



Perth Cultural Centre

AN **epra** PROJECT

The Cultural Centre will become Perth's centre of creativity and knowledge, offering a unique cultural experience in an exciting and safe urban environment.

- In August 2004, Cabinet approved an extension to EPRA's boundary to include the Perth Cultural Centre Precinct, bounded by Aberdeen, William, Roe and Beaufort Streets.
- In 2005, EPRA developed a draft Urban Renewal Strategy for the precinct to provide a context and framework for the reactivation and future development of the area.
- A Chief Executive Officer-level working party has been formed with EPRA and other key stakeholders in the precinct, including the Art Gallery of WA, Department of Culture and the Arts, WA Museum, State Library of WA, ScreenWest and the Perth Theatre Trust.
- One of EPRA's key objectives for the Cultural Centre is place activation, which comes in many forms from festivals and community events to street theatre and markets. EPRA's focus on place activation seeks to draw visitors to the area by creating a vibrant precinct. This will impact positively upon the earning potential of the resident cultural agencies and neighbouring businesses.
- EPRA owns 16 buildings on the eastern side of William Street, an important link between Northbridge, the Perth Cultural Centre and the CBD. A proposed Development and Leasing Strategy for these sites aims to attract more people to the area and provide a boost to the city's cultural precinct.
- Construction has commenced on the New Performing Arts Venue, which represents more than \$91 million of Government investment in the project area.