



Image by Christopher Frederick Jones, courtesy of Bark Design

A new Business Plan for the Caloundra Regional Art Gallery

> THE CONTEXT

As part of the future redevelopment plans for the Caloundra CBD district, the Sunshine Coast Council proposed the redevelopment of the Caloundra Regional Gallery. This required a new Regional Gallery Business Plan and Development Plan for the project.

> THE BRIEF

Positive Solutions was contracted by the Sunshine Coast Council to work alongside the Sunshine Coast Regional Gallery Curator and Representatives from the Council's Community Programs and Events team to develop the Regional Gallery Business Plan and Development Plan.

> OUR APPROACH

Existing information and knowledge was gathered and consultation with Council, Gallery Directors, community representatives and stakeholders was undertaken. Two workshops were delivered, during which the vision and goals of the future Business Plan were articulated, and roles and responsibilities were identified. The need for future research, information and planning was recommended and key strategies were developed.

> THE RESULT

Through consultation with external stakeholders and analysis of the current context, the redeveloped Regional Gallery Business Plan highlighted the current strengths and weaknesses of the Gallery and provided clear goals and strategies. This plan was developed at a key moment in the 16 year history of the Caloundra Regional Art Gallery and will provide direction for the future in the context of significant growth and change for the region.

SEE ALSO:

- > [Castlemaine Art Gallery Business Case and Design](#)
- > [Tjapukai Business Model, Indigenous Business Australia](#)
- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)
- > [Cultural Demand and Business Planning Proposal for Pah Homestead](#)