

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing
Minister for Creative Industries



Tuesday, 29 July 2025

CREATING A NEW CHAPTER FOR OLD KYNETON PRIMARY SCHOOL

The Old Kyneton Primary School is ready for a new operator and a new chapter, which will bring strong benefits to the local community thanks to the Allan Labor Government.

Minister for Creative Industries Colin Brooks today announced the opening of an Expressions of Interest (EOI) process for parties with a compelling vision and suitable experience to bring the historic site to life.

Work on phase one of the site's transformation is now complete. Backed by a \$12 million investment from the Labor Government, the project has restored the school's heritage bluestone building, creating a space for art, creativity and community, and built a new contemporary central building to provide a welcoming entry for visitors.

The former library has also been transformed, now suitable for a range of community and creative uses while the school's grounds have been revitalised with landscaping, including 3000 new plants.

There is now an opportunity for a head tenant/operator to shape a thriving hub in the heart of Kyneton and write the next chapter for one of the town's iconic historic buildings that is vibrant, accessible and relevant to the local community.

The government welcomes a range of ideas and proposals, including those that will provide opportunities for Kyneton's creative industries, community groups and local businesses, and will complement and enhance Kyneton's tourism offering.

Expressions of Interest will be considered from single organisations, partnerships or a consortium of organisations.

The Expressions of Interest process for this exciting opportunity will open on Wednesday 30 July and close on Monday 29 September 2025. Information is available at creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Colin Brooks

"The Old Kyneton Primary School is a special place with deep roots in the community — and we want to ensure its next chapter is bold, inclusive and built for the future."

"We're inviting proposals from those ready to embrace this opportunity and reimagine the site for a new era."

Quotes attributable to Member for Macedon Mary-Anne Thomas

"This project is about honouring Kyneton's past while creating new opportunities for locals, creatives and visitors to enjoy this special place for generations to come."

"We want to make sure the Old Kyneton Primary School continues to serve our community in the best way possible for generations to come."