

Creative West



STATE ADVOCACY



Commit \$3 million dollars to support the detailed business case and feasibility study, including schematic designs for Creative West, to be matched by Maribyrnong City Council.

What is Creative West?

It will include a large scale performance venue, a library, learning and innovation hub, open space and spaces for the arts and community groups and gatherings. It will provide the community, artists, creatives access to the latest technology for learning, artistic and cultural pursuits, as well as being a vibrant centralised activation space for Footscray Priority Precinct that will stimulate and drive economic, employment and business outcomes well into the future. Creative West will position itself as the premier gateway venue to the west.

Investment opportunity

This \$154 million joint investment between local, state and federal government will support greater economic development, employment opportunities and urban renewal and support local small businesses in Melbourne's west. Council is ready to contribute substantially to this project including funding, land and civic services.

Creative West concept photo



Need

- There is no purpose built 500+ seat theatre in the greater LeadWest area.
- Is a regional advocacy priority, not just for the Maribyrnong City Council but all LeadWest municipalities.
- Address concerns around personal safety in Footscray, by driving foot traffic, particularly at night.
- Performing arts seats per capita in Melbourne's east outnumber spaces in the western metro region 2 to 1.

Benefits

- A thriving cultural and creative economy in the west of Melbourne.
- A more inclusive, cohesive and resilient Victoria.
- An all ages night economy.
- A high-quality placemaking project for Footscray that will support urban renewal and increase economic activity and perceptions of safety.

Economic contribution & development

The construction phase (over a two year period)



\$230.2m Output

- \$120m Direct
- \$110m Indirect



\$75m Value Added

- \$39.4m Direct
- \$36.3m Indirect



202 Local jobs per year

- 105 Direct
- 98 Indirect

The operation phase (per year)



\$7.8m Output

- \$6.1m Direct
- \$1.6m Indirect



\$4.4m Value Added

- \$3.6m Direct
- \$838k Indirect



45 Local Jobs

- 36 Direct
- 9 Indirect

We are ready to invest land, time and funding for Creative West and we invite you to join us.

MARIBYRNONG CITY COUNCIL CONTACT

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