

Station Creative Workspace

Proposal



A project led by:

**Eastern
Riverina
Arts**

In partnership with:



WAGGA WAGGA
**BUSINESS
CHAMBER**

The Vision

The Station Creative Workspace will give artists, companies and creative entrepreneurs the perfect launchpad to experiment, collaborate and showcase new work.

The Station will provide gallery, workshop and digital studio spaces, as well as affordable artist studios and creative business suites to facilitate ambitious artists, freelancers and creative companies to collaborate, do business and present their work.

We will work in partnership with the region's artists, creative organisations and companies to generate new opportunities for artists and creators, and support collaborations, professional development and touring opportunities that benefit the wider region.

Linking arts and business development organisations, the Station will give entrepreneurs the perfect launchpad to experiment, collaborate and showcase innovation.

Spaces

The Ambo Gallery. A versatile and flexible exhibition and event space that will showcase local creativity, host workshops and networking events, and act as a launchpad for local creative businesses. Think pop up shops, kids holiday workshops, experimental performances, installation artworks and envelope-pushing public programs.

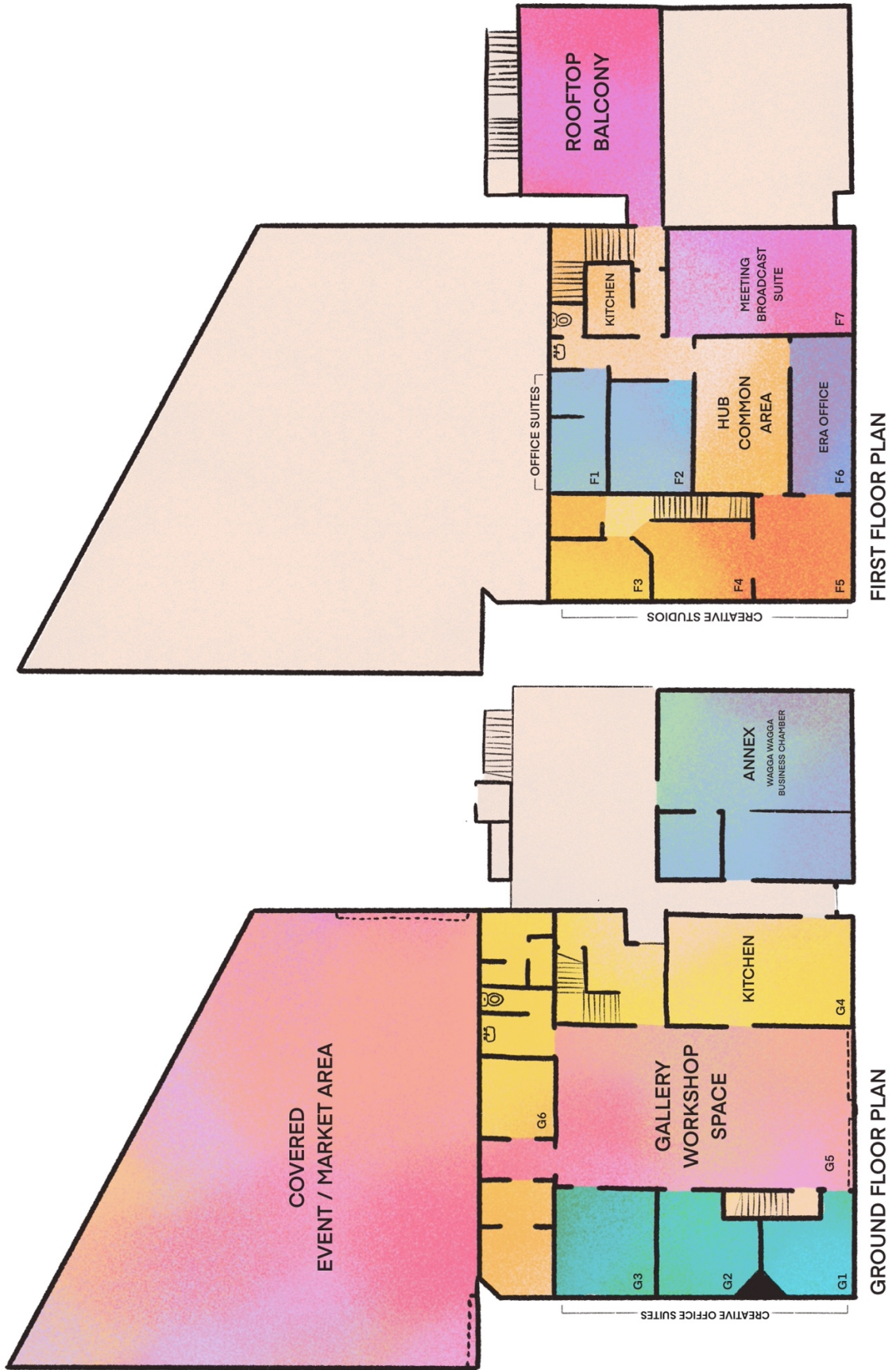
Collaboration and Broadcast suite. A flexible boardroom/training room that is digitally-connected and kitted out with specialist backdrops and lighting equipment to facilitate webcasting, hybrid meetings and broadcast opportunities.

Covered Market/event space. Connected to the gallery is a covered outdoor area with stunning views to the Lagoon and Victory Memorial Gardens. This area would suit a broad range of niche events and markets, and can facilitate secure construction of large-scale artworks, or as an event support area for the Victory Memorial Gardens.

Freelancer Suites - affordable office suites to support local animators, designers, illustrators (and other Creative Industries practitioners) to take the leap from working at the kitchen table, and support a growing ecosystem of creative companies for our region.

Artist studios - clean, light studio spaces for artists, writers and makers available for short-term hire and residencies.

Floorplan



Management Model and Key Partnerships

Site manager and Creative Workspace leader: Eastern Riverina Arts (ERA)

Eastern Riverina Arts will lease the entire site and relocate their operations within the main Ambulance station building, acting as a single point of contact, management and responsibility for the site.

Eastern Riverina Arts will manage bookings for the community spaces, and coordinate a program of creative programming that is accessible to the public, in partnership with hub users.

Anchor Tenant: The Wagga Wagga Business Chamber (WWBC)

The Wagga Wagga Business Chamber will be the key anchor tenant of the Station.

A licencing agreement will provide the chamber with secure tenancy of the annex, which will serve as a base for their operations. A Venue usage agreement will support usage of community spaces by the Chamber. Business Chamber members will receive discounted access to some of the community spaces.

Both of the above organisations will have a stake in activating the site through holding events, workshops and providing professional services to stakeholders and the community.

Station site users will have regular meetings to discuss programming and partnership opportunities and ideas that strengthen the effectiveness of the hub.

Programming

Eastern Riverina Arts and the Wagga Wagga Business Chamber are committed to programming a year-long schedule of events, workshops and activities that complement the programming generated by hub participants and community users.

Art Work sessions – Monthly professional development workshops for artists and creative business owners

Creative Workshops – ERA will coordinate a schedule of workshops in the Gallery space led by creative practitioners and service organisations.

Makers markets – Regular markets in the Covered Event Area will showcase locally made creative products and more

Experts in Residence Program – The Business Chamber’s Expert in Residence program will host drop in sessions for experts on a host of specialist business skills including marketing, online stores, websites, POS and more.

Community exhibitions – Community and cultural groups will have the opportunity to showcase and sell their creative works within the Ambo Gallery on weekends and in alignment with community events and festivals (eg Fusion, Mardi Gras etc). With the exhibition schedules of the E3 Art Space and The Curious Rabbit at capacity, there is a known need for affordable exhibition and event spaces for community groups.

Co-hosted cultural programming - Eastern Riverina Arts receives regular requests from artists and organisations seeking to tour productions and programming through the Riverina. The Station will be a game changer in that it will facilitate cultural developments of works which can then be presented at one of Council’s cultural facilities or in a local venue.

Community and Business usage

The community spaces within the Station will be available for affordable usage by the community, business users and creatives. Eastern Riverina Arts will ensure that community groups can utilise the meeting room and workshop spaces at low or no cost.

The Wagga Wagga Business Chamber will leverage their usage of the annex and meeting room to ensure affordable services and workspaces are available to the business community.

Enhancing Council Events and Programming

The Station Creative Workspace will extend the programming capabilities of Council and its cultural facilities through the provision of spaces, and through programming collaborations. Eastern Riverina Arts will work to collaborate with Council business units to complement, extend and support planned activities. We anticipate this support could include:

- Facilitating artist-in-residence activities within the gallery space in conjunction with Wagga Wagga Art Gallery and Museum of the Riverina programs,
- Providing spaces and coordinating programming to enhance Council-led events such as Lost Lanes, Fusion and Mardi Gras,
- Providing development and rehearsal spaces for the production of artworks and performances that have been commissioned by Council’s cultural facilities.

Sponsorship Opportunities

Eastern Riverina Arts will leverage its relationships with Create NSW, Screen NSW, Regional Arts NSW and Regional Arts Australia to ensure the Station Creative Workspace is recognised as a pioneering regional creative industries hub and a focus for investment and development partnerships.

Regional impact

We will leverage our stakeholder base and connections into neighbouring Local Government Areas to ensure the Station's impact is regional as well as local. These impacts could include:

- Supporting the development of exhibition and performing arts content by local creatives that can tour the wider region,
- Provision of pop-up shop and exhibition opportunities for creatives and community groups located across the Riverina region,
- Extending the impact of Wagga Wagga's regional cultural institutions (The Civic Theatre, Museum of the Riverina, Wagga Library, Wagga Art Gallery and the Riverina Conservatorium of Music) by hosting programming, breakout spaces and festival support through partnership and venue collaboration, and
- Supporting educational institutions to deliver workshops, events and streamed lectures from a digitally-enabled CBD location in Wagga Wagga.