

FEDERATION SQUARE CIVIC AND CULTURAL CHARTER

The Federation Square Civic and Cultural Charter recognises Melbourne's pre-eminence as a centre for creativity and innovation, its diverse and successful arts and cultural festivals, its multicultural heritage, the popularity and beauty of its gardens and river and the need for a new focal point for contemporary cultural activities.

The Charter requires that these themes and strengths find expression in Federation Square's management philosophy, marketing, programmed events and activities, and hiring and sub-leasing activities, including the presentation and market positioning of its commercial spaces.

Objectives

The underlying purpose of Federation Square as determined by the Government of Victoria and the City of Melbourne is to achieve specific **cultural and civic objectives** for Victoria:

- to provide a stimulating, educational, comfortable and entertaining destination venue to Victorians, and to interstate and international visitors.
- to represent Melbourne as a leading city for the arts and for innovation and creativity in all forms of cultural expression.
- to communicate the City's leadership in contemporary ideas and expression
- to provide a focal point for arts and cultural festivals and activities and important civic commemorations.
- to reflect Melbourne's cultural diversity in its overall operations and programming.
- to attract local, national and international visitors to Federation Square.

Key Outcomes

The excitement generated by the concept must be reflected in its implementation and routine operations. The following critical **outcomes of the development and operation of Federation Square will ensure that its objectives are achieved:**

- a continuous and high calibre mix of cultural programming and civic activity that is recognised as contemporary and stimulating.
- a high level of use by local, national and international organisations, events and activities.
- an identifiable synergy between the cultural program and other leisure, personal and commercial services.
- high levels of use of all spaces for activity consistent with and complementary to the stated objectives.
- high levels of new and return visitation.
- a positive local profile for Federation Square as a focal point for the City's civic and festival program.

- a positive national and international profile for Federation Square and its program.
- a focus for Federation Square for the Centenary of Federation celebrations.
- an accessible secure and attractive public experience.

Implementation Requirements

To achieve the defined objectives and outcomes of Federation Square, the management company will:

- ◆ develop and oversee a year-round program of activities embracing visual, performing, multimedia, event, literary, festival, botanical, multicultural and other themes.
- ◆ promote the use of Federation Square venues, and procure events and activities with appropriate local, national and international organisations and individuals.
- ◆ develop working partnerships with key festival companies to provide venues at Federation Square as part of each festival's overall program, including the Melbourne International Festival of the Arts, Melbourne Comedy Festival, Melbourne International Film Festival, Melbourne Moomba Festival, the Next Wave Festival and the Melbourne International Biennial.
- ◆ develop programmed activities at Federation Square in conjunction with event organisers that reflect or enhance important wider community events, including indigenous, multicultural or community-specific national days or celebrations (eg. Chinese New Year, Australia Day, Anzac Day, major sporting events, Melbourne Writers Festival and Melbourne Fashion Festival).
- ◆ produce and promote, with the assistance of the Government of Victoria and the City of Melbourne, in conjunction with the Melbourne Festival, the celebration of the Centenary of Federation in 2001.
- ◆ implement a marketing program that takes account of key market segments and which is measurable in terms of visitation impact.
- ◆ develop close working partnerships with marketing and tourism bodies, multicultural and community organisations to achieve the cultural and civic objectives of the site.
- ◆ work with public bodies to ensure appropriate access and security is provided at Federation Square.
- ◆ maintain up-to-date and leading edge operating technology for all aspects of the site's activity, uses and presentation.

Operating Principles

All components of Federation Square are to be operated and managed in accordance with this Charter and for the purposes outlined below.

Civic Square

In accordance with the original concept of a new civic centre for Melbourne, Federation Square will boast a three hectare plus open civic plaza as the public focus and meeting place for Melbourne linking the city, the Yarra River and the adjoining Riverside Park.

Use of the Civic Square will be subject to the following:

- A standard hiring agreement will be formulated and implemented by the management company.
- Sections of the Square may be hired at market rates to organisations for commercial purposes, where these are consistent with the Civic and Cultural Charter.
- The Civic Square is to be made available at nil hire cost for appropriate public events organised by non-commercial arts and festival organisations and relevant public sector agencies. Such groups can be required to pay direct event staging costs, including set-up and dismantling, after-event cleaning, security, insurance, power and the management company's handling expenses. Subject to reasonable notice being given, such groups are to be given priority in the use of the Square over commercial hiring.
- The management company will enforce rules and codes of public behaviour, and ensure an adequate level of supervision in the Square's use by the public.

Other Public Areas

Federation Square's unique urban setting provides a number of enclosed, semi-enclosed and open spaces with a focus on public involvement and interest. These spaces will include a spectacular large atrium, outdoor "garden" areas and courtyards, commercial outlets, an enclosed amphitheatre, tour bus booking service and a visitor services hub.

Contemporary interpretations of botanical themes will be reflected in its design, activity programming and commercial operations.

Hiring and leasing terms and conditions will be determined by the management company.

Museum of Australian Art

With the relocation of the National Gallery of Victoria's entire Australian collection from St Kilda Road to Federation Square, a new museum housing the most comprehensive display of Australian art in the country will be created. The collection will provide a unique experience of contemporary art in the context of the rich history and achievements of Australian indigenous and non-indigenous artists. The Museum will be managed and programmed by the NGV.

The management company will work with the NGV to ensure coordinated programming between the Museum of Australian Art and other venues in Federation Square for key festivals and cultural events.

Cinemia Centre

The Cinemia Centre will be the nation's home for the moving image in all forms. Cinemia, the new institution formed by the merging of the State Film Centre of Victoria and Film Victoria, will manage and programme the Centre to enhance Federation Square as a site for the celebration of

screen culture, embracing film, video and multimedia activities.

Cinemia will be responsible for the Centre, excluding television and radio facilities, which will accommodate the multicultural national broadcaster SBS. Cinemia may sub-lease to state and national film or other organisations with the prior approval of the management company. SBS will separately lease its floorspace from the management company.

The management company will work with Cinemia and SBS to ensure coordinated programming between Cinemia, SBS and other venues in Federation Square for key festivals and cultural events.

Retail

Retail outlets will be incorporated within the development on the basis of a relationship/theme with the major users, and upon a level of contribution to the cultural and civic objectives of Federation Square. Food and beverage operations will form part of the retail "offer", and will similarly be required to embrace and enhance the stated cultural and civic objectives.

The management company, in the context of the market niche being targeted will determine leasing terms and conditions. The retail operations will be managed and maintained by the management company, who is also responsible for ensuring coordinated programming exists between retailers and other venues in Federation Square for key festivals and cultural events.

Russell Street Extension

The Russell Street extension will provide vehicle access to Federation Square, pedestrian movement around and to the Square, and to the riverside park. It will provide loading, unloading and short term parking facilities for approved tour bus operators. The following operating principles apply:

- ◆ the management company may charge fees for bus parking
- ◆ the management company will enforce rules and codes of public behaviour.

Other Commercial Operations

Portions of the development may be sold, leased, assigned or licensed to commercial operators, for example, rights to develop a tavern and/or other retail and food and beverage/hospitality opportunities.

In any such sale/lease/assignment/license, the management company will ensure that operators comply with the site rules and regulations contained within the Federation Square Precinct Management Agreement. The management company will work with each operator to ensure coordinated programming between each operator and other venues in Federation Square for key festivals and cultural events.

The Federation Square Civic and Cultural Charter provides guidance on the ongoing management of Federation Square in accordance with intent of the original project brief and partners. Since the commencement of the project a number of references to dates and names have changed as below. None of the references impact on the intent of the Charter.

- Centenary of Federation celebrations.(Completed in 2001)
- Melbourne International Biennial (Biennial does not operate)
- Riverside Park (now Birrarung Marr)
- Museum of Australian Art (now The National Gallery of Victoria, Ian Potter Centre)
- Cinemedia Centre (now The Australian Centre for the Moving Image)
- Federation Square Precinct Management Agreement (now a Tenant Lease/Licence)