

GEELONG ARTS CENTRE
MEDIA RELEASE

FOR DATE TUESDAY 14 SEPTEMBER

COMMUNITY INVITED TO GET CREATIVE AND NAME THE CRANE AT GEELONG ARTS CENTRE

Everyone in Geelong is invited to get creative and enter a competition to name the crane that has been installed to help build the Victorian Government's \$140 million Geelong Arts Centre Little Malop Street Redevelopment.

The competition invites people to come up with a name for the 50-metre tall tower crane that will play a key role in building the region's iconic arts centre.

Members of the Geelong and south west region are encouraged to think creatively about the role of the arts centre in Geelong and the role the crane has in building the next stage of the creative heart of Geelong.

The winner will have their suggested name displayed on the crane, which will be highly visible on the Geelong skyline.

In addition, the winner will receive a \$200 gift voucher for Geelong Arts Centre performances.

Entry is open to everyone and submissions will be accepted between 14 – 28 September, with the winner to be announced in early October.

The vision for the completed Little Malop Street Redevelopment is bold and will create an exciting and welcoming place for all.

Geelong Arts Centre engages and draws diverse audiences with high calibre theatre, music and dance performances and events from around Victoria, Australia and the world.

The Centre also provides Geelong with a facility to attract, develop and present locally produced works which can be showcased in other cities.

Who better to help shape the heights of the project to reflect the heart and soul of the new building, than the people who fill it with spirit and life?

Entries will be assessed by a panel comprised of representatives from project partners, Geelong Arts Centre, Creative Victoria, Development Victoria and Lendlease.

To enter, visit

www.geelongartscentre.org.au/name-the-crane/

The Geelong Arts Centre Little Malop Street Redevelopment is expected to be completed by 2023.

Quotes attributable

Minister for Creative Industries, Danny Pearson MP

“It’s fantastic to see the Geelong Arts Centre Little Malop Street Redevelopment progressing, and this crane will enable the new building take shape in coming months. Once completed, the redevelopment will enhance and strengthen Geelong’s cultural precinct, for the people of Geelong and the region.”

Member for Geelong, Christine Couzens MP

“I encourage everyone to get into the spirit of the Geelong Arts Centre Little Malop Street Redevelopment, get creative and give the crane a name everyone will remember. You will be able to see this crane from all over Geelong, so this is a really great opportunity to be part of history.”

Geelong Arts Centre CEO & Creative Director, Joel McGuinness

“Engaging and drawing on the incredible artistic talent of our local community who play such an integral role at Geelong Arts Centre will help us display the heart of who we are in the heights of the redevelopment.”

General Manager Building, Victoria Lendlease, Bill Alexandrakis

“The opportunity to deliver such a valued piece of social infrastructure that will positively impact the lives of many from the Geelong and surrounding community makes this a very rewarding and highly motivating project.”

Entries can be submitted via the Geelong Arts Centre website – www.geelongartscentre.org.au entries will be accepted between 14 – 28 September with the winner to be announced in early October.

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