GOLD COAST
CULTURAL PRECINCT
The Gold Coast Cultural Precinct will be a place where people come together to engage with arts, culture and each other. The precinct will provide a platform from which arts contributors and visitors alike can discover, share and create.

As the Gold Coast matures, the precinct will be a focal point to reflect on our cultural heritage as we continue to shape our sense of self as a city.

The vision for the Gold Coast Cultural Precinct, outlined in this book, tells the story of a dynamic, seamless interaction between indoor and outdoor experiences.

In an arts and culture corridor that is distinctly Gold Coast, civic gardens will interface with a news arts museum and performing arts centre. The precinct will be activated through a rich and ever-changing artistic program and energised by cafes and restaurants, production studios and showrooms for arts and creative industries.

Council has initiated a global design competition to deliver this landmark precinct. Multi-disciplinary teams, led by landscape architects or architects, are challenged to produce innovative and creative concepts that blur distinctions between architecture, urbanism, landscape and art.

We want to see design concepts for a cultural precinct that reflect the Gold Coast’s identity and express its cultural heart and soul. When the Gold Coast hosts the 2018 Commonwealth Games, it will be important to showcase our culture and creativity to the world.

We must ensure the cultural precinct we deliver is a must-see destination for residents and visitors and a place where pivotal moments in our city’s life take place.

TOM TATE
Mayor, Gold Coast City
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The opportunity here is for the Gold Coast to create a cultural centre of gravity. A new, distinctly Gold Coast and distinctly 21st Century platform to express ourselves and our pride in our city.
NEED FOR A CIVIC FOCAL PLACE
The Gold Coast defies traditional concentric urban patterns in its linear shape and distributed functions. But there is a growing need for a centre of gravity for the city’s cultural and artistic activity. The cultural precinct will create a focal point, a new kind of civic square that will be a destination for locals and tourists. It will be a place where people come together to engage with arts, culture and each other, a place that ‘makes visible’ the Gold Coast’s cultural and creative life. The precinct will build creative networks and support the dispersed creative sector, producing tangible and bankable community cultural and economic benefits throughout the city. The cultural precinct can be integral to the success of the Commonwealth Games: as a ‘live site’ with a focus on arts and cultural programming.

NEED FOR BETTER CULTURAL FACILITIES
The Gold Coast’s cultural resources have been audited using UNESCO’s Framework for Cultural Statistics to gain a sound understanding of the strengths, opportunities and gaps in the cultural landscape. There is no shortage of culture and creative activity but there is a compelling need and community yearning for a cultural precinct as a centre for artistic engagement and creative production. The existing arts centre is a substantial community cultural asset. It has a strong reputation through delivery of quality programs, exhibitions and a growing city art collection, but it is bursting at the seams. Current facilities limit opportunities for expression and appreciation of the Gold Coast’s culture and development of the city’s creative potential.

Cultural and artistic expression is very much a part of the Gold Coast identity. Gold Coast City Council is seeking designs for a distinctly Gold Coast precinct which will define and nurture the cultural landscape for Australia’s Gold Coast.
OPPORTUNITY TO GROW OUR CULTURAL ECONOMY

Creating a hub for our cultural economy is one of the main driving forces behind the proposal for the cultural precinct. It is about supporting, nurturing and strengthening what is already present on the Gold Coast, but it is also about being the location choice for associated anchor tenants in the film, television, media, research and business incubation. The objective of the precinct is to anchor the Gold Coast as a viable creative industries cluster that can bring coherence and contribute to the diversification and growth of the regional economy and complement the tourism sector. The precinct will drive renewed urban productivity and fuel the trend of creative enterprise start-ups and small businesses that is growing locally, throughout Australia and internationally.

OPPORTUNITY FOR URBAN TRANSFORMATION

Gold Coast as a city is ever-changing. We see this in sustained population growth, in major infrastructure projects such as Broadwater Parklands, the Surfers Paradise Foreshore, construction of a Gold Coast light rail system, and preparation for the 2018 Commonwealth Games. Private sector investment in real estate and tourism infrastructure also responds to and influences the city’s evolution. Creating the true cultural heart which the Gold Coast community both wants and needs, will be a complex endeavour. It will require a concerted civic response in partnership with the private sector.
The vision for the Gold Coast Cultural Precinct is inspired by the broader cultural picture of the Gold Coast. These inspirations have informed our development of this vision and underpin multiple ways in which the precinct will be used.
RICH CONTENT
The cultural precinct should be distinctive, innovative, engaging, entertaining, productive and characteristically Gold Coast in style. The mix of uses and activities should be diverse, layered and capable of continually evolving to achieve a precinct that brims with vitality, operates cost-efficiently and delivers a positive impact and reach well beyond its geographic location.

DIGITAL POTENTIAL
The cultural precinct must become a virtual hub and digital aggregator of all things Gold Coast - culture, art and design; the place for convergence online, real-time and mobile, networked with local libraries and other cultural hubs and civic centres throughout the city, Queensland, Australia and the world. Design of the architecture and landscape should therefore integrate and optimise opportunities for a media rich environment to engage and inform people.

GREAT OUTDOORS
The Gold Coast is blessed with a subtropical climate and renowned for its youthful and energetic outdoor culture. The Evandale site has a magnificent scale, water setting and scenic qualities. Together these attributes form a compelling opportunity to create high quality public space that is open, accessible, green and free. It is Gold Coast City Council’s ambition that Evandale’s outdoors will become known as Australia’s finest subtropical garden.

CITY LINKS
The ability to attract and accommodate pedestrian traffic is a key success factor for any cultural precinct. The provision of multiple modes of transport will improve actual access as well as public perceptions of accessibility to the cultural precinct and be essential for its operational viability. Planning, development and management of transport links will prioritise walking, cycling and public transport options. This will start with a green bridge connecting Evandale directly with Chevron Island, and continue with a range of improvements to be implemented in strategic sequence.

HIGH PERFORMANCE
The cultural precinct should achieve excellence in design, construction and operation to be sustainable, accessible and beautiful: a place that is widely respected and admired.
DISTINCTLY GOLD COAST
The inspiration for the cultural precinct is the Gold Coast itself: young, ever-changing, vibrant and somewhat extravagant. A great context for a contemporary cultural precinct, the Gold Coast is in constant evolution; drawing from its assets and perfecting the art of hosting and welcoming visitors. The cultural precinct will create a platform for aggregation and concentration of cultural content and production. Let’s celebrate our distinct identity, our peculiar history and home grown stories and ideas.

GREATER ARTS
The arts sector is much more than meets the eye. As a visitor or patron, we often only see the final product, the part that can be consumed and discussed. But the greater arts encompasses a more complete definition of this sector to include arts education, amateur arts, and cultural production. This is also about recognising diversity in the arts, giving a place to various modes of expression. From theatre to visual arts, circus arts to musical performance, the cultural precinct will offer the promise of a place for all arts and artists on the Gold Coast.
CREATIVE LEARNING
Learning at the cultural precinct can be described as informal, social, experimental, interdisciplinary and real-time. The cultural precinct will connect informal learning with formal education providers and creative and cultural business networks. This will help to build pathways for employment, professional development and opportunities to retain and attract skilled and talented citizens.

CULTURAL TOURISM
Cultural tourism, as an expanding sector of our economy, is a key inspiration in the formulation of the vision for the cultural precinct. This puts the content developed on the Gold Coast – the stories, works of art and the productions – right at the core of Gold Coast’s identity and appeal to visitors, both domestic and overseas. The cultural precinct will be a defining centrepiece of our cultural tourism network, connected and outreaching to the Gold Coast’s culture and design facilities. It will buzz as a market place for festivity, civic events and showcasing home grown skills and products.

CREATIVE INDUSTRIES
There is a remarkable and optimistic sense of a creative groundswell. Unfettered by cultural traditions of other places and charged with a youthful and energetic spirit of creative enterprise, new models for partnerships and business that bring cultural vitality are emerging. We are speaking about a large sector of the economy, ranging from film and television through to design, fashion and music. Growing creative industries through training programs, promotion, links to industry and business incubator space will counteract the drain of local talent attracted to bigger cities nationally and internationally.
A cultural precinct can embody the best qualities of urban life, a place of lively juxtapositions and chance encounters, the scene not simply of artistic cross-fertilisation but for creativity to make a space particular to the extraordinary environment of the Gold Coast.

Michael Sorkin
Director, Graduate Program in Urban Design.
City College of New York
These are the desired characteristics that the Gold Coast Cultural Precinct will exhibit through design and programming elements.

HOSTING
An inviting space for locals and visitors to connect with art and each other, the precinct will be a home for new ideas and collaborative work.

VISIBLE
Through a cluster of cultural spaces, alongside programs and installations, the precinct will provide a visible hub.

PRODUCTIVE
With production at the heart of the main programming, complemented with supporting programs (cafe, rooftop, retail), the precinct will attract the creative community and consumers and be able to truly operate as a place where creative and cultural economy activities connect.

CONNECTED
Connected physically and digitally, the precinct will facilitate exchange between the creative industries, cultural institutions and the community.

DISTINCT
The Gold Coast has always held a distinct, exciting position in Australian cultural life. The cultural precinct will allow for a reflection of this distinction; for the Gold Coast to present itself as a city of cultural production and consumption alongside its leisure and business offerings.
ENABLING
Closely related to its welcoming function, the precinct will function as a common ground for creative industries, artistic talent, creative businesses and institutions. The precinct will enable the exchange of ideas, knowledge sharing and development of partnerships.

PLURAL
The precinct will invite a wide variety of people to participate in its cultural life through a spectrum of engagement thresholds. Through this varying engagement we will welcome plurality in the definition of culture on the Gold Coast.

FRESH
The precinct will embrace new media and technology to interpret a fresh take on arts and cultural life on the Gold Coast. It will facilitate the retention of Gold Coast’s young talent and invite these skills to be woven into Gold Coast’s cultural landscape.

CLUSTERED
A clustering of arts, culture and creative industries will enable collaboration and access to shared materials and resources. It also will be crucial to access the shared benefits of complementary industries and attracting people and investment into the precinct.

SUSTAINABLE
The precinct will provide a civic space for all to participate in the social life of the Gold Coast. With layers of activities and functions, the precinct will evolve and grow sustainably, with agility and resilience to continue to be relevant to the cultural landscape of the Gold Coast.
1. **GOLD COAST TURF CLUB**
2. **WATERSIDE BUILDINGS - GCCC STAFF OFFICES**
3. **PROPOSED BUNDALL RD PEDESTRIAN UNDERPASS**
4. **GREEN BRIDGE OPTIONS**
5. **ARTS WALK**
6. **LIGHT RAIL ROUTE**
7. **CYPRESS AVENUE STATION**
8. **CAVILL AVENUE STATION**

**CONTEXT PLAN**

- **GOLD COAST CITY COUNCIL CIVIC CHAMBERS** - To be retained
- **THE ARTS CENTRE GOLD COAST** - Theatres, cinemas, function spaces and art gallery - Retain but redevelop. Assumption may be challenged
- **GCCC ADMINISTRATION CENTRE** - Staff accommodation - proposed for removal
- **GCCC ADMINISTRATION CENTRE** - Foyer and meeting rooms - optional retention
- **RIVERSIDE BUILDING** - Council administration functions – proposed for retention
- **ST MARGARET’S CHAPEL** - Church services and weddings - function may be retained
- **EVANDALE LAKE** - Community recreational feature
- **STORAGE SHEDS** - Arts Centre props and store - incorporate into a new facility
- **GREEN BRIDGE** - Proposed pedestrian and cycle link to Chevron Island - Two possible locations
- **PONTOON**
- **INDICATIVE Q100 FLOOD LINE**

**SITE PLAN**

- **GOLD COAST CITY COUNCIL CIVIC CHAMBERS**
- **THE ARTS CENTRE GOLD COAST**
- **GCCC ADMINISTRATION CENTRE**
- **RIVERSIDE BUILDING**
- **ST MARGARET’S CHAPEL**
- **EVANDALE LAKE**
- **STORAGE SHEDS**
- **GREEN BRIDGE**
- **PONTOON**
- **INDICATIVE Q100 FLOOD LINE**
SITEWIDE AND SHARED PROVISIONS
Various general amenities and spaces will be provided to support successful operation and use of the cultural precinct. Even with separate buildings, it makes sense for some of these to be shared and managed from a single point or provider. Through combination, co-location or strategic distribution, these Sitewide and Shared Provisions will facilitate efficient operation and enhance users experiences.
**NEW ARTS MUSEUM**

**LIVING ARTS CENTRE**
The Living Arts Centre is envisaged as a centre for excellence in a diverse array of performing arts and entertainment. It will provide a mix of theatre sizes and formats, cinemas, spaces for rehearsal, practice, production, live gigs and civic functions and accommodation for resident performing arts organisations. The centre will carve out a niche in touring and homegrown productions, developing local talent through a lively program of production, presentation and participatory events.

**ARTSCAPE**
Artscapes is envisaged as a curated landscape in both artistic and botanical terms: an outdoor gallery and theatre open to the skies – and the world. It will be defined by features and plantings that create an oasis of amazing beauty and interface seamlessly with the New Arts Museum and Living Arts Centre. It will be activated through a rich and ever-changing artistic program and inhabitable in countless ways from private picnics, contemplative art installations and citizenship ceremonies, to public performances live or simulcast from anywhere in the world, digital design tournaments, moonlight cinema and crowded markets and festivals.

**NEW ARTS MUSEUM**
The New Arts Museum is envisaged as the must-see destination for residents and visitors wanting to understand and connect with the essence of the Gold Coast. It plays its role as a platform to share homegrown talent, but also to reflect our local collective memory through archiving and heritage conservation of the contemporary city. With incubator and studio spaces, it will also be a place for training, mentoring, making and marketing of arts, crafts, design and other creative practices. It will present lively and engaging exhibitions drawn from local, national and international sources and become a pillar of the city’s cultural tourism profile.
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PHASE 1 – TWO-STAGE DESIGN COMPETITION (MAR – NOV 2013)

MARCH – JUNE
Anyone can enter (pending eligibility)
Shortlisting
Six week international call for electronic submissions from multi-disciplinary teams
Anyone can enter (pending eligibility)
Jury selects up to three teams on the basis of:
• composition, skills and capability
• 600 word narrative response to the vision and design brief
• three sketch panels
• compulsory criteria

JUNE – JULY
Council commissions up to three teams to develop detailed concept designs (fee $250,000 per team)
Appointment and briefing workshops

JULY – OCTOBER
Concept design and presentations

OCTOBER
Jury selects preferred concept

NOVEMBER
Public announcement of winner

PHASE 2 – PRELIMINARY DESIGN
Council engages winner to develop the design, in accordance with agreed scope and design fees at industry rates.
Finalise concept, define project scope, design brief and budget
Schematic design with interactive business and operational planning

PHASE 3 – PROJECT DELIVERY
Subject to procurement model, winner engaged through to completion
Detailed design, contract documentation, construction supervision

Phase 1 – Two-stage design competition (March – November 2013)

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Anyone can enter (pending eligibility)
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• composition, skills and capability
• 600 word narrative response to the vision and design brief
• three sketch panels
• compulsory criteria

Team A
Team B
Team C

Stage one
Stage two
Phase 2 – Preliminary design
Council engages winner to develop the design, in accordance with agreed scope and design fees at industry rates

October
Jury selects preferred concept

November
Public announcement of winner

Finalise concept, define project scope, design brief and budget

Schematic design with interactive business and operational planning

Detailed design, contract documentation, construction supervision

Phase 3 – Project delivery
Subject to procurement model, winner engaged through to completion
The Gold Coast Cultural Precinct thrives through local, national and global partnerships. Fundamental to operational vitality and viability will be the partnerships that develop and invest in the cultural precinct.

The precinct needs to engage with partners across a wide variety of sectors including, government, ICT, arts, entertainment, tourism, media, education and training, design, and other creative industries and at local, national and international scales.

Partners will bring resources, participants and content, and share in the civic, cultural and creative energy and opportunities of the cultural precinct.

The cultural precinct will thrive if we work together. Council welcomes interest from prospective partners who share the ambitions to build our cultural economy, enrich our community vitality and engage with the Gold Coast Cultural Precinct project.
Gold Coast Cultural Precinct
Contact information:
Gold Coast Cultural Precinct
PO Box 5042
Gold Coast MC 9729
Australia
Tel: 1300 MY GCCC (1300 69 4222) or +61 7 5582 8211
Fax: +61 7 5596 3653
Email: goldcoastculturalprecinct@goldcoast.qld.gov.au
Web: www.goldcoastculturalprecinct.info

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