

Busselton Performing Arts and Convention Centre

Overview

The Busselton Performing Arts & Convention Centre, a 625-seat convention, entertainment and performing arts centre, is set to be a central hub for the region's significant creative industry, as well as a prime destination for conferences, trade shows and conventions.

Approximately 105,000 visitors are expected to attend the Centre during the first full year of operation, increasing to over 148,000 within five years and with the potential to attract 197,000. During its construction, 115 jobs will be created. Once built it's estimated that over 44 full time jobs will be formed directly and indirectly.

The Vision. The Centre will be an iconic landmark performance space with a minimum 625 seat capacity theatre, and conference and convention facility to accommodate over 400 people banquet style. The building will be flexible in design utilising the latest technology to fill the gap to host large indoor events, adding to the viability of the South West touring circuit and the opportunity to increase visitation to the region as a destination for conference, trade shows and conventions.

The Centre will deliver a traditional theatre with operational flexibility to hold events, small to large functions and a conference facility. The auditorium provides an indoor events space of over 1000 capacity.

The Centre will give an exceptional customer experience with high quality seating and a focus on comfort and sight lines to the stage and a more intimate feel for the audience. Programming for the centre forecasts the highest use for the auditorium will be popular music. The feel of attending a concert and being able to get up close to the artist and dance, with different price points for general admission and booked seating is achieved with the changed, flexible seating arrangement.

The retractable seating also creates opportunity for indoor events the City cannot currently host to sufficient capacity such as trade shows, fashion shows, expos, cabaret banquet dinners and dance.





Level 1 Mezzanine

On the first floor there will be a rehearsal/studio room, two conference rooms and breakout rooms providing for a 400 plus banquet function with outdoor deck and views to the Bay. This will enable the hosting of conferences outside the main auditorium, allowing the auditorium to be used for set-up and other purposes while a conference is in progress; enabling conferences to be scheduled all year round without needing to share the auditorium with other events. With the completion of the airport project and the foreshore hotel developments, the City expects to be able to target business events of a standard that require first-class facilities.

The Courtyard

The generous courtyard can be used as an outdoor exhibition space for shows such as sculpture works, a further outdoor event space and an alfresco area for functions, with the ArtGeo bar to serve out into. The ArtGeo bar will operate independently to the broader centre, providing a commercial tenancy opportunity and a key attraction to add to the existing hospitality strip along Marine Terrace and foreshore, providing another anchor within the CBD supporting the connection of the CBD with the vitality of the rejuvenated Busselton foreshore.

Art Gallery

A new art gallery forms part of the facility enabling the development of our prestigious ArtGeo Gallery to facilitate the technical and space requirements for local, national and international touring exhibitions.

**Agricultural Bank
(ArtGeo Gallery)**

The heritage building that currently is the ArtGeo Gallery will become part of the commercial hospitality of the centre. The full beauty of the heritage asset will be revealed from the expansive heritage windows on the north and south to fully appreciate the architecture of the building's past, and the aesthetics of the cultural precinct. Revenue from the commercial lease of the City asset will go back to support the whole centre's maintenance costs.

