

HOBART
WATERFRONT
cultural quarter



cultural

Our Guiding Principles: What the People Told Us

The familiar sights and sounds of Salamanca Market ...

The sweep of a brush on canvas ...

The changing shape of reflections on the water ...

The Hobart Waterfront Cultural Quarter reflects the hopes and aspirations of *thousands of Tasmanians* who care passionately about Sullivans Cove and surrounding areas.

This area is unique – a combination of working port, thriving business hub and rich cultural precinct.

It is the place where our city was born and the source of much that defines us today.

It lies at the heart of what it means to be Tasmanian.

For years, there has been *long and vigorous debate* about the future of this world-class landmark ... how best to preserve the majestic heritage of the waterfront while promoting growth of *small business* and *creative clusters*.

That's how we've come to this arts-led vision, the Hobart Waterfront Cultural Quarter that will allow future generations of Tasmanians to enjoy what we hold dear.

It is a vision that:

- *Protects our unique heritage*
- *Retains a working port*
- *Nurtures our maritime history*
- *Encourages a family-friendly feeling*
- *Promotes world-class, sensitive development*
- *Builds on our artistic strengths*
- *Supports our creative industries as we build a New Tasmania.*

These are the values shared by a *vast majority* of Tasmanian people. Now, they will be the principles by which all activity in the Hobart Waterfront Cultural Quarter will be judged.



Source of Creativity

'Tasmania has a special link with the arts, and the waterfront is Hobart's cultural heart: this is the place where creative things are conceived, made and shared.'

Protecting the Uniqueness of Our Waterfront

Authentic and unique ...

A mixture of energy and relaxation ...

An icon for the world to admire ...

The Hobart Waterfront Cultural Quarter will **maintain the rhythm** of working port activities and heritage status – there will never be any need to compromise Tasmania's international reputation for clean, green living.

The **guiding principles** underlying the Cultural Quarter will promote Tasmania's **artistic and cultural excellence**. Our public places will be comfortable – they will have a defined local character to make visitors feel welcome.

They will be clean and safe, and will pay tribute to our **heritage** and **identity**.

They will be accessible by everyone – adults and children, as well as people with disabilities, both during the day and in the evening, in all seasons.

Importantly, the Hobart Waterfront Cultural Quarter will ensure that any future development **enhances** the area's special status as a source of creativity, friendliness, prosperity and natural wonder.

Those entrusted to make decisions, both now and in the future, will need to:

- Respect the past
- Work in partnership with artistic and cultural leaders
- Build on the natural wonders of the waterfront
- Ensure first-class planning, design and construction for every part of the waterfront
- Slow the traffic down or, better still, minimise it
- Increase levels of comfort and safety for cyclists, pedestrians, children and families
- Provide adequate, yet unobtrusive, car-parking
- Support a thriving small-business community.

These criteria will work side-by-side with an Urban Design Framework that is among the **most thorough in the world**.



Distinctly Tasmanian

'By embracing the idea of the Hobart Waterfront Cultural Quarter, we will nurture the area in and around Sullivans Cove so that it remains a distinctly Tasmanian icon of creativity, friendliness, prosperity & natural wonder for all Tasmanians - and the envy of the rest of the world.'



cultural



A place to taste the seasons



A place to walk in a world of colour

quarter

A Cultural Vision for a New Tasmania

The arts are good for Tasmania. Artistic and cultural activities are a vital part of our economy – they are good for business and good for our people.

The arts **enhance** our community ... they foster diversity and creativity ... they bind communities ... they bring meaning to our lives.

Our affinity with the arts came through loud and clear in Tasmania *Together*. When asked about the type of future they envisaged for **future generations**, thousands of people told us they wanted:

“To have Tasmania recognised nationally and internationally for its innovation, pursuit of excellence and creativity in arts and culture.” (Goal 11)

In addition, people all over the State told us to:

“Value, protect and conserve our natural and cultural heritage.” (Goal 21)

Apart from their artistic output, cultural groups contribute to the economy through spending on wages, materials, advertising, marketing, construction, transport, meals and accommodation.

Consider our recent achievements:

- Record visitor numbers at the Tasmanian Museum and Art Gallery
- **Worldwide acclaim** for events such as Ten Days on the Island and Wooden Boats Festival
- A world-class Tasmanian School of Art
- A flourishing **artistic community** at Salamanca Place
- More than 400 cultural events in all parts of the State
- Global recognition for our writers, artists, sculptors, composers, musicians, performers and other people involved in creative industries.

The Hobart Waterfront Cultural Quarter builds on our State Government’s commitment to increase levels of investment in Tasmania’s heritage assets – our historic buildings, authentic culture and unique experiences.



Our Artistic Tradition

Art galleries • Theatre groups • Theatrical venues • Music • Public art
Arts education • Performing arts • Contemporary & traditional
visual arts • Significant public collections • Open space • Museums
Concert hall • Skills development • Cultural networking • Writers
Models • Media • Puppeteers • Sculptors • Designer-makers • Buskers

What the Cultural Quarter Means for Tasmania

The Hobart Waterfront defines the identity, vitality and image of Tasmania more than any other location in the State.

As a measure of its importance, the Hobart Waterfront is probably the **most studied location** in the history of Tasmania ... the subject of more than 20 reports by governments and authorities over the decades.

These reports are exhaustive and far-reaching. They consider the views of a **diverse range of people** who live and work in and around the Hobart Waterfront.

These views have been brought together in the Hobart Waterfront Cultural Quarter to promote the continued emergence, vitality and prosperity of:

- Cultural venues
- Festivals & events
- Studios & work spaces for artists
- Small-business people
- An enhanced working environment
- Creative & cultural clusters
- Arts development
- Arts & media training and education
- Public & community art
- Pride in the New Tasmania.

The Hobart Waterfront Cultural Quarter comes at a time of **unprecedented activity** in our artistic and cultural industries, as requested in Tasmania *Together*.

In the past year alone, the work of 18 outstanding Tasmanian designers was showcased in Sydney as part of 'Design Island', a number of major new film production projects opted to set up in Tasmania, and we launched one of the most historically important exhibitions to tour Australia, 'John Glover and the Colonial Picturesque' – a product of our very own Tasmanian Museum and Art Gallery.



Declaration to the World

‘Our vision of the Hobart Waterfront Cultural Quarter is ambitious ... It is a declaration to the world that we are proud of our creative industries and will do everything in our power to help them grow in line with the aspirations of Tasmania *Together*, but it also means that we will never lose sight of our heritage.’

Paul Lennon, MHA, Premier of Tasmania, May 2004



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www.hobartwaterfront.tas.gov.au