

## Geelong Gallery expansion — Statement of ambition

Following a **City of Greater Geelong Council** meeting on Tuesday 24 July, Council has announced it has taken the first step in a proposal to move out of the circa 1855 Geelong Town Hall. Council has initiated the process to obtain a new building that will consolidate the organisation's operations in the city centre. The proposed move leaves both the Town Hall on Gheringhap St and the City's Conference Centre located on Little Malop Street (neighbouring the Gallery) potentially free for renewed use.

The **Arts & Culture Precinct Masterplan** proposes cultural facilities that can better serve the community including a potential Gallery redevelopment and expansion into adjoining buildings. Geelong Gallery Board and Management are ready to take a leadership role in this process reflecting not only the Arts & Culture Precinct Masterplan but more broadly, the **Revitalising Central Geelong Action Plan** and the positioning of Geelong as a *Clever and Creative City*.

Geelong Gallery's ambition to contribute more to Geelong's *clever and creative* economic and cultural renewal is seriously restricted by a lack of adequate space, limiting display of, access to, and storage of the great riches of the collection owned by the people of Geelong.

Expanded facilities will embed drawcard exhibitions and significant economic outcomes for the City as our core business. The expansion of Geelong Gallery premises would complement the recent developments and improvements in the arts precinct, including the Geelong Library & Heritage Centre and current GPAC redevelopment.

**Jason Smith**, Director and CEO, Geelong Gallery says 'We have a strong interest in expanding into the City Hall building in a manner that honours the building's past, provides for the continuation of City Hall's historical function as a social and ceremonial place, whilst realising its potential as a grand exhibition space and a leading 21st century cultural facility.'

Geelong Gallery is proving its value as a major cultural tourism attractor for the city and the region with the recent sophisticated, audience-focussed delivery of major exhibitions including *Arthur Streeton in the Western District*; *Fred Williams in the You Yangs*, the 2017 Archibald Prize, the upcoming 2018 Archibald Prize and National Gallery of Australia's *Sidney Nolan's Kelly series* to be presented in March 2019.

There is widespread support from the community for the Gallery's expansion. **1,290** surveys were completed as part of a Business Case in 2014 which resulted in **98.6%** of respondents rating the expansion as important or very important, and **98.9%** agreeing that the Geelong Gallery plays an absolutely vital role in the City's cultural wellbeing.

**Great cities all have great galleries and here is a once in a lifetime opportunity to create a truly great gallery in Geelong.**

**Have your say and endorse the City's proposal to vacate City Hall and relocate:**

[www.geelongaustralia.com.au/yoursay/](http://www.geelongaustralia.com.au/yoursay/)

Submissions close Friday 28 August.



Photographer: Cormac Hanrahan

## Geelong Gallery: background in brief

Geelong Gallery was established in 1896 and is an independent incorporated entity governed by a Board of Directors. The Gallery's core business of exhibitions, learning, and community engagement require the support of streamlined, strategically focused funding and commercial operations streams. The Gallery receives annual operational funding from the City of Greater Geelong which is allocated under the terms of a Triennial Funding Agreement. Additionally, the Gallery currently receives annual funding under the terms of a multi-year funding agreement with Creative Victoria through its Regional Partnerships Program. Gallery operations are further supported by commercial operations, Geelong Gallery Foundation income, and a range of sponsorship agreements.

The Gallery holds a magnificent collection of 19th, 20th and 21st century Australian and European painting, sculpture, printmaking, photography and decorative arts. The historical collection has been developed with a special focus on early images of the Geelong region, the exemplar of which is Eugene von Guérard's 1856 masterpiece *View of Geelong*. The Gallery's outstanding collection includes many works of national significance such as Frederick McCubbin's *A bush burial* (1890).

**Vision:** That Geelong Gallery has a regional and national reputation for the excellence, imagination and relevance of its collection and programs

**Mission:** Geelong Gallery aims to contribute to the life and well-being of the city by operating the best regional gallery in Australia, with strong community engagement based on the excellence of its collection, its creative lifelong learning experiences and innovative exhibitions.

**Strategic pillars:** Geelong Gallery aims to be impactful through three pillars:

- to deliver artistic and cultural advancement for the community thus making Geelong a more liveable City;
- to bring economic benefit to the region through tourism arising from its exhibitions and events; and
- to provide a life-long and inclusive learning for everyone.

These strategic pillars effectively encapsulate all areas of the Gallery's business operations and commitment to community engagement. They are designed to raise the profile of the Gallery; to broaden its reach; to deepen its influence; and to assert its relevance to local, state and national communities. These pillars also focus attention on the necessity to assert our capability to government and funding stakeholders to secure their support of our capacity-building ambitions.

### Geelong Gallery 2017–18 at a glance

- **116,940** 2017–18 visitation
- **19** exhibitions presented
- **2** student exhibitions
- **5,797** education and community group visitors
- **9,454** people participated in public programs

### Geelong Gallery Board

Terry Wills Cooke, President  
Gerard Mullaly, Vice President  
Kathy Timmins, Hon. Secretary  
Barry Fagg, Hon. Treasurer  
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