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ECHUCA CREATIVE ART SPACE PLAN

A plan with the aim of creating an arts and cultural activity hub within the Port of Echuca Precinct, has been adopted by council, with the implementation occurring following the development of an Arts Policy and Strategy.

The Echuca Creative Art Space Plan sets out key opportunities for the area that houses several council-owned buildings including The Murray Hotel, The Foundry and The Old Brothel, the surrounding open space and Little Hopwood Street.

Development of the plan was a key component of the Echuca Port Precinct Strategy, which identified the development of an arts and culture, events and entertainment hub as a significant strategic outcome.

Campaspe Shire Mayor Cr Adrian Weston said a robust stakeholder and community engagement process underpinned development of the plan to ensure it reflected the needs and ambitions of the many user and interest groups.

“Members of our arts, youth, tourism, education and business sectors, together with members of the general community and visitors, shared their views and aspirations to create a precinct that acknowledges and supports varied arts and cultural pursuits, and attracts people of all ages and interests,” Cr Weston said.

“The engagement process highlighted how highly regarded this area is to our community and through this plan, we now have a strategic framework to bring their aspirations to fruition over time with the appropriate funding support.”

Key opportunities identified within the plan include:

- Development of spaces indoor and outdoor to provide greater opportunities for workshops and performance
- the precinct acting as a hub for arts and cultural activity while complementing the potential of the Port Precinct, High Street, the two rivers and Aquatic Reserve
- a potential activation strategy for the arts and culture precinct that is sustainable and effective
- a planning tool for scheduling events for current and potential target markets
- a business development framework to support the long-term sustainability of arts and culture

Concepts within the plan are reliant on obtaining external funding particularly for the renewal and upgrading of buildings of historical significance, a plan to facilitate activities within the budget capacity of council and pursuing of external funding opportunities, has been developed.

To coordinate an interview or seek further information contact:

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