



Bunjil Place, City of Casey

A 10-year business plan for Bunjil Place, City of Casey's award-winning Civic Precinct

> THE CONTEXT

Bunjil Place is an Australian first – a \$125m local government cultural precinct that unites creativity, community and entertainment in a single iconic building. Envisioned as the heart of the City of Casey, the impressive design has won national and international awards. Exciting programming and a wide range of carefully curated facilities have achieved unprecedented engagement across the diverse Casey community, exceeding all visitation targets in its first year of operation. With a 300-seat theatre, a major art gallery, a library, function centre, and an open-air community plaza, Bunjil Place also hosts civic and business facilities including customer service for the City of Casey. Following the initial year of operation the City wished to review performance to date and prepare a four year plan and ten year financial model built on experience to date.

> THE BRIEF

The City of Casey required the Business and Financial Plan to provide an overall vision and strategic direction. Sustained population growth had delivered new opportunities for the precinct, but also increased demands. Having pioneered the integration of cultural and community hub with civic and business facilities, the City of Casey faced unique challenges and opportunities – a roadmap was required to plan and integrate services into the future.

> OUR APPROACH

Working closely with Council and key stakeholders, Positive Solutions supported The Maytrix Group and drew on depth consultation with the staff team. This included analysis by business stream and competitor mapping, and facilitated workshops to develop future vision, service priorities and objectives. Frameworks were provided for commercial partnerships, philanthropy, business development, and performance measures.

> THE RESULT

The resulting 10-Year Business and Financial Plan was presented to key stakeholders. Embracing Bunjil Place as a whole, and each of its business areas, the Plan provided a guiding vision, and set strategic priorities to inform action planning and financial planning.

SEE ALSO:

- > [Management and Operating Plan for the Springvale Library and Community Precinct](#)
- > [Rockhampton Art Gallery Business Case](#)
- > [Caloundra Regional Gallery Business Plan](#)
- > [Business Case for the development of a Regional Performing Arts Centre in Gosford](#)