



State Library Victoria

## Touring Exhibitions Business Model

### State Library Victoria explores the potential for a major exhibitions program

#### > THE CONTEXT

Libraries have been reinventing themselves and exploring new and expanded roles. As part of its major redevelopment State Library Victoria wished to consider the potential for developing a program of major exhibitions – and including space to accommodate these within the new development. The business and operating implications for this proposal needed to be explored carefully.

#### > THE BRIEF

The strategic objectives for the proposed major exhibitions strategy were to grow the Library's profile as a leading cultural institution; increase visitation and use of Library services; build networks of supporters; and develop and deliver financially sustainable engagement opportunities.

Business modelling options were to include the options regarding the mix and frequency of exhibitions, both ticketed and free events, visitation estimates, cost and revenue projections, and to comment on risks and returns for different options.

#### > OUR APPROACH

Positive Solutions reviewed material provided by SLV staff; interviewed staff from 12 different sections of SLV, board members, and external contacts with expertise in curating international-standard exhibitions. Benchmark evidence was also secured from a number of Australian and overseas institutions with exhibitions experience, including major libraries.

#### > THE RESULTS

Our final report guided State Library Victoria's decisions on future exhibition planning – and clarified the financial and operational implications of a more regular commitment to exhibition presentation.

#### SEE ALSO:

- > [Castlemaine Art Gallery Business Case and Design](#)
- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)
- > [Ticketing and Event Management System for City of Greater Bendigo](#)
- > [Redevelopment and Expansion Rockhampton Art Gallery](#)