support rooms, dressing rooms, lighting and audio.
Catholic Regional College Theatre – Caroline Springs	<ul style="list-style-type: none"> > 262 seat purpose-built theatre with support rooms, dressing rooms, lighting and audio.

Venue	Key Features
Lakeview Senior College Auditorium	> 279 seat presentation space with stage area, lighting bars /audio.
CS Gallery Caroline Springs Library,	> A contemporary arts space where professional artists are provided the platform to engage with themes that are relevant to the community
Melton Library and Learning Hub Exhibition Spaces	> A number of hanging walls for the presentation of exhibitions by emerging and local artists located throughout the modern Melton Library and Learning hub, two-floor building.
Melton Civic Centre	> The main entrance corridor wall of customer service centre provides several stretches of space suitable for the display of artwork.
Raglan Cottage	<ul style="list-style-type: none"> > Artist Residency Program prioritises applications evidencing commitment to contemporary practice, with Melton City Council intent on providing a platform for artists to have the time and space they require to expand their practice and experiment with new concepts and techniques. > Successful artists agree to actively engage with the Melton community, either throughout their residency as a core component of the creation of their work, or by providing open studio/artist talk/workshop sessions. > Opportunities to present final works resulting from a Raglan Cottage Artist Residency, be it an exhibition or performance, is facilitated in available Council facilities or public spaces (where possible). > Successful artists will be provided the Raglan Cottage studio space at no cost for a period of up to 3 months. > The Cottage features: <ul style="list-style-type: none"> - Three sizeable rooms which are heated and air conditioned. - A kitchenette with working bar fridge. - On-site rest room. - Picturesque cottage veranda facing High Street, the main street running through Melton. > A limited supply of chairs, tables, easels, and artwork plinths.

Mitchell Shire Council Arts and Cultural Facilities

Venue	Key Features
Kilmore Soldiers Memorial Hall COM	The hall has a stage, separate kitchen, supper room and main hall. It can be used for various events, functions or staged productions.

City of Moonee Valley

Venue	Key Features
Clocktower Centre	A multi-space venue including state-of-the-art performance space with: 505 seat raked seats and full fly tower The Writing Room. Podcast Studio. Studio Residency Program. Function room, divisible meeting spaces
Incinerator Gallery	A multi-arts facility with quality gallery spaces as well as studio workshops
Crown Street Stables	Community space with café, exhibitions and workshops

City of Darebin

Venue	Key Features
Darebin Arts Centre	385 seat theatre. Fly-tower, orchestra pit projector, lighting rig and sound system. Multi-purpose rooms and 2 exhibition/multi-purpose spaces of varying capacity and size. Spaces ranging from 60 – 400 capacity. Can be set up as a performance space or functions. Commercial kitchen for hire by community groups
Northcote Town Hall	Seven rooms are available for hire as well as two studio spaces and the refurbished Main Hall. Capacity for 300. Rooftop space Many of the rooms are multipurpose and can suit a range of events, functions, conferences and meetings. Audio/visual equipment, catering equipment and kitchen usage is also available for hire for groups using the venue. Performances, rehearsals and events including conferences, film festivals, music festivals, award nights, art exhibitions, theatre performances, theatre rehearsals, school productions and concerts and, Function Hire
Bundoora Homestead Arts Centre	Built in 1899, Bundoora Homestead Queen Anne style Federation mansion operating as a historic house, art gallery and café, registered by Heritage Victoria and certified by the National Trust. Is the public art gallery for the City of Darebin hosting contemporary visual arts and craft exhibitions, a public education program including artist talks, workshops and events, a community access gallery, and the biennial Darebin Art Prize.

Appendix 7: Benchmarking - Arts and Cultural Facilities Provision Hierarchy

Cities of Hume, Melton, Casey and Wyndham arts and cultural facilities provision and hierarchy comparison

LGA	Level 1	Level 2	Level 3	Level 4	Level 5
Hume City²⁴	Local Less than 8,000 residents 400m walkable 10-minute walk Highly visible and accessible. Local focus. Serve catchments where all residents can access the facility on foot. Smaller facilities delivering local community activities, programs and sessional service. Are existing facilities within established areas. No new ones are built. It is not a preferred model within changing or growth areas.	Neighbourhood Up to 8,000 - 12,000 population (500 households) 1km walkable. 10-12-minute walk. Flexible and multi- functional Community Centre - up to 1,000 – 1,800m ² in size. Provides range of rooms and spaces for Council and non-Council. Serves direct neighbourhood, programmed and activated based on current community need for health and wellbeing opportunities. Can be new, renewed or replaced facilities.	District 1,500 - 3,000 households or 1: 13,000 – 20,000 5km /10-15 minute drive/ time. Accessible via multiple modes of transport. Incorporates a range of integrated Community facilities and spaces for services and activities. Designed to be adaptable to respond to communities' changing needs. Can be new, renewed or replaced facilities.	Regional/Other Arts and culture facilities per 100,000 population. 10-20km /45-minute drive /time. This category includes major community centres, gathering spaces for events and celebrations. Including, performing and visual art facilities: large auditoriums/theatres (upwards of 300- 400 seats), exhibition spaces, function rooms, rehearsal areas, studio and administration spaces. Located within a metropolitan and aspiring to metropolitan activity centres and public transport nodes. Land Area requirements: Based on community need and evidence. Provision services a large population and geographical area and will vary, based on community need. Catchment is according to facilities function Performing Arts - 1 facility per municipality.	
City of Melton²⁵	The lowest level of community infrastructure that caters to a service <ul style="list-style-type: none"> > catchment of up to 10,000 residents primarily through community > centres and district-level sports facilities. 	The middle level of community infrastructure that caters to a service <ul style="list-style-type: none"> > catchment of up to 20,000 residents primarily through larger > community centres. 	The largest level of community infrastructure that caters to a service catchment of up to 60,000 residents. Infrastructure takes the form of facilities for specific cohorts eg. youth, seniors and can include libraries, civic centres and large/regional leisure and recreation facilities.		

²⁴ Source: City of Hume draft Community Infrastructure Plan.

²⁵ Source: City of Melton Community Infrastructure Plan 2021 - 2040

LGA	Level 1	Level 2	Level 3	Level 4	Level 5
City of Casey ²⁶	Local Up to 10,000 residents Family and Community Centre – including kindergarten rooms, maternal and child health consulting rooms and multi-purpose, inter-generational community spaces.	Local Up to 20,000 residents. Integrated community facility – including Neighbourhood House and Community Learning Centre space and multi-purpose community space; services may vary depending on the needs of the community and may include community services such as maternal and child health, and youth, arts and social support space and co-working space for small business.	Sub-regional Up to 45,000 residents Integrated community facility – including larger Neighbourhood House and Community Learning Centre space with training capacity, large hall and other multi-purpose, inter-generational community space; may include Library, Customer Service Centre, Youth information Centre.	Sub-regional Casey-wide and attracts some other residents Casey Safety Village – including road safety education centre and Country Fire Authority learning centre.	Regional Attracts many residents beyond Casey Bunjil Place – including regional theatre, studio, regional art gallery, function centre, community library and meeting rooms, and civic centre and Council Offices.
City of Wyndham ²⁷	Local Up to 10,000 residents. Level 1 Council Community Centre/Early Years Facility. Includes kindergarten rooms, maternal and child health consulting rooms and multi-purpose, inter-generational community spaces.	District Between 10 and 30,000 residents Level 2 Community Centres/Early Year Facility/Neighbourhood Houses.	Low sub-municipal Between 30 and 60,000 residents Community Arts Centres.	High sub-municipal Between 60,000 and 200,000 residents Aquatic Leisure Centres	Municipal/Regional Between 200,000 and 500,000 people Highest order Performing Arts Facility

²⁶ Source: City of Casey Community Facilities Plan

²⁷ Source: Wyndham Social Infrastructure Planning Framework 2040 (updated 2012)

Appendix 8: Population forecasts and growth by Precinct

The table below (using Hume City Forecast.id area population projections) provides an indicative view of the growth of key population catchments attached with the 13 municipal precincts.

Precinct	Suburbs	2021	2026	2031	2036	2041
1. Sunbury - Rural		1,245	1,490	1,953	2,552	3,224
	TOTALS:	1,245	1,490	1,953	2,552	3,224
2. Lancefield Road		5,924	7,091	9,295	12,144	15,346
	TOTALS:	5,924	7,091	9,295	12,144	15,346
3. Sunbury Central		29,909	35,804	46,928	61,315	77,481
	TOTALS:	29,909	35,804	46,928	61,315	77,481
4. Redstone Hill		3,859	4,620	6,055	7,912	9,998
	TOTALS:	3,859	4,620	6,055	7,912	9,998
5. Rural/ Greenwedge	Clarkfield					
	Wildwood					
	Diggers Rest					
	Oakland Junction (Bulla rural)	1,543	1,527	2,011	2,389	2,344
	Yuroke (5% Greenvale)	1,110	1,298	1,455	1,590	1,662
	TOTALS:	2653	2825	3466	3979	4006
6. Greenvale	Greenvale w/ OakJ&Yur (95%)	21,099	24,665	27,647	30,204	31,586
	TOTALS:	21,099	24,665	27,647	30,204	31,586
7. Valley	Tullamarine	7,252	7,489	7,553	7,573	7,606
	Attwood	3,575	3,451	3,368	3,328	3,321
	Westmeadows	6,851	7,174	7,417	7,608	7,807
	Gladstone Park	8,810	8,881	8,905	8,933	8,932
	TOTALS:	26,488	26,995	27,243	27,442	27,666
8. Broadmeadows	Broadmeadows	13,476	14,966	16,886	19,189	21,562
	Dallas	7,115	7,356	7,437	7,525	7,551
	Jacana	2,320	2,440	2,522	2,634	2,744
	Part of Coolaroo (66%)	2,339	2,449	2,482	2,532	2,601
	Meadow Heights (40%)	6,266	6,240	6,245	6,352	6,408
	TOTALS:	31,516	33,450	35,572	38,232	40,866
9. Roxburgh Park	Roxburgh Park	24,879	24,196	23,676	23,317	23,459
	Part of Meadow Heights (60%)	9,400	9,359	9,368	9,528	9,611
	Part of Coolaroo (34%)	1,205	1,261	1,278	1,304	1,340
	Part of Craigieburn (12%)	7,967	8,678	9,036	9,251	9,471
	TOTALS:	43,451	43,495	43,358	43,400	43,882
10. Upfield	Campbellfield/Somerton	5,694	5,780	5,901	6,067	6,208
	Part of Craigieburn (3%)	1,992	2,170	2,259	2,313	2,368
	TOTALS:	7,686	7,950	8,160	8,380	8,576
11. Craigieburn	Craigieburn (85%)	56,434	61,471	64,003	65,529	67,090
	Part of Yuroke	0	0	0	0	0
	Part of Mickleham (15%)	2,252	3,673	5,147	6,233	7,151
	TOTAL:	58,686	65,144	69,150	71,762	74,240
12. Merrifield	Mickleham (Merrifield Development) (85%)	12,759	20,813	29,165	35,319	40,520
	TOTALS:	12,759	20,813	29,165	35,319	40,520
13. Lockerbie	Kalkallo (res growth levels)	5,049	9,624	13,145	15,936	17,369
	Part of Mitchell Shire	0	0	0	0	0
	Part of City of Whittlesea	0	0	0	0	0
	TOTALS:	5,049	9,624	13,145	15,936	17,369

Precinct	Suburbs	2021	2026	2031	2036	2041
TOTAL HUME POPULATION		250,324	283,966	321,137	358,577	394,759

Appendix 9: Detailed Arts and Cultural Facility hierarchy descriptions

Arts and Cultural Facilities hierarchy descriptions

This section of the report describes in more detail, each level in the proposed arts and cultural facility hierarchy.

Neighbourhood Arts and Cultural Facilities

Neighbourhood (A) <i>Arts Creation Spaces</i>	Provision ratio: provided on the basis of 1 per 30,000 – 40,000 residents
	Facility hierarchy level: typically integrated into community facilities, halls and neighbourhood houses and could also be integrated into higher order facilities such as community arts hubs or a regional performing arts centre.
	Facility standard and use: Primarily cater for local neighbourhood catchments and would include multi-functional spaces with provision for basic arts requirements such as accessible for all abilities workshop spaces, washable floors/furniture, wet areas, sinks etc. They would provide for a range of community activities such as community art group meetings, classes, workshops and hobby and professional artists programs.
Neighbourhood (B) <i>Experience and Exhibition Spaces</i>	Provision ratio: provided on the basis of 1 per 50,000 residents
	Facility hierarchy level: typically integrated into community facilities, halls and neighbourhood houses and could also be integrated into higher order facilities such as community arts hubs or a regional performing arts centre.
	Facility standard and use: Primarily cater for local neighbourhood catchments and would include multi-functional spaces and meeting rooms with provision for accessible for all abilities flat floor studio space and support rooms, dressing rooms, mirror wall, dance barre, lighting grid, audience/gathering foyer area, office space and (potentially in Broadmeadows precinct) historical museum storage and display etc. They would provide for a range of community activities such as Dance classes, rehearsal and flexible performance, artist working space and creative development.

It is noted that Hume City already has an extensive network of facilities such as existing community centres, halls, etc. When planning for the development of new or redevelopment of existing facilities, basic amenities that support arts and cultural activities should be included at suitable locations wherever possible.

District Arts and Cultural Facilities

These are higher order, more Arts and Culture specific facilities than neighbourhood facilities.

District <i>Arts and Cultural Hubs</i>	Provision ratio: provided on the basis of 1 per 100,000 residents.
	Facility hierarchy level: typically integrated into other significant scale service facilities such as global learning centre/higher order community facilities but could also be standalone facilities
	Facility standard and use: facilities that provide function specific arts and cultural amenity such as for performance, rehearsal, exhibitions, makers-spaces, etc. They would cater for community and professional arts practice and would principally support, attract and service people from within

	<p>Hume City.</p> <p>They might include facilities such as:</p> <ul style="list-style-type: none"> > Smaller flexible performance (up to approx. 200- 300 seats) and/or rehearsal space. > Artist studios. > Workshop and makers spaces, collaborative workshops. > Quality access exhibition spaces.
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Regional Arts and Cultural Facility

<p>Regional <i>Performing and/or Visual Arts and Cultural Centre</i></p>	<p>Provision ratio: provided once the population of reaches 300,000 residents</p>
	<p>Facility hierarchy level: a regional arts and cultural facilities serving a regional catchment, that extends beyond the Hume City municipal boundary.</p> <p>Examples of this type of facility are Bunjil Place Narre Warren, Frankston Arts Centre, Clocktower Centre Moonee Ponds.</p>
	<p>Facility standard and use: a destination and potentially iconic design. It would cater for a range of arts and cultural programs ranging from professional touring productions and exhibitions, festivals, etc. through to some community-based organisations and schools.</p> <p>The quality of the fixtures and fittings would be of a very high standard.</p> <p>Facilities of standard may include:</p> <ul style="list-style-type: none"> > 500-600 seat performance space/theatre. > Large, flexible indoor gathering/town hall, events/function space. > Rehearsal space. > Artist studios. > Makers spaces. > High quality gallery/exhibition space. > Café and/or retail space.

Appendix 10: Arts and Cultural Facility provision ratio assumptions

Neighbourhood

A. Neighbourhood Arts Creation Spaces:

The basic level of arts and cultural facilities where local community can practice and participate in arts and cultural activity are Arts Creation Spaces. Provision of these is calculated using the formula of one arts and cultural facility per 30,000 – 40,000 residents.

The Hume City population forecast for 2022 is 257,921 and is forecast to grow to 394,760 by 2041²⁸ This would mean that Hume City currently requires 8.6 to 6.4 arts and cultural facilities.

By 2041, with a projected population of 394,760 residents, 13.2 to 9.9 arts and cultural facilities would be required to meet community access and participation need.

B. Neighbourhood Experience and Exhibition Space

The next level of arts and cultural facilities where local community can practice and participate in arts and cultural activity are Experience and Exhibition Spaces. Provision of these is calculated using the formula of one arts and cultural facility per 50,000 residents and would be integrated into the overall base level (i.e., 1 per 30-40,000 residents) of arts and cultural facilities.

With a population forecast for 2022 of 257,921, Hume City currently requires 5.2 of this level of arts and cultural facilities.

By 2041, with a projected population of 394,760 residents, 7.9 Experience and Exhibition facilities would be required to meet community access and participation need.

District

The provision ration for District level Creative Arts Hubs is one for every 100,000 residents. Provision of district level facilities would be integrated into the overall base level of arts and cultural facilities (i.e., 1 per 30-40,000 residents) of arts and cultural facilities.

This would mean for example that with a 2022 population of 257,921, 2.6 district level facilities would be required.

As the base ratio calls for a total of 6.4 to 8.6 facilities neighbourhood arts creation spaces and 5.2 neighbourhood experience and exhibition facilities (as prescribed in the hierarchy), 2.6 of these facilities would be a higher order District level facilities.

Regional

²⁸ <https://forecast.id.com.au/hume>

Provision of a regional cultural facility as a centre piece for a thriving, modern city will be required at a resident population level of 300,000 – 350,000. The role of the regional facility is much broader than the other categories. It involves:

- > Being a destination
- > Being an iconic venue bringing professional arts and cultural content to the municipality and surrounding region
- > Providing cultural development, capacity building and education
- > Engaging, supporting, developing and presenting local content, artists and groups

A regional facility is provided in addition to the baseline number of facilities calculated for Neighbourhood and District level facilities.

Based on current population projections, Hume City will require a **Regional** level Performing Arts Cultural Facility in approximately 10 years. This timing would lend itself to planning for the regional facility to commence now as industry experience suggest that securing the funding, design development and construction for a facility of this scale generally takes at least 7 to 10 years.

Appendix 11. Hume City Arts and Cultural Facilities Site Assessment Scorecard

Assess Criteria																													
Components																													
Score Options																													
1. *Emu Creek CC																													
2. *Wilhelmina CC																													
3. *Yellow Gum CC																													
4. *Sunbury West CC																													
5. Sunbury Community																													
6. Jacksons Hill Com Arts																													
7. *Harpers Creek CC																													
8. *Jacksons Hill CC																													
9. *Redstone Hill CC																													
10. Greenvale West CC																													
11. Tullamarine Community																													
12. Tullamarine Community																													
13. Gladstone Pk Senior C																													
14. Attwood House CC																													
15. *Valley Pk Community																													
16. Broadmeadows TH																													
17. HGLC-Broadmeadows																													
18. Broadmeadows Hist																													
19. Broadmeadows CAH - Fitzgerald																													
20. Lynda Blundell Sen C																													
21. Meadow Heights CC																													
22. The Homestead																													
23. Rox Park Yth&Rec Centre																													
24. Cathouse Theatre																													
25. *CM/CS – Bluebell Way																													
26. Craigieburn Youth Centre																													
27. Splash Aquatic Centre																													
28. Aitken Community																													
29. Craigieburn Guide Hall																													
30. HGLC Craigieburn																													
31. *The Bridges CC																													
32. *Mickleham NthCC																													
33. *Merrifield TC CCAH																													
34. *Kalkallo Nth CC																													
35. *Regional PAC-Cloverton																													
Precinct:																													
Level:																													
TOTAL:																													
Strategic planning and development																													

Assess Criteria	Components	Score Options	1. *Emu Creek CC	2. *Wilhelmina CC	3. *Yellow Gum CC	4. *Sunbury West CC	5. Sunbury Community	6. Jacksons Hill Com Arts	7. *Harpers Creek CC	8. *Jacksons Hill CC	9. *Redstone Hill CC	10. Greenvale West CC	11. Tullamarine Community	12. Tullamarine Community	13. Gladstone Pk Senior C	14. Attwood House CC	15. *Valley Pk Community	16. Broadmeadows TH	17. HGLC-Broadmeadows	18. Broadmeadows Hist	19. Broadmeadows CAH - Broadmeadows	20. Lynda Blundell Sen C	21. Meadow Heights CC	22. The Homestead	23. Rox Park Yth&Rec Centre	24. Cathouse Theatre	25. *CM/CS - Bluebell Way	26. Craigieburn Youth Centre	27. Splash Aquatic Centre	28. Aitken Community	29. Craigieburn Guide Hall	30. HGLC Craigieburn	31. *The Bridges CC	32. *Mickleham NthCC	33. *Merrifield TC CCAH	34. *Kalkallo Nth CC	35. *Regional PAC-Cloverton
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	7	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	11	12	12	13	13
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R
	4. Is the site a greenfield site with a development timetable in place that fits with the required timing for development of an Arts and Cultural Facility?	5 to 0	5	5	5	5	0	4	5	5	5	0	0	0	0	0	5	0	0	0	0	0	0	0	0	5	0	0	0	0	0	4	5	5	5	5	5
	5. Is the site occupied by an existing facility that could be considered for repurposing and/or extension as an Arts and Cultural Facility?	5 to 0	0	0	0	0	3	5	0	0	0	4	3	2	3	2	0	3	4	3	5	3	3	3	3	0	0	3	2	2	2	5	0	0	0	0	0
	6. Will development on this site impact or impede any commercial development potential on either other portions of this site or on nearby sites now or in the future?	5 to 0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	7. Would development on this site be likely to increase the	5 to	5	5	5	5	5	1	5	5	5	4	3	3	3	3	5	3	3	3	3	3	3	3	3	5	3	3	3	3	3	3	5	5	5	5	5

Assess Criteria	Components	Score Options	1 *Emu Creek CC	2 *Wilhelmina CC	3 *Yellow Gum CC	4 *Sunbury West CC	5 Sunbury Community	6 Jacksons Hill Com Arts	7 *Harpers Creek CC	8 *Jacksons Hill CC	9 *Redstone Hill CC	10 Greenvale West CC	11 Tullamarine Community	12 Tullamarine Community	13 Gladstone Pk Senior C	14 Attwood House CC	15 *Valley Pk Community	16 Broadmeadows TH	17 HGLC-Broadmeadows	18 Broadmeadows Hist	19 Broadmeadows CAH - Flemington	20 Lynda Blundell Sen C	21 Meadow Heights CC	22 The Homestead	23 Rox Park Yth&Rec Centre	24 Cathouse Theatre	25 *CM/GS – Bluebell Way	26 Craigieburn Youth Centre	27 Splash Aquatic Centre	28 Aitken Community	29 Craigieburn Guide Hall	30 HGLC Craigieburn	31 *The Bridges CC	32 *Mickleham NthCC	33 *Merrifield TC CCAH	34 *Kalkallo Nth CC	35 *Regional IPAC-Cloverton
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	7	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	12	12	13	13	
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R	
	capital cost? (Are there any known factors associated with the site that could increase development capital cost?)	000																																			
Accessibility	8. Is the site easy to get to by car?	5 to 0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	
	9. Is/will the site easy to get to via public transport or by foot?	5 to 0	1	5	5	2	4	3	4	2	2	5	4	4	2	2	3	4	4	4	4	3	2	2	3	0	1	4	4	2	2	4	3	3	3	3	3
	10. Will it be possible for pedestrian movement within the site and its surrounds to be easy and safe?	5 to 0	5	5	5	4	4	5	5	5	4	3	5	3	3	4	5	4	4	4	5	4	4	4	1	2	4	4	4	4	4	4	3	4	3	3	4
	11. Does the site facilitate best (easiest transfer) access from surrounding road network?	5 to 0	4	5	5	3	4	5	4	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	1	4	4	4	4	4	4	5	4	4	4	4	5
Catchmen	12. Is the site located within an existing or planned activity centre?	5 to	5	3	5	4	4	5	5	5	4	3	3	3	2	2	3	5	5	3	3	3	3	2	3	0	1	3	3	2	2	5	3	2	3	3	5

Assess Criteria	Components	Score Options	*Emu Creek CC	*Wilhelmina CC	*Yellow Gum CC	*Sunbury West CC	Sunbury Community	Jacksons Hill Com Arts	*Harpers Creek CC	*Jacksons Hill CC	*Redstone Hill CC	Greenvale West CC	Tullamarine Community	Tullamarine Community	Gladstone Pk Senior C	Attwood House CC	*Valley Pk Community	Broadmeadows TH	HGLC-Broadmeadows	Broadmeadows Hist	Broadmeadows CAH - Fitzroy	Lynda Blundell Sen C	Meadow Heights CC	The Homestead	Rox Park Yth&Rec Centre	Cathouse Theatre	*CM/CS – Bluebell Way	Craigieburn Youth Centre	Splash Aquatic Centre	Aitken Community	Craigieburn Guide Hall	HGLC Craigieburn	*The Bridges CC	*Mickleham NthCC	*Merrifield TC CCAH	*Kalkallo Nth CC	*Regional PAC-Cloverton	
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	7	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	11	12	12	13	13	
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R	
		0 0																																				
	13. Does the site have the potential for co-location with other services?	5 to 0	5	3	5	4	3	5	5	5	3	5	5	3	3	3	3	5	5	4	5	4	4	4	4	1	3	3	3	3	3	3	5	3	3	4	4	5
	14. Is the location close to passing people traffic (now or at an acceptable time in the future)?	5 to 0	5	5	5	2	4	3	5	5	4	3	3	3	2	2	3	4	5	3	4	3	3	3	3	0	3	3	3	2	2	2	5	4	3	5	3	5
	15. Is the location close to local schools (now or at an acceptable time in the future)?	5 to 0	5	5	4	1	1	4	5	4	5	5	2	3	2	2	2	4	4	4	4	4	3	3	5	0	3	1	1	2	2	2	3	3	3	4	4	4
	16. Is the location close to shops, offices, hotels, restaurants (now or at an acceptable time in the future)?	5 to 0	4	3	5	2	4	3	5	5	5	3	0	0	3	2	2	2	5	5	4	3	3	1	3	2	0	3	1	1	2	2	2	5	2	2	4	2
Site services	17. Are there services connected to the site OR it is scheduled/able to be connected within a timeframe that is	5 to 0	3	3	3	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	

Assess Criteria	Components	Score Options	1. *Emu Creek CC	2. *Wilhelmina CC	3. *Yellow Gum CC	4. *Sunbury West CC	5. Sunbury Community	6. Jacksons Hill Com Arts	7. *Harpers Creek CC	8. *Jacksons Hill CC	9. *Redstone Hill CC	10. Greenvale West CC	11. Tullamarine Community	12. Tullamarine Community	13. Gladstone Pk Senior C	14. Attwood House CC	15. *Valley Pk Community	16. Broadmeadows TH	17. HCLC-Broadmeadows	18. Broadmeadows Hist	19. Broadmeadows CAH - Filioz Park	20. Lynda Blundell Sen C	21. Meadow Heights CC	22. The Homestead	23. Rox Park Yth&Rec Centre	24. Cathouse Theatre	25. *CM/GS – Bluebell Way	26. Craigieburn Youth Centre	27. Splash Aquatic Centre	28. Aitken Community	29. Craigieburn Guide Hall	30. HGLC Craigieburn	31. *The Bridges CC	32. *Mickleham NthCC	33. *Merrifield TC CCAH	34. *Kalkallo Nth CC	35. *Regional PAC-Cloverton	
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	7	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	12	12	13	13		
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R	
	conductive to the development of an Arts and Cultural Facility																																					
	18. Is there an existing road network to or around the site OR one is scheduled/planned to be in place in a timeframe that is conducive to the development of an Arts and Cultural Facility	5 to 0	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	3	4	4	5	5	5	5	5	5	5	5	
Site capacity	19. Does the site have capacity to fit the proposed scale of facility?	5 to 0	4	4	5	4	3	5	5	5	3	3	4	3	3	3	1	3	3	3	5	3	3	3	4	1	3	3	3	3	3	3	5	5	4	5	4	5
	20. Is the site conducive to enabling design/development of interconnected indoor and outdoor activity spaces?	5 to 0	4	4	5	3	3	5	5	4	4	3	5	3	2	3	3	1	2	4	5	4	4	4	4	1	3	3	3	3	3	5	5	4	5	4	5	
	21. Does the site offer capacity to expand the	5 to 0	3	3	5	3	2	5	3	4	3	2	3	0	2	2	3	1	1	3	4	2	3	3	4	1	3	3	3	2	2	4	4	3	4	3	5	

Assess Criteria																																					
Components		Score Options	*Emu Creek CC	*Wilhelmina CC	*Yellow Gum CC	*Sunbury West CC	Sunbury Community	Jacksons Hill Com Arts	*Harpers Creek CC	*Jacksons Hill CC	*Redstone Hill CC	Greenvale West CC	Tullamarine Community	Tullamarine Community	Gladstone Pk Senior C	Attwood House CC	*Valley Pk Community	Broadmeadows TH	HGLC-Broadmeadows	Broadmeadows Hist	Broadmeadows CAH - Flemington	Lynda Blundell Sen C	Meadow Heights CC	The Homestead	Rox Park Yth&Rec Centre	Cathouse Theatre	*CM/GS – Bluebell Way	Craigieburn Youth Centre	Splash Aquatic Centre	Aitken Community	Craigieburn Guide Hall	HGLC Craigieburn	*The Bridges CC	*Mickleham NthCC	*Merrifield TC CCAH	*Kalkallo Nth CC	*Regional PAC-Cloverton
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	7	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	12	12	13	13	
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R
Ownership & Management	facilities in the future if required?	00																																			
	22. Does development on this site offer good opportunities to inter-connect to adjacent sites/other parts of the precinct	5 to 0	4	4	5	3	3	5	4	4	4	2	4	2	2	2	3	3	4	3	4	3	3	3	4	1	3	3	3	2	2	4	3	3	4	3	5
	23. Does Council own this site?	5 to 0	0	0	0	0	5	3	0	0	0	0	5	5	5	5	5	5	5	5	0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	24. Would the manager of this site be supportive of inclusion/development of an A&C facility?	5 to 0	5	5	5	5	4	5	5	5	5	3	5	3	3	3	4	3	4	3	4	3	3	3	4	1	3	3	3	3	3	5	5	4	3	3	5
	25. If the site isn't owned by Council, is the site identified to be purchased by Council for community use?	5 to 0	5	5	5	5	0	5	5	5	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	26. Are there likely to be impediments to purchasing/ accessing the site	5 to 0	5	5	5	5	5	3	5	5	5	0	5	5	5	5	5	5	5	5	3	3	5	5	5	0	3	3	3	5	5	5	5	3	5	3	5

Assess Criteria	Components	Score Options	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
	Precinct:		2	2	2	3	3	4	4	4	4	6	7	7	7	7	8	8	8	8	8	8	9	9	9	10	11	11	11	11	11	11	11	12	12	13	13
	Level:		N	N	N	N	N	D	N	N	N	N	N	N	N	N	N	N/D	N	D	N	N	N	N	N	D	N	N	N	N	N	D/R	N	N	D	N	R
	30. Would development on this site be likely to cause positive impact to local traders?	5 to 0	5	4	5	3	4	3	5	5	5	1	1	1	1	1	3	3	3	2	1	1	1	1	0	1	1	1	1	1	5	1	2	4	1	5	
Capital cost impacts	31. Are there any known factors associated with the site (eg? topography, former waste site, extensive renovation and redesign of existing facility etc.) that could increase the cost of capital development	5 to 0	5	5	5	5	5	3	4	4	2	3	3	3	3	3	3	3	3	3	3	3	3	4	1	3	3	3	3	3	5	4	3	5	3	5	
	TOTAL:	155	130	129	140	114	107	132	138	135	124	99	107	90	95	91	105	110	121	113	114	104	104	105	111	47	97	100	97	91	91	140	121	112	123	112	135

Key: **5 to 0** enables score to reflect 'degree' to which the answer is positive/beneficial or which of the site options is best. - 5 is best/most beneficial and 0 is not good/not beneficial.

* = Proposed New Facility
 CC = Community Centre
 CAH = Creative Arts Hub
 CM/GS = Comm Meeting/Gathering Space
 MAC = Major Activity Centre
 NH = Neighbourhood House
 TC = Town Centre
 Y&RC = Youth & Recreation Centre

HumeLink

Hume City Council's
multilingual telephone information service.
General enquiries: Telephone 9205 2200

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