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Acknowledgment of Country

We acknowledge the Ngunnawal people as Traditional Custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

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Cover image

Fireworks in Civic © City Renewal Authority

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Key City Centre Sites 5 13 City Hill park Canberra Theatre Centre **Heritage Place** North Building (CMAG) Heritage Object **South Building Future Development** Civic Square and Ethos Statue Ainslie Place Canberra Centre **Sydney Building Melbourne Building** Supreme Court of the ACT **ACT Magistrates Court & Police Station** Templo Theatre **Block 1 Section 121** Block 40 Section 19 Block 40 Section 100 National Gallery and 16. Block 23 Section 19 Kingston Arts Precinct

Foreword

Canberra's Civic and Cultural District is a place where democratic and cultural institutions sit side-by-side, connected by a public meeting place once known as a site of debate, protest and celebration.

Home to the Legislative Assembly, Canberra Theatre Centre, the Multicultural Centre, Canberra Museum and Gallery (CMAG), Civic Square, Constitution Place and Ainslie Place, the Civic and Cultural District plays a leading role in our arts ecology through an exemplary performing arts and museum offering. Still, we know it can achieve more.

The contribution this report makes is threefold. First, we describe a concept to realise a refreshed and expanded district with a vision for the **epicentre of Canberra's civic, community and cultural life.** Second we outline the opportunity and the local and global context supporting this evolution. And thirdly we outline principles arising from extensive consultation and map the way forward.

The vision is to make a district together which is the centre of gravity for Canberra's civic and creative dialogue and exchange: a place which is both a convener for, and contributor to, Canberra's arts and community life.

Realising the concept will require many voices. Work is already underway on a new lyric theatre for the Canberra Theatre Centre. The next stage stewarded by the City Renewal Authority (the Authority) and Cultural Facilities Corporation (CFC) with artsACT is to talk with the broader community as we develop the concept for a business case.

The Authority and CFC are proud to be part of re-imagining the Canberra District. We are committed to working collaboratively to reinforce the cultural, social and economic value of the City Centre, providing a connected network of beautiful spaces, and elevating our capital on the world stage, adding to Canberra's appeal as a distinctive global destination, carving out new economic and social opportunities and leaving an enduring civic and cultural legacy for future Canberrans.



Christine Covington
Chair of the CRA
Photo by Patrick Rose



Helen O'Neil

Chair of the Cultural Facilities Corporation (CFC)
Photo provided by CFC



Ngunnawal culture, community and heritage at the core

The Canberra Cultural and Community Development (CCCD) seeks to honour the cultural connections of this landscape. This design report is a reflection of the invaluable feedback and aspirations of the Canberra First Nations community.

For time immemorial Ngunnawal people have maintained a tangible and intangible cultural, social, environmental, spiritual, and economic connection to these lands and waters. This connection is underpinned by the lore and cultural authority of Country.

Ngunnawal Elders have provided guidance and feedback on initial concepts for the design. Their guidance and vision for this space is one of - inclusivity, authenticity, and respect for the Ngunnawal culture, heritage, and community. As we embark on this journey, we recognize that First Nations culture is rooted in connection to Country. Our partnership with the First Nations community is ongoing, ensuring their vital role in shaping the future of this space. This report is just the beginning of a collaborative and inclusive process.

The vision developed to date is to create a space that nurtures cultural learning, sensory experiences, and storytelling. This project aims to embrace Ngunnawal culture and history, ensuring that future generations continue this legacy.

The design principles outlined within this report are a result of extensive engagement and reflect the collective aspirations of the community. First Nations involvement is essential so that the design principles remain deeply rooted and developed from Ngunnawal cultural values through the entire design process. This space is more than just a physical environment; it's a place where the past, present, and future come together. It's a space for unity, celebration, and learning, not only for Ngunnawal People but for all Canberran's. This development has the opportunity to aid in showcasing Ngunnawal culture, language, art and perspectives. The CCCD is about creating a sense of belonging for everyone.

The incorporation of Ngunnawal language and recognition of the interconnectedness of nature and community add depth and richness to the design. It ensures that social outcomes, such as employment opportunities and the practice of cultural traditions, are integral to the project. As we embark on this journey, we must remember the strength and resilience of the Ngunnawal People, who continue to fight for justice and visibility.

Mary Mudford

Dhawura Ngunnawal Caring
For Country Committee (DNCCC)

As we move to progress the development of the Canberra Civic and Cultural District, let these principes guide us, reminding us of the importance of respecting and honouring the land, culture, and people who have been its custodians for generations.



The area today

Already a force in downtown Canberra, the area welcomes over 450,000 visitors each year and is home to 500 workers. A central location, the Griffin legacy, a lively Legislatively Assembly and a host of creative organisations are home of the ingredients for something special.

Arts and cultural spaces

A suite of well-loved organisations call the area home including:

- the Canberra Theatre Centre, Canberra's premier performing arts venue
- CMAG, showcasing Canberra's social history
- Theo Notaras Multicultural Centre, a meeting place for diverse communities
- Civic Library, a civic hub offering education, social and cultural programs and connections
- CraftACT, promoting excellence and innovation in contemporary craft (soon to relocate to Kingston Arts Precinct with potential to retain a retail presence)

These venues punch above their programming weight. Some – particularly Canberra Theatre Centre – are also meeting end-of-life and are physically unable to showcase the diversity, accessibility and quality of experiences Canberra needs as a leading creative city.

Public spaces

- Civic Square heritage listed public place
- City Hill park bounded by Vernon Circle
- Ainslie Place a green boulevard and connector

Canberra's generous public spaces are a significant attribute for the city. However, this network can be perceived as somewhat uninviting and disconnected.

There is a chance to re-image these public places to draw Canberra's community into day-to-day civic and cultural life and the urban core.

Ecologically sensitive design would extend this invitation to living infrastructure, enhancing biodiversity while fortifying against the impacts of climate change.

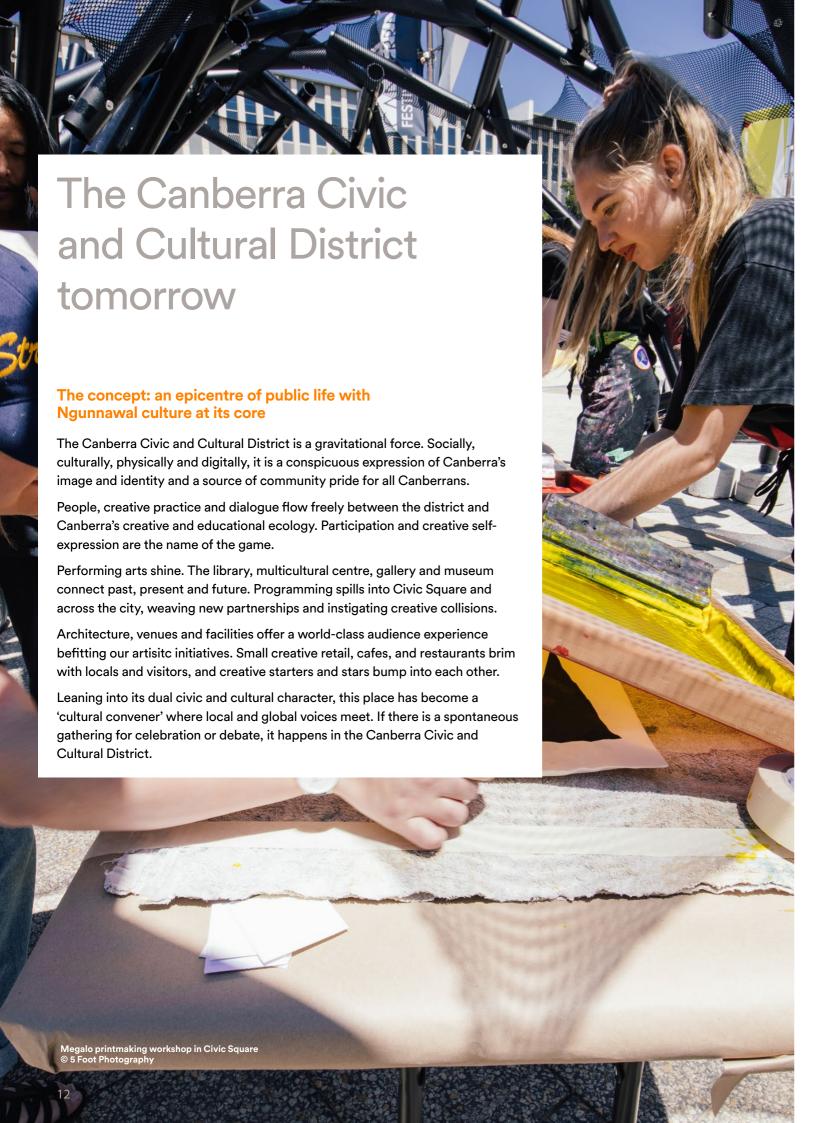
Civic institutions

 ACT Legislative Assembly – where Canberra's decisions are debated for its constituents

The Assembly is as important to the area as its cultural venues, marking a deliberate conjunction of civic and creative life.

Embracing these connections can make the Canberra Civic and Cultural District a living representation of our social and political processes, and a microcosm of the artistic, social, political and business life of the city.





The big moves: reimagined cultural infrastructure

- A new 2,000 seat lyric theatre at the Canberra Theatre Centre reinforces Canberra's role as a performing arts capital, increasing the number and quality of experiences.
- The Canberra Theatre Centre's existing 1,200 seat theatre is redeveloped to offer more flexible spaces for live music and ambitious commissioned and touring works.
- Upgrades to the Canberra Theatre Centre Playhouse and Studio Theatre provide unparalleled technical facilities to the sector.
- The Theo Notaras Multicultural Centre continues to bring new voices and new perspectives into the Civic and Cultural District.
- The CMAG and Civic Library are the 'public faces of city hall' through life-long learning, social and cultural opportunities.
- New incubator and production spaces are being attracted to complement the constellation across Canberra's wider cultural ecosystem.

The big moves: a new destination

- Strategic land releases introduce new worker residents and businesses who participate in civic life for around-the-clock activation.
- Laneways and avenues add a vibrant street level presence and create more opportunities for a mix of small, medium and larger experiences.
- Hospitality offers at a range of price points cater to everyone, from out-of-town families seeing a show to onsite workers grabbing lunch.
- Civic Square respects its heritage while evolving into a greener place better equipped for events and informal gatherings.
- There are more and more free or low-cost things to do and see through public programming in venues and in the expanded Civic Square.
- Ticketing opportunities and tourism information are front and centre, helping people to navigate what's on and where to go.
- Inclusive and intuitive lighting, wayfinding and transport links make the district more welcoming and more connected.

Seizing the opportunity

\$4 billion
estimated value of Canberra's
visitor economy by
2030

59% residents

in the ACT feel the arts have a 'big' or 'very big' impact on their sense of wellbeing and happiness 8% increase

in the number of creative businesses in the ACT from 2016 to 2021

Arts and culture are transformative forces for positive change. Canberrans understand this value and are passionate advocates for the sector.

The ACT has the nation's highest rates of cultural participation. We also have the highest per capita attendance at cultural venues and events.

Australia's largest proportion of knowledge workers make Canberra their home, and homegrown creative businesses are on the rise.

Our territory government also recognises the social, cultural and economic power of the sector, embedding investment in a raft of policies and strategies.



Draft Canberra City Plan, 2022 Singles out the Civic and Cultural District as a centre of gravity for an energetic city centre that attacts locals, workers and visitors to Canberra's cosmopolitan core.



ACT Infrastructure Plan
Update, 2022 Identifies
the arts – and The Civic
and Cultural District –
as key to recovering
tourism, hospitality and
accomodation sectors, and
a growing city's wellbeing.



ACT Wellbeing Framework, 2020 Advocates for arts participation and engagement as pathways to healthy, connected and supported individuals and communities.



T2030: ACT Tourism
Strategy 2023-32 Sustained investment in premier cultural facilities like the Canberra Civic and Cultural District is a key strategy to elevate the city as a memorable and magnetic global destiantion.

The Canberra Civic and Cultural District has a critical role to play in realising the next stage of the city's evolution, boosting artsACT's: Australia's Arts and Cultural Capital - Arts, Culture and Creative Policy 2022-26 by:

- elevating Aboriginal and Torres Strait Islander people's cultural and artistic practice as a crosscutting theme
- creating amazing art and culture everywhere, at any time, for everyone
- developing arts, cultural and creative industry, practice and facilities – supporting creation and culture at all levels, via any path
- promoting our arts and culture to attract artists and creators, arts workers, visitors and investment

Combined with recent investment in the Kingston Arts Precinct and Gorman House Arts Centre, this draft concept can accelerate the ACT's ambition for Canberra as Australia's arts capital.

The area also has the fundamentals of a great place – unique cultural attractors, a daily workforce and a central location.

More than 20,000 local residents are planned for the area by 2040, complemented by new transport links and investment in surrounding urban renewal.

Nearby, a new University of New South Wales (UNSW) campus and the redevelopment of the Australian National University (ANU) campus add to the total offer, drawing thought leaders, innovators and creative minds to the City Centre.

Along with an economic uplift in spend, stay and property value, the transformation of the area is expected to add 90 ongoing creative sector jobs to Civic, with 1,400 jobs during construction.

Future-facing learnings

What links world cities is trade, commerce and finance.
What makes them different from one another is culture.

World Cities Culture Report, 2019









The success of the Canberra Civic and Cultural District will be measured by how it projects a uniquely Canberran context and community. Still, experiences of other precincts can inform and inspire.

We explored precincts globally that have looked to innovative leadership, service delivery, management, partnership and funding approaches.

Many offer new interpretations of what a central cultural hub can – and should – offer communities socially, physically, digitally and programmatically.

Some key lessons from benchmarks are described in the <u>Benchmark Report</u>. While many relate to sustainable building development and operations, it is clear programming, enduring partnerships and community ownership are equally crucial to success.

All together now

Always something on: The Quartier des Spectacles (QDS) is alive all seasons, day and night with 100+ events monthly.

Locally loved, globally admired: First and foremost, for Montrealers, QDS showcases inclusive design, cohesive branding and low-cost programming.

Partner-led: Cultural, government, education, business and community members steer strategic direction, promotion, and manage public spaces.

Embracing mixed use: The precinct has catalysed wider investment. An initial investment of \$200 million has generated ~ \$1.5 billion of construction investment.

Old and new

Weaving past and present: Playhouse Square is celebrated for weaving 1920s architecture into a 21st century place.

Locally invested: From day one, there was a focus on creating a thriving mixed-use place offering experiences at a range of price points.

Stacking up: In 1999 the Playhouse
Theater became the first performing
arts company with its own real estate
division to generate income streams.

Partnering across sectors: A Business Improvement District was established soon after, generating enduring local partnerships and collaborations.

Creative industry/community

Cross government support: The City of Greater Geelong has a long-term relationship with the Victorian Government to realise the Central Geelong Arts and Cultural Precinct Masterplan.

Public space counts: Investment has been focused on making great public spaces. Green, beautiful and functional streetscape upgrades have been priorities alongside public places.

'Clever and creative': Local pride and inclusion are actively cultivated – 73% of visitors to the Geelong Arts Centre report visiting makes them feel more connected to community.

Tourism and sustainability

resident.

Shared voice, unique identities: The Queensland Cultural Centre (the Centre) offers collaborative governance and some shared operations while maintaining the distinct voices of each

More than the sum of its parts: The Centre forms part of the Southbank cultural, social, educational and recreational precinct. Leveraging shared destination marketing and cross programming 'lifts all boats'.

Living landscapes: Many creative residents have turned towards sustainability advocacy and practices – something which is increasingly on the mind of residents and visitors.

© Martine Doyon © Cleveland Playhouse © Geelong Performing Arts Centre © QAGOMA



Realising the vision

Realising the vision will rely in part on a deep commitment to and translation of core place principles. Everything we have learnt and heard to date has shaped the proposed approach:

We are working with our partners to transform the area to be known as the Canberra Civic and Cultural District. Located between City Hill to the west and Mt Ainslie to the east, this already cosmopolitan heart of our nation's capital will, in future years, boast a dynamic and integrated civic and cultural hub.

As a place of civic and cultural importance at the centre of Canberra and a point of the Griffins' National Triangle, this transformation befits an iconic location and takes civic participation and the cultural economy as its centrepieces.

Importantly, this district acknowledges the original custodians of the land which it stands on and pays respect to their past, current and emerging Elders. It is envisioned as both a symbolic and practical place for conversation and performance pertinent to the ongoing strength of First Nations people at the heart of Canberra.

It will be the **centre of gravity** for the conspicuous expression of Canberra's community and cultural identity. It can and must be a key contributor to the Canberra vision to shape a city that is open to change, talent, business, diversity and innovation.

In recent decades the emergence of cultural precincts in cities seeking to boost their competitiveness has become a global phenomenon. They are distinctive urban places that support a rich cultural and civic life by combining the interactions of artists and communities and contemporary facilities, and they feature beautiful and functional public spaces and architecture. These places have been demonstrated to realise strategic value in defining city character and identity acting in turn as a catalyst for urban revitalisation; attracting inward investment, knowledge workers and tourists; and building community.

In formulating a strategy which will shape a new civic and cultural place, one that it is uniquely Canberran with a clearly defined identity, we know that achieving success will require more than buildings and spaces.

Around the world, new trends have emerged in cultural production, presentation and engagement, leading to dynamic and dramatic changes in the way we access and experience all forms of creativity.

Digital technology is a major force for change in the creative industries as is the rebirth of the craft and maker movements. The distinction between traditional artistic boundaries is becoming blurred. There is less distinction between visual and performing arts, formal and popular culture, and the subsidised and commercial sectors. Cross-disciplinary work incorporates and depends upon new creative and participation technologies and people now have access to many immersive and diverse cultural forms. The public realm has become critical as a platform for artistic and community expression.

Canberra Civic and Cultural District key assets

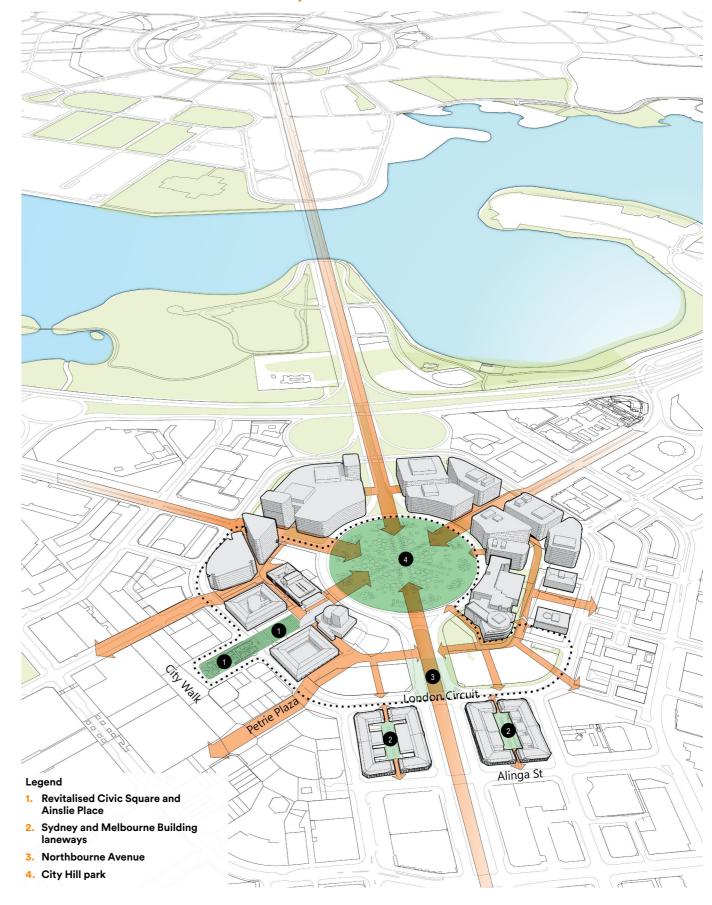


This concept supports and develops work to create a vital civic and cultural district by:

- building a new venue for the presentation in Canberra of significant main stage theatre, opera, musical theatre and dance
- encouraging spaces in the new venue and a programmatic approach which offers platforms and other opportunities for the best of local performance and opportunities for training and mentoring
- encouraging temporary and fixed platforms for the rehearsal and presentation of a wide variety of local music
- providing greater profile for the collection and work of CMAG and reinvigorate existing buildings
- realising capital and operational 'shopfront'
 experiences of the processes of art –
 performance (theatre/dance/music in rehearsal),
 visual arts in all genres, 'bookmaking' (physical
 and digital) and related activities promoting
 creative and civic dialogue
- strengthening the visibility of Canberra's civic life which is too often overshadowed by Canberra's national role – aiming to support access to the public collections, to facilitate vehicles for popular pathways to education in 'civics' and related talks and events acknowledging that this place has often been used as a platform for the public voice and that this should be proudly retained
- acknowledging the value of Civic Square Library and all that contemporary libraries can offer – acknowledging the desirability of a new space to complement the other strands of civic life in the City Centre
- seeking interest from those artisans and others

- in creative industries who might take advantage of incentives to base their work in the mixed-use zones of the evolving precinct, and from artsrelated businesses, such as commercial galleries and designers
- creating an environment that is both welcoming and stimulating at all times in all seasons – providing an epicentre where people can gather and at the same time enjoy unique arts and cultural experiences, including outstanding local food and wine produce at reasonable prices, both before and after programmed performances and other events
- providing a hub for information and a starting point for tours and self-directed experiences of the District and the broad and rich Canberra cultural offer
- making the Canberra Civic and Cultural District an attractive one to occupy for creatives and users by improving the public realm, increasing shade, seating and shelter and ensuring contemporary technical facilities and support are available and accessible
- encouraging partnerships, commercial structures, funding arrangement and use arrangements so that the District builds the reputation for 'something is always happening', something thoughtful, entertaining or playful
- the Lyric Theatre is a major project of high significance and together with the strategy to unify and update the existing cultural facilities provides a unique opportunity to put in place strategies to improve the relationship between the buildings and their setting
- Civic Square is an important public space with its own integrity and together with a new plaza can establish an interconnected public space network

Canberra Civic and Cultural District key connections



Place Principle 1 Connected to Country

- Ngunnawal living culture, heritage, and voices will be foundational to the Civic and Cultural District's evolution.
- Aboriginal and Torres Strait Islander people's cultural and artistic practice will be foregrounded and developed in partnership with First Nations people.
- Care for Country principles will guide design and operations, focusing sustainability towards restorative and regenerative practices.
- First Nations leadership and employment opportunities will continue to be a priority during redevelopment and operations.



Place Principle 2 United governance

- True vitality comes from bringing different voices together. An overarching governance and management structure will aim for 'unity over uniformity'.
- A structured, mission-led approach will be adopted as a robust governance approach to guide delivery and catalyse a powerful collective voice throughout the transformation and forward operations.
- Partnerships with Canberra's arts, business and education communities are a must.
 Collaboration will be cultivated to deliver more memorable experiences and to encourage cross-programming.
- Priority will be placed on the careful structuring of operational and financial viability. This will be paramount to deliver on social, community, education and creative outcomes.



Place Principle 3 Sustainable in every way



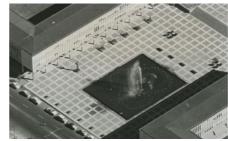


- The Canberra Civic and Cultural
 District will live the values of the ACT
 Wellbeing Framework and Climate
 Change Strategy. A 'life centered design' approach will prioritise the total health of both people and planet.
- As a beacon of wellbeing, Canberra
 Civic and Cultural District-wide planning
 will prioritise places and programs that
 foreground inclusion, encourage healthy
 debate and strengthen the unique
 Canberran identity.
- In line with the ACT Climate Change Strategy, planning, design and operations will aim for ambitious net zero targets, circular economy principles and a generative environment for biodiversity. This will extend to low emission transport options.
- A truly thriving Canberra Civic and Cultural District is one that is socially, culturally, economically and financially healthy. The commercial sustainability of resident arts organisations will be a focus to buoy Canberra's creative sector.

Place Principle 4 Truly civic public places

- Civic Square will be greener and more hospitable, reawakening as a place where people meet, celebrate and participate.
- A 'pedestrian first' approach will grow appeal for people at all ages and stages.
- A new and upgraded laneway network will knit small and large public places into a mix of intimate and grander experiences.
- This finer grained public space offered by the laneways will create new opportunities to eat, drink and linger.

- Strategic land release and development will serve to amplify the liveliness and diversity of the Canberra Civic and Cultural District.
- Integrated transport planning will improve accessibility, with a combination of Light Rail and active travel.
- There is the opportunity to connect City Hill Park and Civic Square to establish optimal connectivity to surrounding areas beyond the Canberra Civic and Cultural District.



















Place Principle 5 Reimagine civic and cultural assets

- Canberra Civic and Cultural District arts and cultural facilities will be reimagined to meet contemporary expectations of artists, locals, residents, workers and visitors.
- 'Whole-of-District' thinking will extend to how public spaces are designed, programmed and cared for.
- Welcoming and accessible venues will meet people at the street and Civic Square, with programming flowing beyond the boundaries of buildings.
 Opportunities will be explored to make it easier to know what's on and to buy tickets online and onsite.
- Redevelopments will be sequenced to make sure the Canberra Civic and Cultural District remains lively and accessible during capital works. Information will be on show onsite and online to help the community understands what is

happening.

- Coordinated and cross programming will be complemented with destination marketing and new tourism information. Planning will foreground 'Whole-of-District' thinking and intentionally blur civic and cultural edges.
- Success is not just bricks and mortar. It will rely on governance, programming, destination marketing and authentic engagement with artists, visitors and residents.

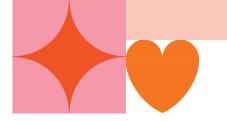


Place Principle 6 Digital as a seam

- Physical and digital experiences will be seamlessly blended.
 Visitors and residents will have opportunities to connect with the Canberra Civic and Cultural District before, during and after their visit.
- Rather than 'tech-for-tech'ssake', the Canberra Civic and Cultural District will embrace user-led, intuitive platforms that facilitate social connection and creative engagement.
- A digital overlay will boost safety and inclusion to help community feel welcome day and night.
- Opportunities for digital creative expression will be embedded in surfaces across public spaces, offering more opportunities for immersive, interactive engagement, participation and dialogue.
- Integrated digital backbones will be integrated at the earliest stages of design, for more personalised, sustainable and efficient operations.







Making it happen

Things are happening and the concepts and pathways to realising the vision are developing. We are beginning as we aim to finish, in collaboration with First Nations peoples, artists, community, institutions, stakeholders, funders and you.

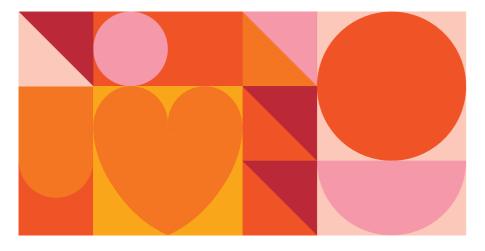
The process so far

Through the development of this draft concept, we drew on insights revealed through conversations and workshops with members of Canberra's arts and cultural communities, and public sector stakeholders.

These engagements have helped to articulate concepts and principles for the Canberra Civic and Cultural District. Valuable ideas from these engagements are woven throughout the report and the draft principles encompass the following key insights:

- Embed First Peoples history, practices, perspectives and cultures.
- Strengthen resources and support for artists this could include more partnership, more information and more affordable spaces.
- Enhance the atmosphere to create a place that is energising, inclusive, safe and inviting.
- Reflect Canberra's diverse and evolving communities through the design of space and programming.
- Prioritise green spaces and sustainable practices in alignment with care for Country practices and in support of the ACT's climate agenda.

See the full listening report.



What is happening now

- Community consultation: Following engagement through YourSay, community perspectives will be captured to inform a District Masterplan.
- Traditional Custodians consultation: Conversations will continue through development and operations to embed First Peoples world view, knowledges and cultures.
- Creative sector conversations: Ongoing dialogue with the sector is foundational to the future development of the Civic and Cultural District. These discussions will continue throughout the transformation and beyond.
- Strategy for success: Planning is underway to embed the right governance mechanisms and to engage in the right government funding processes for planning and delivery.
- Canberra Theatre Centre: The first stage of the Canberra Theatre Centre redevelopment is underway with more than \$30 million committed to early planning and design. Learn more at: Canberra Theatre Centre Redevelopment.
- London Circuit: Work is underway to raise London Circuit, including new cycling and walking paths, enabling Light Rail Stage 2A and making better connections to the lakefront. An ideas exhibition to be launched in early 2024 will explore the future of City Hill Park.
- Land release: Block 40 Section 19 and Block 40 Section 100 have been purchased for a new retail and office development, foregrounding social connections and exceptional environmental sustainability. Further land releases are planned. Learn more about the Land Release Program.
- CFC, the Authority and partners are committed to making sure any pop-ups are agents in activating the public domain in the short, medium and long term.
- The Authority is preparing a draft development masterplan for the District which builds upon this draft concept.

Continuing the conversation

We want to hear from you.

We are inviting the creative sector, community, businesses and other partners to have your say. This concept will be enriched when it belongs to all of us.

So please let us know how you respond to the idea, how you will benefit from its realisation and any ways you think you and your community of interest or partners can be a productive part of this.

We would like to know:

- 1. How can we care for Country in this place?
- 2. How do we do this together?
- 3. How might the District enhance the natural environment?
- 4. How might civic life play out in these public spaces?
- 5. How can we build on what we already have? Or how can we do things differently this time?
- 6. How will digital technologies enhance experiences across the District?



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