

# Media Release

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



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## GLASS ACT TAKES CENTRE STAGE IN GEELONG

The Andrews Labor Government is supporting regional jobs growth, with North Geelong glass manufacturer Viridian Glass producing 220 panes of architectural glass for the \$140 million redevelopment of Geelong Arts Centre.

Minister for Creative Industries Danny Pearson today visited the glass manufacturer, which is equipped with the world's most advanced architectural glass processing equipment and playing a vital role in the landmark project that is set to transform Geelong's cultural and creative heart.

At its purpose-built facility, the company is processing, toughening, ceramically printing, double glazing and laminating the glass panes for the Little Malop Street redevelopment.

Equipped with high-performance qualities, the Viridian glass panes will help Geelong Arts Centre capture more natural light without emitting radiant heat – maximising daylight and energy efficiency.

The Geelong Arts Centre order represents an exciting new chapter for the manufacturer and its staff of 75 at the North Geelong facility, while glass manufactured locally also reduces the risk of supply-chain delays on the project that is expected to be completed in late 2023.

After years of manufacturing automotive glass, Viridian's North Geelong factory has transitioned into Australia's largest purpose-built architectural glass processing facility over the past decade and is one of many local suppliers working to bring the Little Malop Street redevelopment to life.

Lendlease and Development Victoria have partnered with Geelong's Industry Capability Network (ICN) to ensure that work on the redevelopment is creating local jobs and providing local companies with opportunity for growth.

The Little Malop Street redevelopment is the largest of Geelong Arts Centre's transformations, following the \$38.5 million Ryrie Street redevelopment, completed in 2019. When complete, Geelong will be home to the largest regional performing arts centre in the country.

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

*"When local creativity and local industry come together, great things can happen. Geelong Arts Centre is not only a cultural and creative gamechanger for Geelong, it's also providing a massive boost for local jobs and businesses."*

*"We're backing Victoria's multi-billion-dollar creative economy so it can keep delivering the jobs Victorians need and the cultural experiences they love."*

### Quote attributable to Member for Geelong Christine Couzens

*"Whether it's in the creative industries or manufacturing, we are delivering jobs for Geelong. This project showcases the best of Geelong's creativity, capability and ingenuity."*

### Quote attributable to Industry Capability Network Victoria Industry Adviser Peter McCracken

*"ICN Victoria worked with all stakeholders to establish a local supply chain commitment for the Geelong Arts Centre, showing our commitment to the Local Jobs First Policy is able to achieve results for a great local company."*

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