

Draft Stakeholder Update



A New Hamilton Gallery



OVERVIEW

A new Hamilton Gallery as the catalyst for Hamilton to be the arts cultural hub of south western Victoria, with a design that is consistent with the quality of the collection, would be a key contributor to increased visitation to Hamilton and revitalisation of the regional economy.

BACKGROUND

Hamilton Gallery opened in the current premises in 1961 following a generous bequest in 1957 from local graziers Herbert and May Shaw. The bequest comprised 800 objects and £6,000 for the people of Hamilton to found a new gallery. The resulting collection now numbers over 9,000 objects.

The collection is valued at approximately \$23m (2017/18) and is the most valuable of all the regional collections in Victoria when measured per head of local regional city population (Hamilton Gallery \$2,300 per head compared to the next highest, Ballarat Art Gallery at \$1,140 per head).

The last redevelopment of the Gallery occurred in 1973. As a public arts facility, it is unable to present the collections to their best advantage and does not satisfy museum standards of practice in relation to display, conservation and storage of this valuable collection.



HG HAMILTON GALLERY

WHAT COUNCIL IS DOING

Council resolved in February 2017 to tender for master planning services and preparation of a world class concept for a new Hamilton Gallery.

Architect Denton Corker Marshall was successful and has completed site analysis and developed a concept design, along with cost estimates. The business case indicates the project is viable and will deliver significant community and economic benefits.

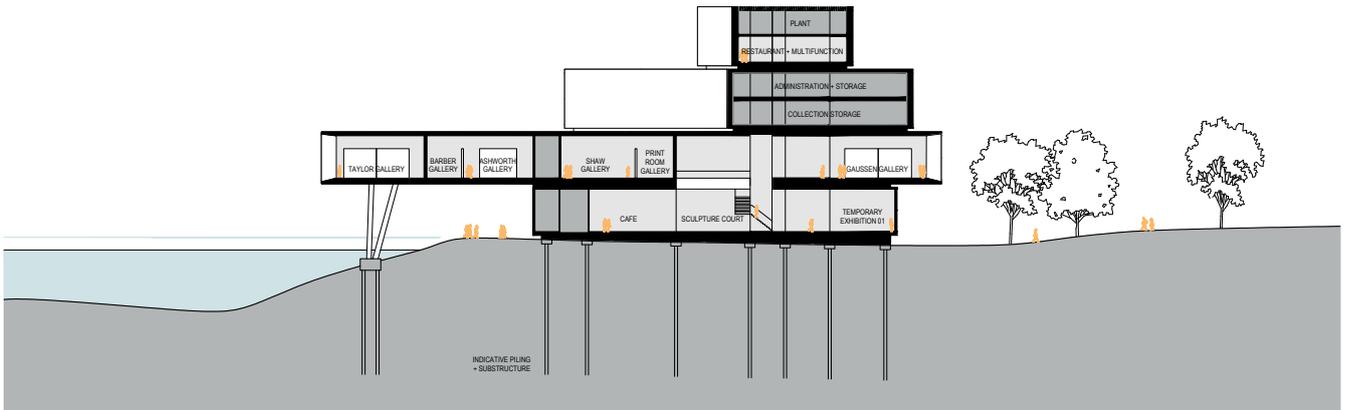
The Council is embarking upon the next phase of the project involving fund-raising activities including consultation with key stakeholders, philanthropists and government.



KEY FINDINGS

A New Hamilton Gallery located at Lake Hamilton will deliver social and economic benefits and achieve strategic objectives of the Shire:

- Hamilton would return to being recognised as an important Regional City Centre and destination, with arts cultural programs and infrastructure beyond comparison in the region;
- New infrastructure would meet latest art museum standards (collection display and storage) allowing increased access to and preservation of the permanent collection, and allow lending of notable works from other leading Australian and International art museums; and
- Hamilton would be able to capitalise on its rich arts assets and generate cultural heritage tourism related opportunities.



PROJECT OBJECTIVES

- Develop a museum building that demonstrates architectural leadership through innovative world class design;
- Create a new point of interest in Hamilton, linking Hamilton into the Great Southern Touring Route, completing the circuit of The Great Ocean Road, Budj Bim Cultural Landscape, new Hamilton Gallery and the Grampians;
- Provide a stand-alone facility that satisfies international museum standards for display, conservation and storage of collections;
- Create an art museum of such significance that it drives increased tourist visitation to Hamilton and builds overnight stays in Hamilton; and
- Engender local and regional community pride in Hamilton's rich cultural history and promote increased participation in related programs; and
- Deliver a design that is striking, in the same manner as the Grampians, contrasting the urban landscape of Hamilton and providing impetus for compatible developments in all areas of town planning and local public architecture.



TOURISM VISITATION OPPORTUNITY

The combination of visitation to the Grampians and to Warrnambool via the Great Ocean Road provide the Shire and Hamilton Gallery with a tourism opportunity of significant scale.

In 2017/18 a tourist population of 3.5m domestic and international visitors stayed a total of 4.6m nights within a 101km radius of Hamilton. However, with only 230,000 visitors annually to Hamilton, Hamilton is arguably, currently not providing visitors to the region with enough reasons to include a visit to Hamilton and this situation is reinforced by the Great Southern Touring Route by-passing Hamilton and nearby attractions.



Hinterland adventure: Grampians Peaks Trail



Budj Bim Cultural Landscape: World Heritage Listed July 2019



Coastal getaway: 12 Apostles and the Great Ocean Road

A New Hamilton Gallery would provide a world class experience that leverages the value of its collection, provides an integrated arts cultural program that recognises the importance of indigenous heritage in the region and adds to the many internationally significant visitor attractions in south west Victoria.

A New Hamilton Gallery will put Hamilton firmly on the arts cultural heritage tourism map.

VISITATION: transition from existing Hamilton Gallery to New Hamilton Gallery

Market Profile	Existing	Pre-opening		Post opening	
	2017/18	2022/23		2023/24	
Locals (Hamilton & SGS)	16,206	15,312	68.2%	18,556	24.0%
Regional Day Visitors	1,063	1,005	4.5%	9,846	12.7%
Students	1,732	1,637	7.3%	3,746	4.8%
Tourists (Intl Dom Mel Geel Ball overnight)	4,747	4,485	20.0%	45,128	58.4%
Total	23,748	22,439	100.0%	77,276	100.0%



A new narrative for Hamilton would be its pivotal role in completing the cultural heritage tourism loop through western Victoria and attracting visitation to and building a stronger economy in the region.

Additional GRP during construction of \$39.8m, and \$1.5m in first year of operation and \$2.2m in year 2.

489 additional jobs during construction and 17 new jobs in year 1 and 26 in year 2.

WHAT WILL BE DELIVERED

- A high-profile destination comprising the region’s valuable collection housed within iconic architecture on Lake Hamilton.
- 5,500sqm of gross building area (est. \$62.5m) that incorporates 1,220sqm of world class display spaces (more than 2.5 times existing primary display).
- Temperature and humidity controls to museum standards enabling loans from leading art museums, including 1,350sqm for storage and preservation of the collections.
- Visitor services including education programs, gallery shop, lakeside café and rooftop bistro.



BENEFITS: visitation to New Hamilton Gallery and income generated

Forecast period	Existing	Year 1	Year 2	Year 3	Year 4	Year
	FY18	FY24	FY25	FY26	FY27	FY28
Visitation ¹	23,748	77,276	98,775	83,226	114,549	96,594
Direct revenue from New HG	\$42,488	\$655,416	\$988,823	\$727,169	\$1,183,049	\$794,086
Touring visitor spend	\$629,157	\$7,800,125	\$10,838,138	\$8,711,625	\$11,835,518	\$9,513,312
Other consumer spend	\$74,300	\$752,133	\$968,304	\$829,227	\$929,959	\$788,284
Total income (benefits)	\$745,945	\$9,207,675	\$12,795,264	\$10,268,021	\$13,948,525	\$11,095,683

1. Major exhibition held every second year profiling significant collections from leading Australian and International art museums resulting in increased visitation every second year

HOW YOU CAN HELP

A project of this nature requires considerable financial support from all levels of government, the private sector and philanthropy.

Similar projects such as the new Shepparton Art Museum have been well supported by the Victorian and Commonwealth Governments as well as generous individual and business donors. Given the value of the Hamilton collection and greater access to regional tourism markets similar opportunities exist for a world class art museum in Hamilton.

Tax deductible donations can be made to the Hamilton Gallery Foundation, with the knowledge that every donation will hasten the delivery of this important project and deliver benefits to the Shire and its citizens.

THE FOUNDATION

Council has gift recipient registered status enabling donations to be tax deductible.

Given the scale of this project, Council has decided to establish a new fundraising entity that complies with requirements of the Register of Cultural Organisations for the specific purpose of raising funds for a new gallery. This entity will be a separate entity from Council and membership is likely to comprise philanthropists and those with expertise in the arts cultural sector and finance.

Membership of this entity will be finalised following further engagement with community.

For further information, please contact Andrew Goodsell – Director of Planning and Development on (03) 5573 0246