

# 'CRANE', SAW, CONQUERED: NAME SELECTED FOR THE CRANE AT GEELONG ARTS CENTRE AMID HUNDREDS OF CREATIVE COMMUNITY ENTRIES

**After putting the call out to the Geelong community in September to name the crane that has been installed to help build the Victorian Government's \$140 million Geelong Arts Centre Little Malop Street Redevelopment, a winner has today been announced.**

The winning name, *Moorpanyul*, translates to 'white crane' in the Wadawurrung Language and was put forth by Torquay resident, Nicole Roache.

The name is set to be displayed on the crane, highly visible on the Geelong skyline.

The two week competition invited people to come up with a name for the 50-metre tall tower crane at the site of the Little Malop Street Redevelopment and received nearly 400 wonderfully creative submissions.

The entries, which were assessed by a panel comprised of representatives from project partners, Geelong Arts Centre, Creative Victoria, Development Victoria and Lendlease, and reviewed by the Wadawurrung Traditional Owners Aboriginal Corporation, included a slew of imaginative and humorous proposals. Popular submissions included Craney McCraneface, a nod to notorious British lead

boat Boaty McBoatface, and Frasier, paying homage to iconic 90s sitcom character, Frasier Crane.

More eccentric references to current pop culture included Cran-ye West after controversial hip hop musician, Kanye West, and one very audacious punter even put forth the name of Melbourne FC 2021 Premiership Captain, Max Gawn!

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, while remaining rooted in the local community.

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

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

To learn more about the Little Malop Street Redevelopment, visit [geelongartscentre.org.au/about-us/our-future-plans/](https://geelongartscentre.org.au/about-us/our-future-plans/)

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



## Quotes attributable

### Member for Geelong, Christine Couzens MP

*“It is wonderful to have seen so many members of the community excited to be involved in the next phase of developing Geelong’s creative heart, and I have no doubt the excitement will continue as we see the Little Malop Street Redevelopment continue to grow and take shape under the watchful gaze of Moorpanyul the crane.”*

### General Manager Building, Victoria Lendlease, Bill Alexandrakis

*“The selected name, Moorpanyul directly correlates with the significance of delivering such a valuable piece of social infrastructure. This project will benefit the lives of so many in the Greater Geelong region and transform cultural life in Victoria’s second largest city. It holds deep meaning for a variety of stakeholders, making it extremely fulfilling to deliver”*

### Geelong Arts Centre CEO & Creative Director, Joel McGuinness

*“We are committed to engaging and drawing on the creativity of our local community as we move into the heights of the redevelopment, and we are particularly focussed on ensuring that every member of our community can see themselves represented and feel a sense of belonging and cultural safety in this space.*

*The Little Malop Street Redevelopment site stands on land that has long been a significant site for gathering, belonging and storytelling for the Wadawurrung People of the Kulin Nation, and we believe the name ‘Moorpanyul’ beautifully intertwines the rich history of First Nations culture on this site with the developments of the present day.”*

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