

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events

Minister for Creative Industries



Tuesday 6 September 2022

## ARTS CENTRE PROJECT BOOSTS REGIONAL BUSINESSES AND JOBS

The Andrews Labor Government is putting Victorian businesses first and creating a local jobs boon, with another two suppliers joining the stable of local businesses delivering the Geelong Arts Centre redevelopment.

Supplying the \$140 million redevelopment with more than 2000 square metres of carpet – the largest manufacturer of carpets in Australasia and iconic Geelong business Godfrey Hirst, has worked in consultation with Wadawurrung Traditional Owners to create unique designs for the centre inspired by First Peoples themes.

Geelong-based company Jacaranda Industries will also supply joinery for Australia's largest regional cultural infrastructure project, including door frames, mirrors and splashbacks.

The latest packages of work will employ 55 local workers, with the redevelopment project creating more than 600 jobs during construction.

The Labor Government is also investing in the local creative industries to create more jobs for the future, with a grant of \$460,000 to implement the *Making Change* Creative Industries Strategy for the G21 Region.

Launched in 2021 and developed by a consortium of the region's leading creative, cultural and advocacy organisations, the strategy aims to strengthen and grow the local creative industries and jobs – focusing on skills development, community engagement, cultural tourism and digital access.

The funding will deliver the first stage of the strategy, including a First Nations engagement plan, professional development and networking opportunities for local creatives, and a digital directory of the region's creative hubs.

The Geelong Arts Centre Little Malop Street redevelopment will deliver new theatres, more dining options, an atrium plaza, increased accessibility and new back-of-house and administration facilities. The new centre will open in 2023. For further information on the project, visit [geelongartscentre.org.au](https://geelongartscentre.org.au).

### Quotes attributable to Minister for Creative Industries Steve Dimopoulos

*"We're putting Victorian businesses first, ensuring major projects support local communities and deliver more jobs to regions across the state."*

*"The Geelong Arts Centre redevelopment is supporting Geelong businesses, showcasing local craftsmanship and creating local jobs, while delivering new major drawcard that will bring thousands more visitors to the region."*

### Quote Attributable to Geelong Arts Centre CEO and Creative Director Joel McGuinness

*"We're thankful to the Government for their belief in our region's creative sector. We're working alongside the creative industry in G21 to ensure diversity of voice, connect creatives and support industry skill development."*

### Quote attributable to Member for Geelong Christine Couzens

*"As we build Australia's biggest regional arts centre, right here in the Geelong region, we are also investing in the creative jobs and industries of the future by backing the Making Change strategy and investing in our region's exciting and creative talent."*

**Media contact:** Corey Croft 0468 897 764 | [corey.croft@minstaff.vic.gov.au](mailto:corey.croft@minstaff.vic.gov.au)