

The Vision

Transforming Hamilton Showgrounds into a dynamic, inclusive, and sustainable regional events hub.

Guiding Principles

Developing a masterplan for the Hamilton Showgrounds careful consideration of various factors to ensure that the precinct serves the community and meets its potential. Seven key principles guide the development of the precinct into a vibrant, sustainable, and inclusive community asset that serves the evolving needs of the region.



1. Celebrate the community's agricultural roots:

Hamilton Pastoral and Agricultural Society was established in 1858 with the Hamilton Showgrounds formed a few years later. Respect the social and historical significance of the Hamilton Showgrounds, maintaining and restoring its character and features to celebrate the site's rich community, events, and agricultural history. Incorporate informative displays or museums to educate visitors about the site's past and the community's achievements.



2. Strengthen Regional and Local Positioning:

Position the Hamilton Showgrounds as a regional destination while enhancing its local relevance, collaborating with neighboring communities, and aligning events and offerings with the region's cultural, social, and economic identity. Foster synergy with neighboring amenities and institutions, such as educational facilities, parks, and cultural venues, to create a cohesive community environment, facilitating shared resources and enhancing the overall appeal of the precinct.



3. Multi-Purpose Utilization:

Design the precinct to serve a wide range of community needs. Ensure the showgrounds can host a variety of events at multiple scales, such as agricultural shows, markets, cultural festivals, and one-off events. Flexibility in space use and durable infrastructure will make it a hub for diverse activities. Supporting a thriving events program and increased community participation will ensure the precinct's longevity.



4. Contemporary and Sustainable Practices:

Implement sustainable design and environmental practices throughout the precinct. Incorporate greening, energy-efficient infrastructure, and waste management systems to minimise the environmental footprint while promoting a healthy environment for visitors. Embrace innovation and technology to enhance visitor experiences, ticketing services, streamline operations, and stay at the forefront of event management, ensuring the showgrounds remains a modern and dynamic facility.



5. Inclusivity and Accessibility:

Ensure that the showgrounds are accessible to all members of the community. Plan for efficient transportation and infrastructure. Ensure effective event access and circulation, visitor parking, transport options, that accommodate peak event flows and day-to-day activities. Incorporate a logic to the site with paths, amenities, and facilities that accommodate community and visitor needs and promote a welcoming atmosphere for all.



6. Effective Governance:

Create a transparent and efficient governance structure that encourages collaboration between public and private stakeholders, ensuring accountability, clear decision-making processes, and a strategic vision that aligns with the long-term goals of the precinct.



7. Economic sustainability:

Develop the precinct to be economically sustainable by attracting a variety of events and businesses. This can include hosting regular markets, food vendors, and entertainment options to generate revenue and support local businesses. Working with site partners, identify and capitalize on diverse revenue streams by strategically attracting events, partnerships, and businesses that align with the showgrounds' purpose, creating a financially robust model that supports ongoing development and maintenance.

2.0

The Masterplan



LEGEND

- ① Existing Sheep Sheds
 - ② Hamilton Exhibition & Conference Centre
 - ③ Events Hall 1
 - ④ Events Hall 2
 - ⑤ Showgrounds Centre
 - ⑥ Events Lawn
 - ⑦ Events Court
 - ⑧ Camp Grounds
 - ⑨ Amenities Block
 - ⑩ Primary Entrance
 - ⑪ Secondary Entrance
 - ⑫ Loading Zones
 - ⑬ Pickup Drop off Area
 - ⑭ Perimeter Parking
 - ⑮ Ram Shed w. possible extension
 - ⑯ Storage
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- Existing Trees
 - Proposed Trees
 - Turf Area
 - Granitic Surface
 - Concrete Apron
 - - - Development Zone
 - ▭ Existing Building
 - ▭ Proposed Building
 - ▭ Active Frontage

Design Strategies

Design Layers

The Plan is organised into subsections that talk to different design layers: Access and Circulation; Facilities and Activation; Events and Activation; and Management and Sustainability. Each of these layers comes together to create the physical foundation to achieve the Plan's guiding principles and vision.

Access + Circulation

This layer focuses on optimising the physical layout of the precinct to ensure efficient and user-friendly access. It includes thoughtful planning of entry points, pathways, parking areas, and transportation infrastructure. The goal is to create a well-connected and easily navigable space, accommodating both day-to-day activities and large-scale events. Access and circulation design enhances the overall visitor experience, promotes inclusivity, and facilitates smooth traffic flow during events.

Facilities + Amenities:

The Facilities and Activation layer addresses the physical infrastructure and amenities within the showgrounds. It involves the design of versatile and adaptable spaces that can accommodate a variety of activities, events, and community functions. This layer also considers the integration of modern technologies to enhance visitor experiences and operational efficiency. Activation strategies involve programming the space with events, markets, and cultural activities to ensure year-round engagement and vibrancy.

Events + Activation

This layer is dedicated to the strategic planning and design of events and activations within the precinct. It involves creating spaces and infrastructure that are conducive to hosting diverse events, ranging from agricultural shows and markets to cultural festivals and one-off gatherings. The design considers the scalability and flexibility of spaces to accommodate events of varying sizes. Additionally, it addresses the integration of temporary structures, stages, and other event-specific requirements to ensure seamless event execution.

Management + Sustainability

The Management and Sustainability layer is focused on the governance, operational aspects, and environmental considerations of the showgrounds. It includes the establishment of an effective governance structure, incorporating sustainable design practices, and implementing environmentally friendly initiatives. This layer also addresses the economic sustainability of the precinct by identifying revenue streams, fostering partnerships, and ensuring responsible financial management. Effective management strategies contribute to the long-term success and resilience of the showgrounds as a community asset.

