

Media Release

The Hon Richard Wynne MP
Minister for Planning
Minister for Housing



Monday, 1 March 2021

GREEN LIGHT FOR THIRD STAGE OF GEELONG ARTS CENTRE REVAMP

The final stage of a \$128 million redevelopment of the Geelong Arts Centre has been given the green light by the Minister for Planning, as a part of the Andrews Labor Government's work to ensure the heart of Geelong is a thriving place for locals and tourists.

The transformation of the Geelong Arts Centre into a landmark cultural facility in the heart of Geelong that supports jobs and attracts visitors and events.

The existing Little Malop Street building will be redeveloped to include exciting new performance venues and theatres, striking new indoor and outdoor areas, dining options, a new box office, and front and back of house facilities.

The project will enable the Geelong Arts Centre to attract a greater diversity of quality productions from around Australia and internationally, and will provide more opportunities for local artists, schools and community groups.

Reflecting Geelong's status as a UNESCO City of Design, the project's unique façade will take the form of a theatre drape curtain with tie-back ropes and tassels, creating an engaging streetscape for visitors.

This final stage builds on the successful major overhaul of the 750-seat Playhouse Theatre in 2010 and the Ryrie Street Redevelopment in November 2019.

It will create approximately 600 construction jobs and more than 300 ongoing local jobs in the tourism and service industries.

The Little Malop Street precinct is scheduled for opening in 2023.

Quote attributable to Minister for Planning Richard Wynne

"We're supporting projects that create local jobs and encourage visitors to Geelong. This redevelopment will be a feature for the city and a hub for cultural events."

Quote attributable to Minister for Creative Industries Danny Pearson

"This is a wonderful project that will give Geelong a real landmark cultural facility. History shows that cities with proud cultural institutions are vibrant and exciting places to live and visit."

Quote attributable to Member for Geelong Christine Couzens

"This is an exciting milestone for Geelong. The contribution of the local Traditional Owners Group has been crucial in landing the right design so that people in Geelong can enjoy this theatre for generations to come."