

Frequently Asked Questions New Hamilton Gallery

Construction

When will the project be completed?

It is expected that subject to funding the new Hamilton Gallery will open in July 2023.

The Building

What will be different about the new Hamilton Gallery?

The new Hamilton Gallery will have 2.5 times the display space of that of the current gallery and will also contain a rooftop bistro and lakeside café with world class views of the Grampians National Park. Floor space will increase from 462 square metres to 900 square metres and wall length increasing from 182 to 286 metres. Four dedicated spaces for permanent collection will increase to seven spaces.

The building itself will meet museum standards for collection display and storage (unlike the existing building) and will have a full range of energy saving features.

In addition, it will drive the opportunity for a sculpture trail around the lake, provide for guided floor talks and have venue hire capability for community meetings, foyer function and chamber music events, none of which are available in the current facility. It also allows for artist in residence and local festival related programs.

Background

What is the Business Case into a new art museum and why did we do it?

A business case is required to secure funding from State and Federal governments as well as philanthropists

What did the Report say?

The collection by head of population is the most valuable in regional Victoria being more than double the value of the next most valuable (city of Ballarat). This regionally significant collection that needs to be appropriately managed and marketed and this can be better achieved in a building and at a location that drives tourist visitation to Hamilton.

The Business case confirms we can increase interstate/international visitation tenfold from the current figures for people travelling along the Great Ocean Road and to the Grampians National Park.

There will be 314 indirect jobs created during construction plus further employment during the first years of operations. With the ABS indicating 4,638 employed people in Hamilton, these figures are significant (at 2016 Census there were 346 employed at Hospitals, the largest job sector in Hamilton)

What is it going to cost?

The project will cost \$62.3 million.

How is additional funding being sourced?

Council will be establishing a Foundation to enable charitable donations from the arts community and key philanthropists, similar to what occurred at Shepparton and other galleries around Australia. It is hoped that this contribution will exceed that of council, enabling a true partnership for delivery of this key infrastructure. Whilst the Foundation is being established funds can be directed to Council specifically for this new gallery utilising existing donor gift recipient status with the Australian Taxation Office.

We will also be seeking substantial Federal and State Government support, just as it occurred at Ararat, Shepparton and Horsham.

Why do we need a new Art Gallery in Hamilton? Why build a new building?

There has been little investment in the current gallery for 46 years, meaning that the current building asset is not being appropriately maintained.

The Art Gallery is widely appreciated in the community and with the recent announcement of Budj Bim Cultural Landscape being added to the World Heritage Site Register by UNESCO there is an increased opportunity to interpret our local indigenous history and the new gallery will be committed to respectfully telling this story.

There is limited capacity with the existing art gallery to embed art within the local educational curriculum. A new gallery would strength the opportunity for art to be a key contributor to local education, including the likely funding of an education officer to work with primary and secondary schools in the region.

There are lots of other issues in Southern Grampians Shire, why don't we spend the money on something else? Could the funds (federal, state and local government) to build a new gallery be diverted to other issues?

There must be a balance in the delivery of investment for all key community assets. Arts and culture is as important to our community just like other services and should be treated accordingly.

Council has a significant track record in investing in physical infrastructure, especially roads and with appropriate budget management can afford to deliver ongoing investment across all key service areas.

Why don't we leave things as they are?

We are already losing opportunities, including key travelling exhibitions and cannot run large events typical of Ballarat, Bendigo and Geelong galleries. Even smaller galleries in Ararat, Horsham and Warrnambool are making ongoing investments. Shepparton is investing heavily in the Arts. Southern Grampians Shire is being left behind.

The local economy We are also missing out on tourist visitation from those travelling from the Great Ocean Road to the Grampians National Park and this is reflected in low

occupancy rates, vacant shops and under-utilised capacity in restaurants. The economy shrank from \$945 million in 2016 to \$883 million in 2019. If we want to diversify our economy beyond agriculture, tap into tourist markets and grow the economy we need to have a bold vision built on our competitive advantage (the gallery collection).

With 90% of the current collection in permanent storage unable to be displayed, we owe the donors and the artists a more respectful acknowledgement of the collection. Visitors also deserve better experiences than they are currently being offered.

Were a range of site options considered?

There were 18 sites initially considered, which were then shortlisted to two proposed sites, being a Hamilton CBD site and a site at the southern end of Lake Hamilton. Only the Lake Hamilton site meets all selection criteria.

SITE SELECTION | AMENITY + EXPOSURE + PUBLIC SPACE

	Lake Southern Site	Civic Site Extended + Public Square	Civic Site Existing Carpark	Cox + Lonsd.
Exposure and prominence	●	●		●
Postcard / "iconic" stand-alone setting	●	●		
Sufficient landscape and open space for public events	●	●		
Space for gallery functional requirements	●	●	●	●
Good views from galleries and public interior spaces	●	●		●
Iconic views from restaurant / function centre	●			
Complimentary adjacent buildings and uses	●	●		

Does the Business case align with the Lake Hamilton masterplan?

Yes. Whilst there is further work required on the Ansett Museum and potentially other facilities in this area, the lake masterplan foreshadows the gallery being located in this area.

What will happen to the skate park?

It is expected that the skate park will be relocated to a suitable location subject to further consultation with the community

Who oversaw the feasibility project and the Business case

The project has been undertaken by Denton Corker Marshall and sub-consultants and comprises schematic design, floor plans, construction costings and a full business case.

Who was involved in the consultation?

Prior to the December 2018 resolution of Council, there was a number of community engagement sessions on this project. There will be further consultation as part of the fundraising and more detailed design aspects still to come. This may also include input into a design competition for the new gallery itself, where (like in Shepparton) residents can vote for their preferred design.

How will the new museum be run?

Council will run the facility as owner of the building, the land and the collection. There will however also be a foundation and friends of the Hamilton gallery who will assist the Director as required.

Is the business case in line with the council plan?

Yes it is. One of the Council Plan objectives is to have a healthy and vibrant community and a strategy aligned to this is to support and encourage participation in quality arts and cultural education, leisure, recreation and sporting opportunities. A new Hamilton Gallery will assist in meeting this objective.