



Image: Broadsheet

Programming and Governance Frameworks to realise the Walsh Bay Vision

> THE CONTEXT

Arts NSW had recently produced the vision and masterplan for Walsh Bay Precinct, which received overwhelming support from proposed resident companies. With the number of project stakeholders involved, it was important to ensure appropriate structures and sustainable business models through which to develop the precinct, including assessment of the ideal mixture of arts and non-arts usage in order to realise the precinct vision.

> THE BRIEF

Positive Solutions in partnership with PricewaterhouseCoopers Sydney were appointed by Arts NSW to develop programming and governance frameworks to feed into the long-term development plans for the Walsh Bay precinct. This included advice on the most efficient approach to the management and programming of spaces for hire, identifying possible commercial activities options that fit with the vision of the precinct, and developing cost estimates for those activities.

> OUR APPROACH

The study included research, consultation and benchmarking of the Walsh Bay Precinct against local and international models including Federation Square, Melbourne; The Judith Wright Centre of Contemporary Arts, Brisbane; The Lincoln Centre for the Performing Arts, New York; Salamanca Arts Centre, Tasmania; South Bank Cultural Precinct, Brisbane; and the Southbank Centre, London. Consultation undertaken with key stakeholders focused primarily on the views and needs of the companies identified as residents and/or key users of the precinct in the draft master plan.

> THE RESULTS

Positive Solutions' findings included strong support for the vision and master plan from the proposed resident companies; a significant mood of optimism for the Precinct; and a desire to work collaboratively to achieve the best outcomes. The report also provided options and recommendations for the successful operation of the precinct across management, programming, planning and reporting. Finally, we provided some key action steps for implementation. The recommendations from this study will continue to feed into the long term development plans for the Precinct which provides the opportunity to further deliver on the NSW Government's arts, tourism and events objectives.

SEE ALSO:

- > [Aotea Quarter Arts Precinct Cultural Demand Study](#)
- > [Monash Integrated Cultural Precinct Feasibility and Business Case](#)
- > [West Kowloon Cultural District, Hong Kong](#)
- > [Bunjil Place Review and Business Plan, Casey City Council](#)