

29 May 2019

To whom it may concern,

My name is Emma Bentley and I am the Team Leader of the Bunjil Place Plaza.

Bunjil Place is an international award-winning, vibrant arts and entertainment precinct and civic centre. Bunjil Place is situated in a key metropolitan activity centre located in the City of Casey, 35 kms south east of Melbourne. It is well positioned to service a catchment of more than one million people, with existing recreational facilities, strong transport links, appropriate parking, retail hub and other attractions.

Bunjil Place is an example of a new form of community and civic space. It is not a single use or single facility that tends to divide and separate a community by interest, education or culture, but instead an inclusive hybrid form of public space, reflecting and embracing our community's diversity.

Bunjil Place features an 800 seat Regional Theatre with a full fly tower and orchestra pit; a multipurpose Black Box Studio with retractable seating for 230 capacity, Regional Art Gallery, Function Centre with 350 seat capacity, Community Library with state of the art learning experiences, Civic Centre and Council Offices, Café, and Outdoor Plaza equipped with a large multifunctional urban screen. At the centre is the interconnecting foyer, a gathering space that unifies the complex.

The Plaza delivers an annual cultural, entertainment and educational program. Place Making and Space Activation principals underpin the direction of the program with the ultimate vision to create an inviting central heart for the community. Programs and events range from small self-activation activities, installations, screen-based events and events and festivals.

It is expected there will be more than one million visitations to Bunjil Place annually. Bunjil Place opened on 30 October 2017.

The City of Casey engaged Urban Screen Productions to provide strategy and technical direction for the commissioning of the urban screen prior to the construction of the precinct. Urban Screen Productions was then engaged through a competitive tender process to manage the urban screen programming and provide technical and curatorial support to the plaza operations team. Urban Screen Productions have also been engaged by the Communications and Marketing Team to manage the programming and content production for our digital signage network across the site.

We have been impressed with UTV's knowledge and extensive industry networks. Having UTV as a key stakeholder during the commissioning and implementation stages of our project has stood us in good stead as we continue into the future.

The City of Casey and Bunjil Place are very excited to be involved in supporting the roll out of UTV's new interactive platform - INTERACT.

We are confident that this will be an invaluable tool for us to engage directly with our community to elicit meaningful feedback as well as deliver exciting new possibilities for audience engagement and artistic and cultural development.

We are particularly excited to be a part of UTV's growing network of screens locally, nationally and internationally through this platform and the opportunities this represents to connect our community with others through arts projects and events.

In conjunction with this, we are also enthusiastic to be supporting UTV's artist residency program with Georgie Pinn at the helm. We see an amazing opportunity with Georgie developing initial concepts to connect us to UTV's substantial digital network, as well as creating and facilitating workshops with our local artists resulting in public outcomes on our screen. The community and cultural development opportunities for our municipality coupled with deeper engagement projects are unparalleled.

Kind regards,

Emma Bentley

Team Leader, Bunjil Place Plaza.