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 <u>Submission No. 08</u> <u>(ABC Melbourne)</u> <u>Date: 24/04/13</u>

Ms Kirsten Livermore MP
Committee Secretary
Parliamentary Standing Committee on Public Works
Po Box 6021
Parliament House
Canberra ACT 2600

Dear Ms Livermore

SUPPORT FOR THE ABC MELBOURNE ACCOMMODATION PROJECT

As Chair of the Southbank Blueprint Arts Precinct Working Group, I am writing in support of ABC Victoria's Melbourne Accommodation Project.

The Blueprint project was initiated by the State to map out the future direction of the Southbank Arts Precinct. Significant support for the Blueprint has also been provided through the Commonwealth's Liveable Cities funding program. The Blueprint is being driven by a stakeholder-led Working Group with support from Arts Victoria, Melbourne City Council, the University of Melbourne and major cultural institutions including the ABC.

The Blueprint will set out a strategic action plan for a fully integrated and active Arts Precinct, enabling a coordinated approach to developing and promoting the Arts Precinct as a distinctive destination for the creative community, locals and tourists. The Blueprint will also advocate for a range of public realm improvements, street activation projects, strategic developments, improved connections and enhanced transport networks.

Located on the corner of Sturt Street and Southbank Boulevard, the ABC Southbank Centre occupies a critical place in the heart of the Arts Precinct. The redevelopment on this highly visible corner of the Arts Precinct would contribute greatly to the development of the Art Precinct's distinctive character.

The economic and social life of the Arts Precinct can be positively impacted through the type of sensitive development proposed by the ABC. The proposed redevelopment would result in a significant increase in arts and media workers who would occupy a redeveloped ABC Southbank Centre that would be deeply connected to the community.

Flow on benefits would include adding to the Arts Precinct's creative density, additional employment opportunities, increased potential for retail and hospitality, increased pedestrian traffic and the enhancement of a vibrant, active public realm.

I strongly urge the Committee to support this exciting new proposal.

Yours sincerely
peckvonhartel

Yvonne' von Hartel AM
Senior Principal

BT/kc