



Image courtesy of Fender Katsalidis Architects

Ten years of involvement in Bendigo's thriving arts precinct and creative industries

> THE CONTEXT

As one of Victoria's most significant regional centres, Bendigo's population is expected to increase to over 130,000 by 2030. This raises demand on all aspects of local infrastructure. Bendigo Art Gallery and the Capital Theatre formed the backbone of professional arts activity in Bendigo. However, in response to its growth, the City has broadened its engagement with the creative industries through targeted and thoughtful development strategies – resulting in expansion of the Gallery, the building of the new Ulumbarra Theatre, and a multi-faceted commitment to evolution of the creative industries.

> OUR ROLE

Positive Solutions was first engaged in 2005 to help the City consider the further development of View Street as a cultural precinct for the region. We worked again with the City in 2013 on a review of its ticketing and venue booking systems. Alongside nation-wide benchmarking, Positive Solutions conducted a detailed overview of systems utilised by other venues in Australia and gathered data from leading system suppliers to provide up to date and relevant data.

In 2017, the City appointed Positive Solutions, in conjunction with [The Maytrix Group](#), to run and document a series of workshops – both with key stakeholders and the community – to inform the preparation of an Arts and Creative Industries Strategy. Our report included, among other things, an in-depth discussion of the strategic direction of the city and the results from focus group discussions which identified issues, trends, strengths, opportunities and perceived gaps in Greater Bendigo's cultural life.

> THE RESULT

View Street has been developed into a thriving arts precinct and a cornerstone for the City's arts and tourism endeavours. The City has also embarked on the next stages of their Arts and Creative Industries Strategy, building on a sound foundation of local consultation.

SEE ALSO:

- > [Coffs Harbour Cultural Strategic Plan](#)
- > [Armidale Arts and Cultural Strategic Plan](#)
- > [Burrinjia Master Development Plan, Yarra Ranges, Victoria](#)
- > [West Kowloon Cultural District - 15 Years Arts Development in Hong Kong](#)