



HIRST PROJECTS

BURNIE CULTURAL CENTRE
PRESENTATION



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A Global Change

Our world is changing and uncertain. Continuing to think and act the same is unlikely to ensure success

A New Future

Ambition

Social infrastructure

Great assets

A new Cultural Centre



Investigations

Site Review and Analysis

Document Review

Stakeholder Consultation

LOCAL AND REGIONAL POPULATION AND DEMOGRAPHICS

Some relevant indicators:

Population : static/declining & ageing - projected to continue

Indigenous population: significant & growing 6.9% share (1310) in 2016 , with a younger age profile

Income: lower relative to other regions

Education : significantly lower - year 12 completions & degrees.
Higher % with certificate quals

Unemployment rate: high 8.8% Dec 2020 (above 8% last 3 years)

Low SEIFA score : relative socio-economic disadvantage (Burnie 896, Hobart 1054). In second lowest decile.

PARTICIPATION IN ARTS AND CULTURAL ACTIVITIES

West and North West region : lower level of participation in arts and creative activities

- Attendance at venues and events - lower
- Participation in creative activities (visual arts, performing arts, writing etc.) - lower

Attendance influences: availability/quality of facilities & events;
education/experience/interests

Participation influences: education/experience/interests; knowledge & awareness; access to entry level programs & facilities

CONTEXT

CULTURAL PRECINCT

Adjacent existing places

Potential places

Connectivity

Activation

02



CONCEPT

03

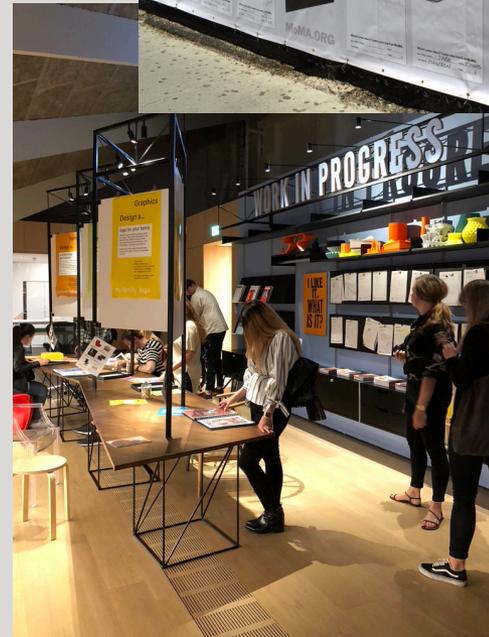
PRINCIPLES

- Culture is valued
- Culture evolves
- Culture is experiential
- Community members are active participants



CULTURAL CENTRE CONCEPT

- A Burnie personality
- Celebrates arts and culture
- Active
- A creative heart
- Accessible



CONCEPT

BURNIE CULTURAL CENTRE

BURNIE CREATIVE

The Burnie Journey

Stories from Storage

The Generator Gallery

The Arcade

Burnie Creative Play

Burnie Creative Learning

Burnie Creative Hideaways

BURNIE STAGES

The Long Room

The Culture Café and Bar

The Town Hall

The Town Hall Balcony

Braddon Hall

The Arts Theatre

CULTURAL PROJECTS

Digital Collections

Civic Place

Burnie Regional
Library

Burnie
Collections and
Research

Federation
Street

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CONCEPT

BURNIE CREATIVE

The Burnie Journey

PEOPLE OF PRESTON MARKET



Preston Market
In association with i.e. community + EGGBOX + Jasper Chan Photography



CONCEPT

BURNIE CREATIVE
The Generator Gallery



Just like the old people, we are dreaming. We have a new dream with technology. We're using the newest technology with the oldest culture.
Curtis Taylor, 2010



"The advice I like to give young artists, or really anybody who'll listen to me, is not to wait around for inspiration. Inspiration is for amateurs; the rest of us just show up & get to work. If you wait around for the clouds to part & a bolt of lightning to strike you in the brain, you are not going to make an awful lot of work. All the best ideas come out of the process; they come out of the work itself. Things occur to you."
~ Chuck Close

VISIT OUR SURROUNDING VILLAGES

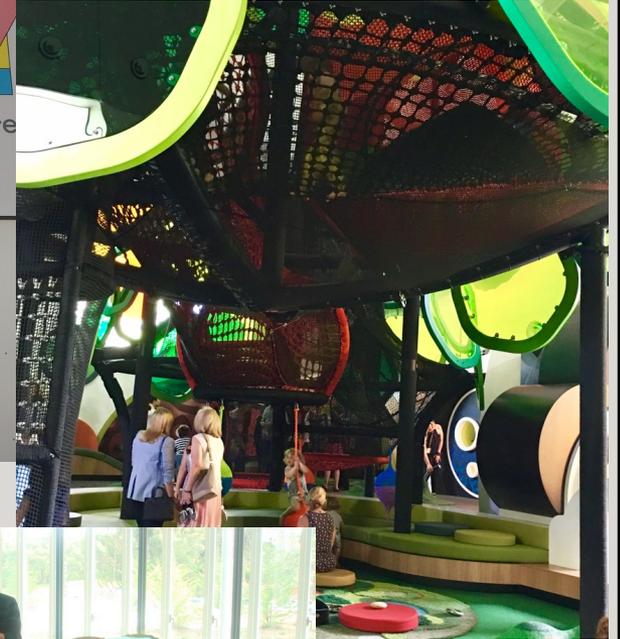
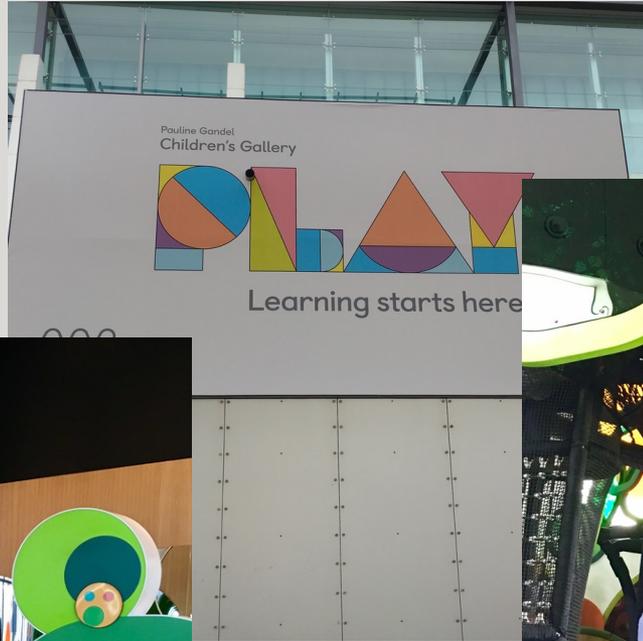


Explore the picturesque Tweed Valley Caldera
A 'melting pot', rich in culture, creativity and biodiversity

CONCEPT

BURNIE CREATIVE

Creative Play



CONCEPT

BURNIE CREATIVE

Creative Learning



CONCEPT

The Arcade

Street Art

Participatory art

Digital art



CONCEPT

BURNIE CREATIVE

Creative Hideaways



CONCEPT

BURNIE CULTURAL CENTRE

BURNIE CREATIVE

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CONCEPT

BURNIE STAGES

The Town Hall

Town Hall Balcony

Braddon Hall

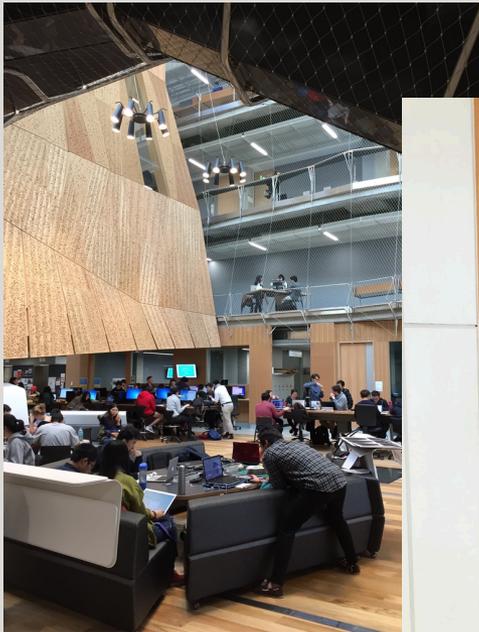
The Arts Theatre



CONCEPT

BURNIE STAGES

The Long Room



CONCEPT

BURNIE STAGES

The Culture Café and Bar



CONCEPT

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BURNIE CULTURAL PRECINCT

CORE BUSINESS

BURNIE CREATIVE

A co-creation model

Professional staff

Assemblies of community members

Shared purpose

Shared business culture

Teamwork

Measurable Outcomes

BURNIE STAGES

A commercial model

Professional staff

Volunteers

Shared purpose

Shared business culture

Measurable Outcomes

CULTURAL PROJECTS

Defined projects

Outcome orientation

Time frame specific

Professional contractors

Volunteers

Grants, sponsorship,
donation

COUNCIL SUPPORT HR, Finance, Asset Maintenance

COMMUNITY CONSULTATION

ARCHITECTURAL CONCEPT AND DESIGN

Masterplan Design

Cost

Staging

CO-CREATION PROCESS

Community support

Scale and nature of participation

Pilot Projects

BUSINESS PLAN

10 Year Analysis/Projections - staging and priority

BRAND AND MARKETING

New brand



ACCESS & EQUITY

- Increased use
- Pattern of use
- Increased local participation
- Broader local representation

COMMERCIAL

- Operates at an acceptable loss

REPUTATIONAL

- Uniquely Burnie

