

# Media Release

**The Hon Danny Pearson MP**

Assistant Treasurer

Minister for Regulatory Reform

Minister for Government Services

Minister for Creative Industries

Acting Minister for Police and Emergency Services



Sunday, 6 June 2021

## A BROADER VISION FOR FEDERATION SQUARE

Federation Square will be revitalised as part of an expanded and continuous arts, civic and cultural precinct that will extend across the Yarra and include the National Gallery of Victoria (NGV), Arts Centre Melbourne and the new NGV Contemporary.

Minister for Creative Industries Danny Pearson today announced a reinvigorated Federation Square will be part of this vision and the delivery of the \$1.4 billion arts precinct redevelopment on St Kilda Road.

The Victorian Government is establishing a new entity, the Melbourne Arts Precinct Corporation (MAP Co), to be responsible for our two most important civic spaces that cover Federation Square and the new 18,000 square metre immersive public garden to be delivered as part of the Melbourne Arts Precinct Transformation.

MAP Co will take responsibility for the running of Federation Square, ensuring a co-ordinated approach to activating and maintaining these two landmark public spaces.

MAP Co's creation responds to the 2020 Federation Square review and will strengthen the square's governance and its cultural and civic purpose.

Federation Square and the Melbourne Arts Precinct are home to many of Victoria's leading creative attractions – from Koorie Heritage Trust and the renewed ACMI, to Arts Centre Melbourne's iconic performance venues and the three campuses of the National Gallery of Victoria, including NGV International, NGV Australia and the future NGV Contemporary.

The creation of MAP Co will be overseen by an interim board, chaired by James MacKenzie, Chair of the Victorian Funds Management Corporation and former President of the Victorian Arts Centre Trust.

Pre-pandemic, Federation Square and the Melbourne Arts Precinct attracted approximately 12 million visitors annually. Visitor numbers are expected to surpass this with the completion of the Melbourne Arts Precinct Transformation and the Metro Tunnel project, which includes a new entrance to Federation Square.

MAP Co will work closely with Traditional Owner groups, precinct partners, including Arts Centre Melbourne, NGV, resident organisations and tenants and the broader creative community. Development Victoria will continue as the Melbourne Arts Precinct Transformation delivery partner.

### Quotes attributable to Minister for Creative Industries Danny Pearson

*"MAP Co will leverage our record investment in cultural infrastructure to deliver this once in a lifetime project that will further cement our reputation as the creative state and draw in tourists for decades to come."*

*"As Federation Square enters this next stage of its history, I'd like to acknowledge the contribution and dedication of the Fed Square board and the work they have undertaken in response to the review."*

### Quote attributable to Interim MAP Co Chair James MacKenzie

*"In addition to ensuring the smooth delivery of Australia's largest ever cultural infrastructure project, MAP Co will work to draw more Victorians and visitors to the rich and diverse creative offerings across our extraordinary arts precinct – on both sides of the Yarra."*

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