



Ipswich Performing Arts Centre, Queensland

## A business case and needs analysis for a new performing arts and entertainment precinct

### > THE CONTEXT

Ipswich is one of the fastest growing regions in South East Queensland. Its population is forecast to double, from 190,000 in 2015, to 435,000 by 2031. To support the dramatic population growth anticipated, the Ipswich Regional Centre Strategy Master Plan initiated the development of a multi-purpose Performing Arts Centre as a major catalytic project that will replace the current Civic Centre and contribute to the revitalisation of the Ipswich CBD.

### > THE BRIEF

Positive Solutions was engaged, as part of a team led by Ranbury, to advise on the configuration of the proposed new Performing Arts Centre. This included providing a revised needs analysis and feasibility study in addition to developing a Business Case. We invited The Maytrix Group to join us, advising on commercial aspects of the Arts Centre's planning – a crucial element in the overall viability of the Centre.

The key requirement for the new infrastructure is to foster the enhancement of cultural expression and provide the ability to experience high quality performing arts that caters for the current and future needs of the region.

### > OUR APPROACH

Delivery of the project incorporated a background review of council strategies and an update of a Needs Analysis and Feasibility Study previously carried out in 2011, including a review of capacity, flexibility and amenity requirements. The final stage of the project included preparation of a business plan including financial forecasts and staffing arrangements, concept design options (prepared by team members, Cox Architects) and recommendations on the preferred site, as well as timeframe and funding management options.

### > THE RESULTS

The project culminated in the provision of a Business Case, and a high-level functional design brief to inform planning of the project and to optimise future operational and investment outcomes. The outputs of the project also inform Ipswich City Council's ambitious development plans for the new CBD.

#### SEE ALSO:

- > [A New Theatre for the City of Casey, Melbourne](#)
- > [Business Case and Critical Review for Q Theatre, Auckland](#)
- > [Shoalhaven Entertainment Centre Governance Review](#)
- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)