



Image: Monash Gallery of Art, Photo: Brendan Finn

## A Feasibility and Business Case for Monash Integrated Cultural Precinct

### > THE CONTEXT

The MGA has been the home of Australian photography for 29 years. The gallery was originally proposed as part of a larger scale project of cultural facilities on the site. The 2001-2002 large extension introduced further exhibition spaces and the Wheelers Hill Library, and other facilities. Always envisioned with the strategic objective of co-location to maximise visitation and use of the services, nearly 20 years later the building is at capacity and no longer fit for purpose. The proposed Monash Integrated Cultural Precinct thus intends for the Monash Gallery of Art and Wheelers Hill Library, together with the surrounding sculpture park to be transformed into a cultural destination for Melbourne's South East.

### > THE BRIEF

The Maytrix Group was selected to lead a multi-disciplinary team of specialists to prepare a feasibility study and Business Case, which identified a range of options for the development that would realise the vision for the region. Positive Solutions was invited by The Maytrix Group to support the development of the Business Case, and to bring our governance and funding expertise to the project. Other project consultants included architectus, Y Impact, Slattery, NineSquared and Paoli Smith. The aim was to deliver a Business Case which clearly articulates a recommended option, supported by a well-developed branding and engagement strategy and governance model.

### > OUR APPROACH

Detailed stakeholder consultation informed the identification of a preferred option for the redevelopment which responds to the needs of the community while realising the wider aspiration to achieve a cultural destination for the region. Positive Solutions assisted with the vision, needs analysis and preliminary and final Business Case. During our collaboration with The Maytrix Group, we informed the engagement strategy, funding strategy and governance model for the project. Past achievements of each institution were reviewed, along with the efficiency and effectiveness of existing management models and service delivery, as well as the dynamics of the changing marketplace.

### > THE RESULTS

The feasibility study and business case set out a vision for an integrated cultural precinct which will be an arts and educational centre, and a new cultural home for the City of Monash. Leveraging the strategic inter-relationship of facilities, the redevelopment will extend the reach both physically and digitally for the Gallery and Library with partnerships across the country and internationally. Education and art are integrated to connect, and cross pollinate across spaces and across the community.

### SEE ALSO:

- > [City of Greater Bendigo Cultural Precinct Development](#)
- > [Cultural Facilities Corporation Precinct Governance](#)
- > [Salamanca Arts Centre Strategic Planning and Governance](#)