



EXPRESSION OF INTEREST

MAGIC – Murrurundi Art Gallery and Indigenous Centre Business Case

Executive Summary

Upper Hunter Shire Council will investigate the viability of a major tourism and cultural attraction in Murrurundi, NSW to secure the town's position as the artistic centre of the Upper Hunter. Murrurundi is a rural township with a population of approx. 800 people located on the New England Highway, north of Newcastle and South of Tamworth. With a stunning geographical location that includes surrounding mountains (5 fingers), the Pages River and colonial architecture, Murrurundi has been increasing its brand as an artistic centre. With the water pipeline recently finished the township is perfectly positioned for future development.

Our vision for MAGIC is an innovative space that offers a unique experience through an art gallery, workshop space, café, gift shop and theatre. The theatre experience may offer Indigenous dreamtime stories delivered through 4D technology, creating learning opportunities for Indigenous language and culture. MAGIC will be a leading tourism destination forged on innovative design and technology.

Council are seeking the services of a suitably qualified professional firm for the purposes of conducting a Business Case to explore the viability of this project.

Scope

Prepare a robust and comprehensive Business Case on the viability of MAGIC including the following:

- Viable location(s) to be considered
- Viable concept design(s) to be considered
- Recommendations for product elements (café, gift shop, inclusion of Visitor Information Centre, Library, Administration, gallery, theatre)
- Review options available in terms of project scope (from “do nothing” to full project implementation)
- Assess the economic, social and cultural impacts of the project
- Identify project risks and potential risk mitigation strategies
- Assess strategic alignment with both Council's plans and those of the state and federal government.

Selection Criteria

- Proven capacity and track record in preparing business cases/feasibility studies for significant tourism infrastructure projects.
- Experience working with Indigenous culturally significant projects will be a distinct advantage.
- Expertise in financial analysis using best practice methodology.



- Ability to deliver required report within the specified timeline.

Your proposal

Email your proposal to council@upperhunter.nsw.gov.au, or post to The General Manager, Upper Hunter Shire Council, PO Box 208, SCONE NSW 2337.

Proposals will be accepted by Council until 4:30pm April 9, 2021.

Business Case must be delivered by July 31, 2021.

Further information

For more information please contact David Gatwood, Manager, Business Services at dgatwood@upperhunter.nsw.gov.au or phone 02 6540 1100.

This project will be funded through the NSW Government Resources for Regions grant allocation of \$50,000.