



A.C.T. LEGISLATIVE  
ASSEMBLY  
COMMITTEE OFFICE

EXHIBIT 2

DATE RECEIVED 12/06/14

INQUIRY 25/11/2014

BELCONNEN ARTS CENTRE

# Stage 2 Belconnen Arts Centre Community Cultural Growth & Urban Renewal

# Presentation Overview



BELCONNEN ARTS CENTRE

- Benefits & Economic Impact of Arts Centres
- Case Studies – Salamanca Place Arts Centre Hobart & Wangaratta Performing Arts Centre
- Positive Impacts of Stage 2 Belconnen Arts Centre
- Demand Drivers in North Canberra Region
- Stage 2 Belconnen Arts Centre Design Overview

# Benefits & Economic Impact of Cultural Facilities



Cultural facilities provide important benefits including entertainment, social inclusion, community building, personal inspiration.

Examples of economic impact include:

- Employment in artistic content creation, maintenance and management of cultural facilities etc.
- A positive contribution to urban amenity & property values
- Increased visitation to region
- Economic spin-off of cultural activities, leisure & tourism

# Case Study - Impact of Cultural Facilities

## Salamanca Arts Centre Hobart



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# Case Study - Impact of Cultural Facilities

## Salamanca Arts Centre Hobart



- Report “Economic & Social Values of the Salamanca Arts Centre”
- Forward by highly regarded Economist Saul Eastlake and former Chair Tasmanian Arts Advisory Board who quotes John Maynard Keynes
  - “*The civilising arts...use up an infinitesimal quantity of materials in relation to their importance in the national life and the comfort they can give to the individual spirit*”
- New approach adopting latest benefit cost analysis techniques which quantified economic, social and cultural value



# Case Study - Impact of Cultural Facilities

## Salamanca Arts Centre Hobart



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- Report quantified SAC economic, social and cultural value
- SAC value conservative estimate \$52.5 M 2011/12
- Significantly greater than previous price/economic estimates
- For \$1 invested by community \$3 returned
- Government invested \$3.1 M in SAC, returned \$2.4 M in tax
- Very high correlation between the willingness of non-SAC users to support the Centre and level of government subsidy

# Case Study - Impact of Cultural Facilities

## Wangaratta Performing Arts Centre

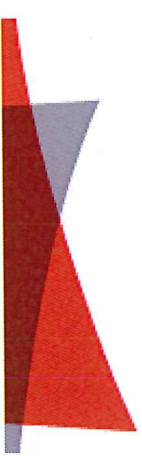
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# Case Study - Impact of Cultural Facilities

## Wangaratta Performing Arts Centre

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Opened 2009, 520 seats, cost \$8.5 M, provides theatre & conferences facilities

2013 economic impact study by Essential Economics found:

- Regional visitation up 5,200 per year & spending up by \$1.6 M
- Additional employment 19.5 FTE, 2.75 directly in facility
- Capital cost repaid by 2014 from economic activity
- \$1 operational subsidy generated \$1.80 (benefit cost ratio 1.8:1.)

Non-quantifiable economic benefits:

- Improved patronage to broader precinct
- significant volunteers equivalent of \$28,000 in wages.

# Positive Impact

## Stage 2 Belconnen Arts Centre



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### Construction Impact

- \$12 Million boost ACT construction industry
- Unique new live performance & function facility in Belconnen Town Centre to help drive urban renewal
- Improves Lake Ginninderra southern shore

### Operating Impact

- Additional 40 event weeks, 100 events
- 68 arts & cultural events, 32 civic & private functions
- Visitation (paid) up 50% from 40,000 to 65,000
- additional \$500,000 gross revenue; \$130,000 net operating revenue
- Wangaratta multiplier 1:1.8 - \$1.2 million benefit
- SAC Hobart multiplier - 1:3 – \$2.01 million benefit

# Demand Drivers For BAC Stage 2

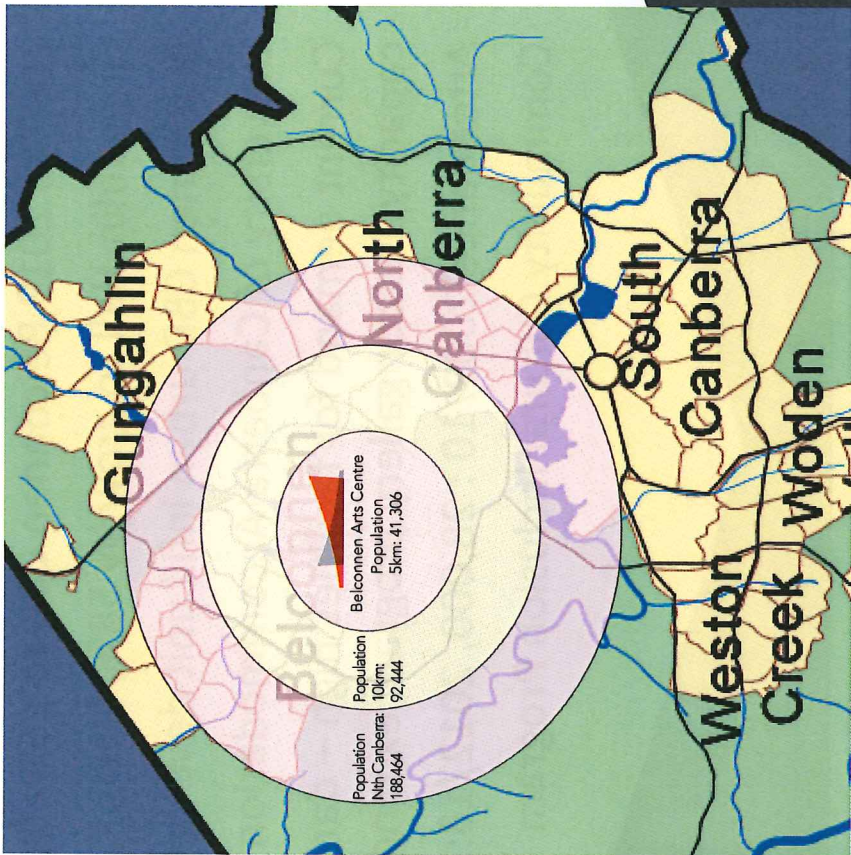


- 2007 to 2019 Belconnen CBD to grow by 7.3%
- Gungahlin-Hall to grow by 58%, North Canberra by 17.6%
- Belconnen CBD urban infill unit developments within 2km
- University of Canberra Accommodation plan 20,000
- Current demand for facilities high – dance studio close to capacity, indoor gallery program expanded to 3 spaces
- Attendance 2009/10 : 28,000, 2012/13: 40,000
- Community Cultural Inclusion Program

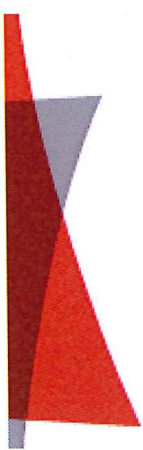
# Demand Drivers –Fraser Demographics



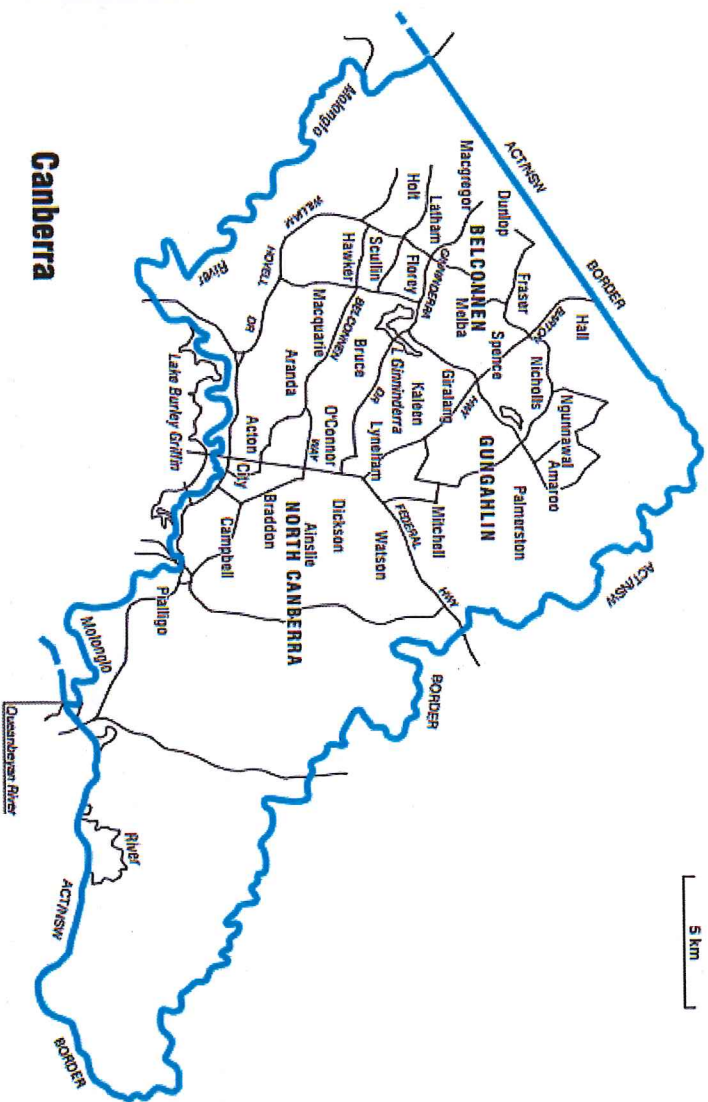
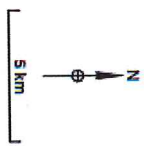
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# Demand Drivers For Stage 2



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Canberra

# Demand Drivers –Fraser Demographics



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|               | Australia  | Fraser  |        |
|---------------|------------|---------|--------|
| Age groups:   | 21,507,719 | 188,464 |        |
| 0-4 years     | 1,421,048  | 13,291  | 7.05%  |
| 5-14 years    | 2,722,973  | 21,514  | 11.42% |
| 15-25 years   | 2,866,473  | 31,422  | 16.67% |
| 25-45 years   | 6,030,034  | 63,755  | 33.83% |
| 45-55 years   | 5,454,908  | 22,401  | 11.89% |
| 55 plus years | 3,012,283  | 36,081  | 19.14% |

# Demand Drivers - Fraser Diversity

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|                          |         |        |
|--------------------------|---------|--------|
| Total Persons            | 188,464 |        |
| Total Indigenous         | 2,503   | 1.33%  |
| Birthplace:              |         |        |
| Australia                | 129,548 | 68.74% |
| Elsewhere(b)             | 49,436  | 26.23% |
| Language spoken at home: |         |        |
| English only             | 139,624 | 74.09% |
| Other language           | 40,103  | 21.28% |

# The Current Situation



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- \$300,000 allocated for feasibility and forward design
- Cox Architecture chosen to prepare designs
- Project includes an adaptable performance space with seating for up to 400 people
- Workshop spaces
- Cafe and community kitchen
- Outdoor performance space
- **Milestone - 27 March 2014** Cox Architecture deliver Final Sketch Plans and Cost Plan
- DA pending & Community Consultation on 17 June with BCC



## **Design Tender Detail**

- Expanded artist studio facilities
- Performance & Event Space
- Appropriate administration & volunteer facilities
- Additional Dance Studio
- Rehearsal Studio
- Display Foyer, café & community kitchen
- New Gallery in existing foyer



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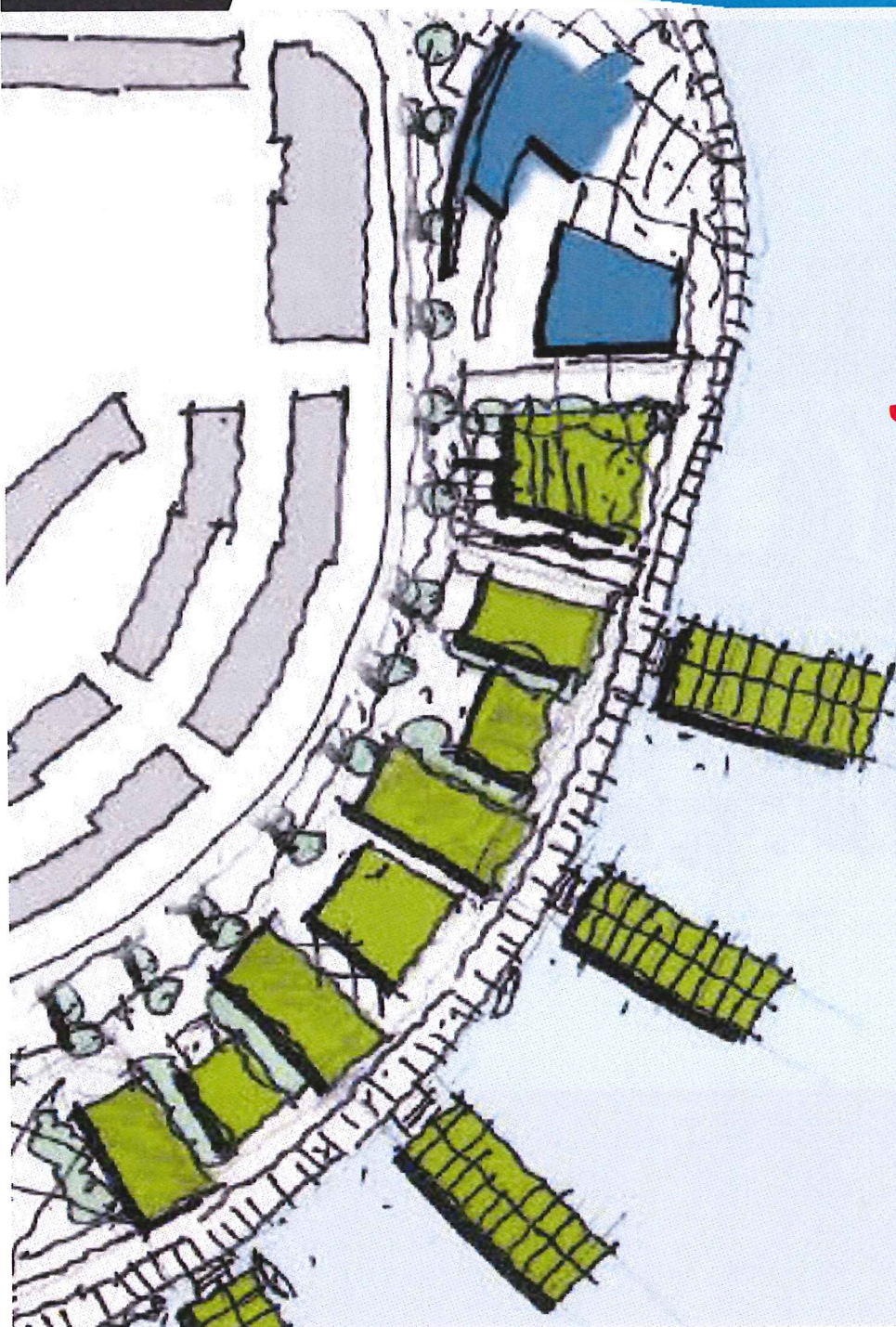
# BAC Inc. Programming Vision

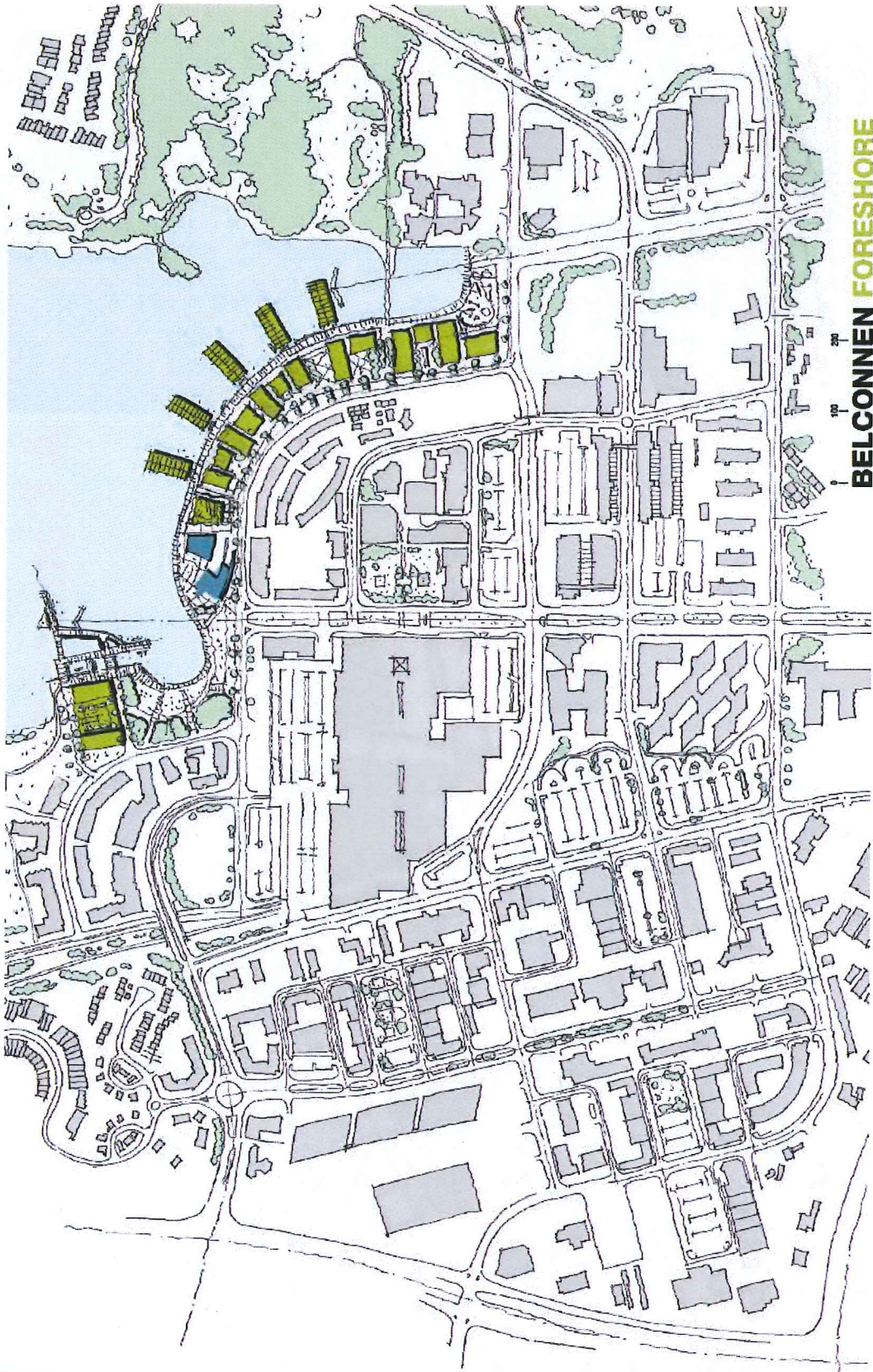


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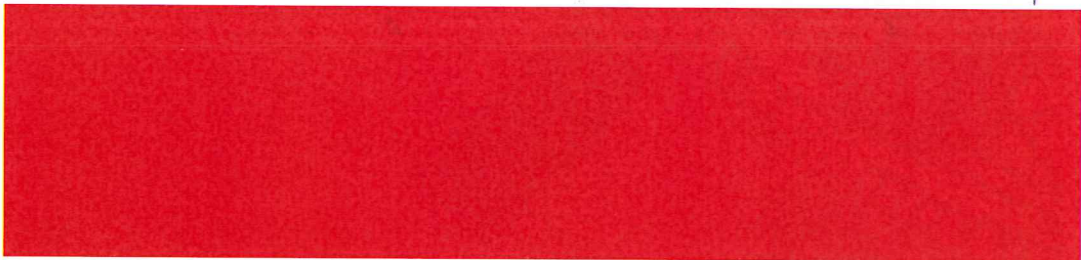
- Three forms of use:
  1. Community & commercial
  2. Independent & in house production
  3. Touring product
- Relative contribution from each use will vary over time
- Each form of use can be either hire or actively programmed
- Dance niche – growing & highly participative art form
- Proposed size and capacity retains low cost accessible operation
- Future proof viability – 20 plus years

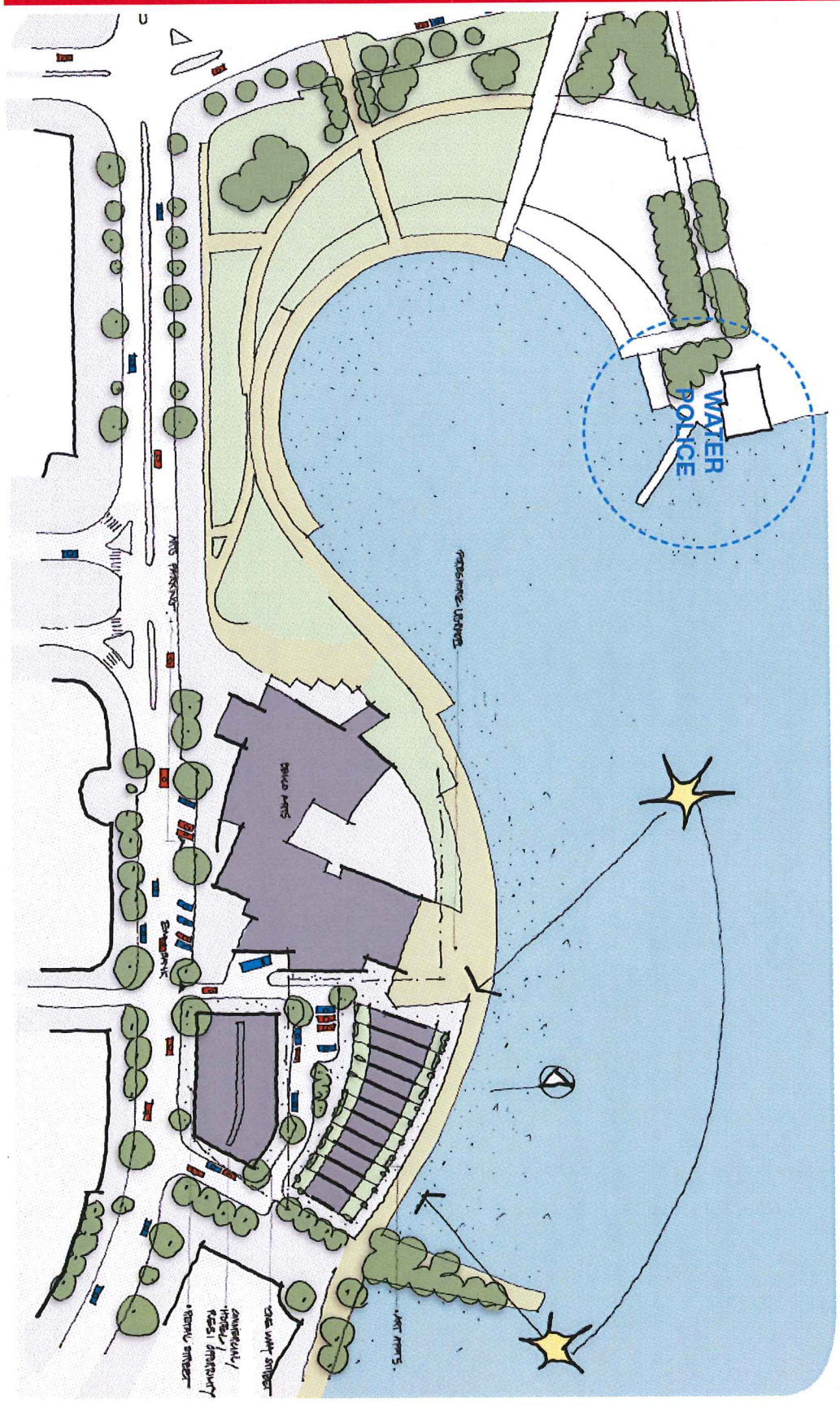
# A Community Cultural Precinct





**BELCONNEN FORESHORE**







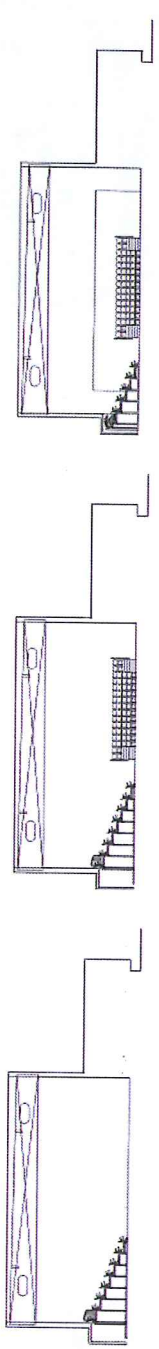
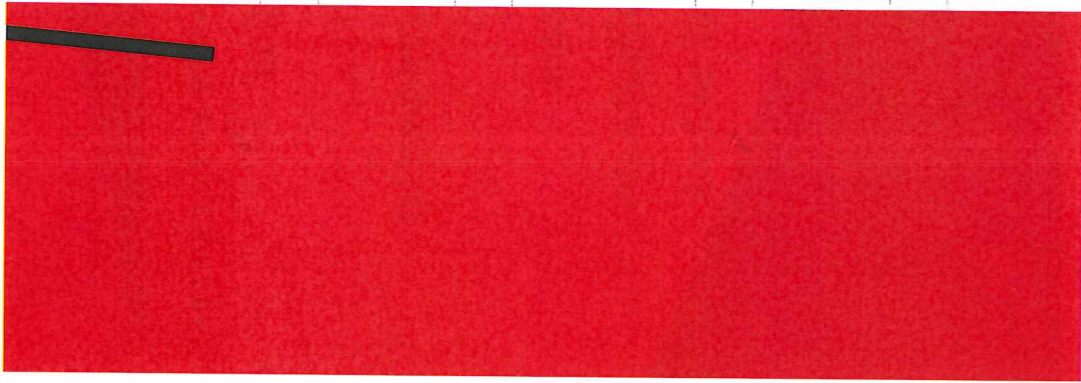


# Multi Purpose Auditoria

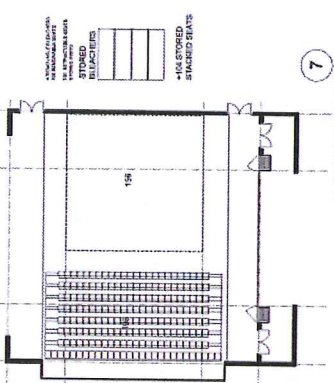


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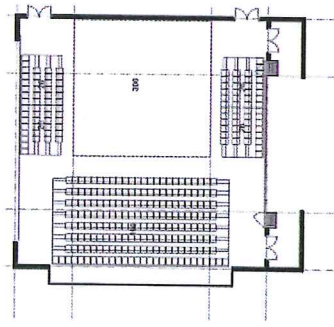
- Stunning Lake Side & Belconnen Town Centre Location
- Auditoria, function & event space key activity driver
- Flexible space offers variety of community uses & commercial potential
- Flexible space inspires imagination amongst producers
- Keep seating capacity below 400 for low cost reconfiguration
- Rehearsal studio to match performance space – back to back rehearsal then main auditoria production



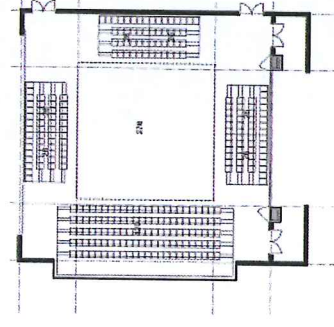
**OPTIONS WITH TIERED BLEACHER SEATING:**



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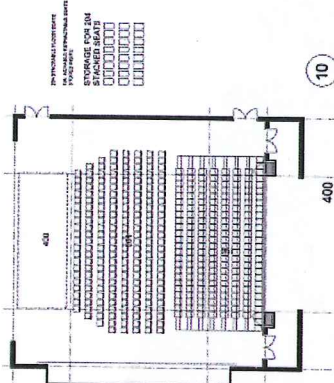


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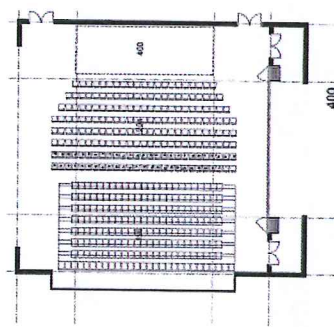


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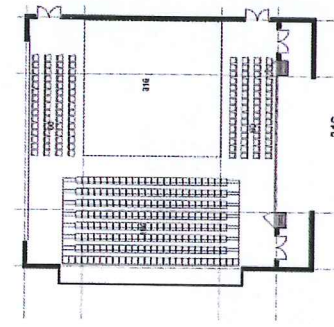
**OPTIONS WITH LOOSE FLOOR SEATING**



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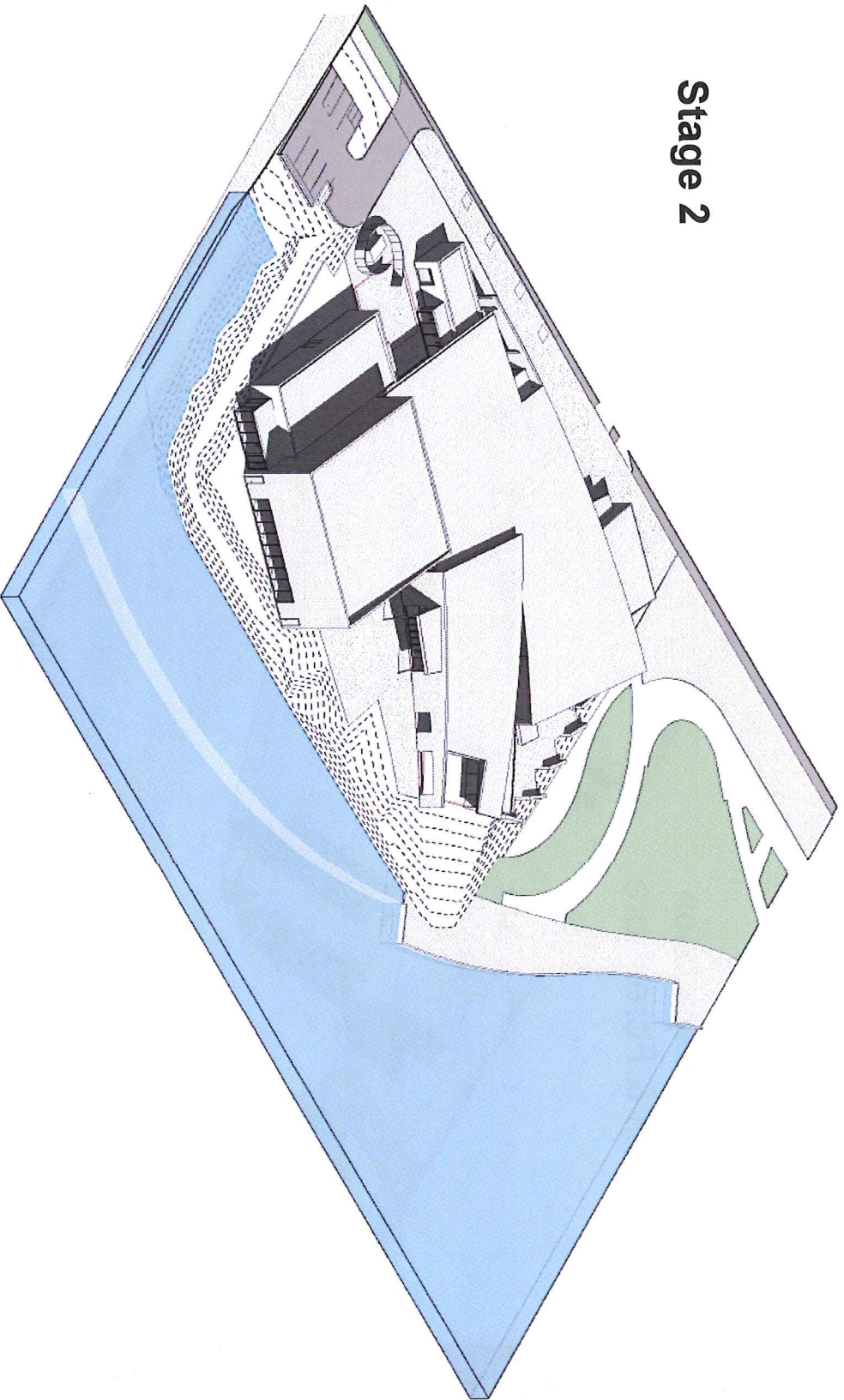
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# Stage 2



BELCONNEN ARTS CENTER STAGE 2  
COX

PSP 95.01  
02/05/14

ISOMETRIC

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**Stage 2 with  
Rehearsal Room  
Workshop Expansion  
Inlet infill & Foreshore**

