

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



Thursday, 3 March 2021

CREATIVE LEADER TO SPEARHEAD ARTS PRECINCT TRANSFORMATION

One of Victoria's most respected creative leaders, Katrina Sedgwick OAM, will serve as inaugural chief executive of the corporation that will oversee the \$1.7 billion transformation of the Melbourne Arts Precinct.

Minister for Creative Industries Danny Pearson today announced the appointment of Ms Sedgwick as CEO and director of Melbourne Arts Precinct Corporation (MAP Co).

Ms Sedgwick is currently CEO of ACMI – Australia's national museum of screen culture in Federation Square.

In her new role, Ms Sedgwick will lead the establishment of MAP Co and drive the Andrews Labor Government's vision for Australia's largest ever cultural infrastructure project.

As well as delivering this once-in-a-generation project at Melbourne Arts Precinct, MAP Co will also be responsible for running two of our most important civic spaces – Federation Square and the new 18,000 square metre elevated public park that will reshape, connect and activate the arts precinct for all Victorians.

In seven years at the helm of ACMI, Ms Sedgwick has transformed the organisation, making the museum one of the most technologically sophisticated in the world, investing in local artists and creatives, and driving collaboration and innovation through the ACMI X creative co-working space.

Ms Sedgwick has held numerous board positions in the creative industries and is currently Chair of Geelong's Back to Back Theatre and a board member of the Australian Film Television & Radio School. She also served as a member of the Victorian Government's Creative Industries Taskforce and Creative Industries Advisory Group.

Federation Square and the Melbourne Arts Precinct are home to many of Victoria's leading creative attractions and organisations. MAP Co will work in close collaboration with Koorie Heritage Trust, ACMI, Arts Centre Melbourne, National Gallery of Victoria and many others across the precinct and Victoria's creative community.

The Melbourne Arts Precinct transformation will include the construction of a new gallery – NGV Contemporary – to be connected with NGV International and Melbourne Art Centre by the new 18,000 sqm public park. The project will create more than 11,000 jobs over the life of the build.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Melbourne Arts Precinct is a game-changer and we are delighted that Katrina has accepted this pivotal role in the delivery of Australia's largest ever cultural infrastructure project."

"We are building an integrated arts and civic precinct that will cement Melbourne's standing as the cultural capital of the nation and will draw people from around the world."

Quote attributable to MAP Co Interim Chair James MacKenzie

"Katrina's leadership will be vital as we create an extraordinary continuous arts, civic and cultural precinct, incorporating two landmark public spaces in Federation Square and the new elevated park."

Quote attributable to incoming MAP Co chief executive Katrina Sedgwick OAM

"This is a once-in-a-lifetime project and I am honored – and excited – to have the opportunity to work with colleagues across our arts precinct, our creative sector and beyond to realise this extraordinary vision for all Victorians."

Media contact: Corey Croft 0468 897 764 | corey.croft@minstaff.vic.gov.au