



Join us in creating
an art space of
national significance

bridge art project **echuca-moama**



Bridge Art Project Incorporated Steering Committee

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Other Committee Members

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Deanne Armstrong
Peter Williams

A world-class arts precinct on the Murray River

The Bridge Art Project Incorporated

What are we planning?

The Bridge Art Project Committee is aiming to establish a world class, ground-breaking arts precinct in Moama. The Project will combine conventional gallery-based curation and exhibition of contemporary art with an extensive 8-hectare site on which cultural history will be represented and explored through installations, sculptures, nature-based programs and digital technologies.

Echuca and Moama are twin towns on the Murray River at its closest point to Melbourne. This factor has ensured that the twin towns have a long history as a tourist destination bringing many return visitors to the region and supporting the local economy. To date in Echuca, the focus has been on post-European-settlement – the paddle steamers, the wharf, the timber industry. The focus of the Bridge Art Project based in Moama, will be on the arts, immersed in nature, and will strongly feature First Nations art and history.

History of the Association

- The Bridge Art Project commenced in 2011 and was incorporated in 2012. It is a registered charity with Donor Gift Recipient status. The constitution of the Association defines its principal purpose as, “**to commission, preserve, collect, maintain the Bridge Art [Project] as a public art gallery**”. Its committee consists of community members motivated to create a world class arts precinct, which tells the story of mankind in Australia through contemporary art.



Enjoy examples of local indigenous artwork throughout this document.

"Emu"
Stuart Hearn

The Bridge Art Project Plan

The plan for this world class arts precinct – will include building a new gallery on Meninya Street and a raised walkway from the gallery to the Murray River, a distance of approximately 1km through riverine forest. The forest will be utilised for walking and bicycle paths, an arts trail, a sculpture park, active rehabilitation of previously farmed land, growing indigenous food and fibre and other entertainment including night-time events, bird and star watching, digital light shows etc. When flooding of the land occurs - perhaps twice every ten years, visitors will have privileged viewing of the flooded bushland from the walkway.

The gallery will include a strong focus on the stories of Australia's First Nations people, their history, culture and art, utilising multi-media opportunities and providing visitors with a multifaceted view of the local Yorta Yorta people and how they have cared for country for over 2000 generations. The gallery will house a permanent collection and will exhibit visiting shows from across a broad spectrum of the arts, providing either a free or a paid experience. The gallery building will include a large multi-purpose space for events, as well as a café and gallery shop.

See the Masterplan developed by Terroir and Partners at: bridgeartproject.com.au

History to date

The Bridge Art Project Plan

- 2012** Incorporation
- 2012** Donation of 8 ha of land for the art precinct
- 2018** \$50,000 in local funding raised (including \$30,000 from Murray River Council; other donors were Yorta Yorta Nation Aboriginal Corporation, Campaspe Shire Council, Vic Roads Major Road Projects and Moama Bowling Club).
- 2018** \$50,000 in matching funding secured from Commonwealth Dept of Industry Building Better Regions Fund to develop a masterplan for the arts precinct.
- 2019** Masterplan and Business and Economic Analysis completed.
- 2019** Murray River Council endorses the Masterplan.
- 2019** \$500,000 raised from local supporters to purchase a property at 74 Meninya Street for the gallery (including \$100,000 from Moama Bowling Club and \$100,000 each from four community members).
- 2019** Agreement on right of way for a raised walkway to be built between both sites.
- 2019** Video on project completed for educational, promotional and fundraising purposes.
- 2019** TV commercial prepared to assist with fundraising program.
- 2020** Infrastructure for raised walkway secured and initial artworks

"Goannas Dreaming"
Phillip Bell





LEGEND

Walking and Cycling Routes

- Route 01: Echuca-Moama Loop
- Route 02
- Route 03
- Route 04
- Route 05

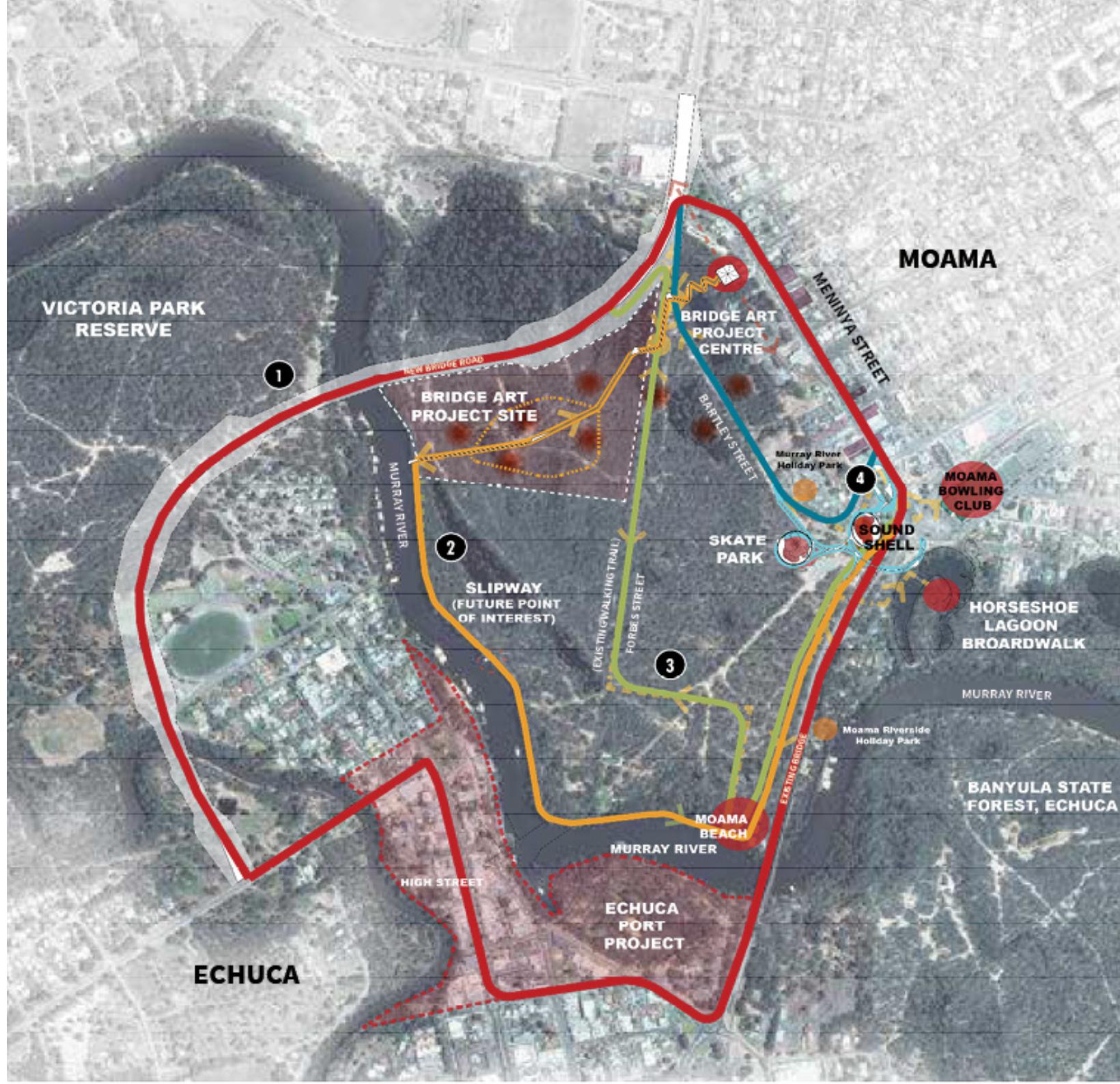
● Primary Destination Nodes

○ Potential Destination Nodes

● Primary Destination Nodes

■ Bridge Art Project Centre

● Art in Bridge Art Project Site



Why is the Bridge Art Project needed?

As rural Australia struggles with climate change, agricultural changes, farm aggregation, drought and water shortages, COVID-19 and the consequent social and economic hardships for the whole community, tourism is a key to progress in our region by creating jobs and bolstering economic prosperity. Echuca Moama needs to provide fresh experiences to maintain its place on the tourist map.

We believe that there is a profound need to illustrate Indigenous history, culture and art in an authentic way, which will help all to appreciate the depth of our Aboriginal heritage. In our tourist town, this is a story that has not been told. We aim to tell it well in partnership with the Yorta Yorta. The gallery will complement and extend the current tourist offering of the twin towns, providing a drawcard for national and international tourists to visit.

The inclusion of the raised walkway in the precinct plan will provide yet another drawcard for visitors, as well as providing scope for a ticketed experience.

The Masterplan also includes the creation of a 5km arts circuit between Echuca and Moama utilising the new and the old Murray River bridges, incorporating the historic and arts precincts in Echuca, back to the Bridge Art Project. This concept is supported by the Campaspe and Murray Councils.

The Bridge Art precinct will provide a place for people of all ages to walk or ride bicycles through the forest and encounter art stops and other features - an opportunity to step into nature and enjoy its benefits and to learn more about this unique river red gum environment. With such a large precinct, there is scope for new developments to be included as funding permits. The precinct will provide an immersive educational opportunity for students of all ages. The themes of history, culture, environment and art can be explored in captivating and inspiring ways.

The additional employment and training opportunities for local First Nations people are substantial and varied, and include artists, story tellers, historians and cultural guides.

South Western New South Wales has no gallery of this type, with the nearest NSW galleries three to five hours drive away in Albury or Wagga Wagga. The nearest gallery in Victoria are in Bendigo and Shepparton, more than an hour's drive away.

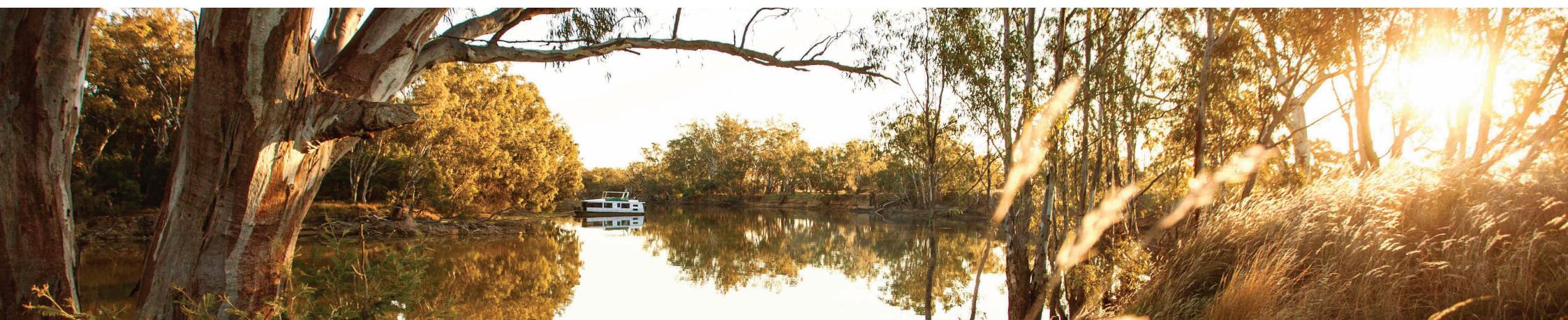
Project benefits

Tourism brings millions of dollars to Echuca Moama. Tourism prior to the COVID-19 lockdown (30 March 2020) was worth an average of \$1.3 million per day to the Echuca Moama region. Border closures have dramatically reduced visitation and spending. Increasing overnight stays by even one night can translate into a massive boost to the economy, particularly as the region struggles to recover from the COVID-19 restrictions. Our target is to increase overnight stays by one night for 5% of visitors in the first three years.

Employment Impacts

(extract from the Masterplan)

- During the **construction** phase a total of **51 jobs** would be generated (30.8 in direct jobs on-site construction, 11.7 direct jobs in materials and equipment supply; and a total of 8.5 indirect/induced jobs).
- Three visitor scenarios were analysed. [**Once operational,**] for the medium scenario, the project would create a total of **30.1 FTE** jobs (24.7 direct jobs and 5.4 indirect). The BAP will generate 12.1 FTE jobs (9.5 on site employees and 2.6 indirect/induced jobs generated by these employees' spending in the region).





- **Spending by overnight visitors** in Moama generates a total of **14.1 FTE** jobs (11.8 direct jobs in the businesses they spend in and 2.3 indirect/induced jobs).
- **Spending by day visitors** in Moama generates a total of **3.9 FTE** jobs (3.4 direct jobs in the businesses they spend in and 0.5 in indirect/induced jobs)

There is a synergistic relationship between the Bridge Art Project and any redevelopment of Meninya Street. The BAP will be a significant driver of visitors to Meninya Street and the proposed Council redevelopment of Meninya Street will also contribute to visitors to the BAP. Together, an increase in visitors will provide a substantial increase in sales revenue for Meninya Street businesses.

(Bridge Art Precinct Development, Business and Economic Analysis, M Connell, 2019 Executive Summary, P3)

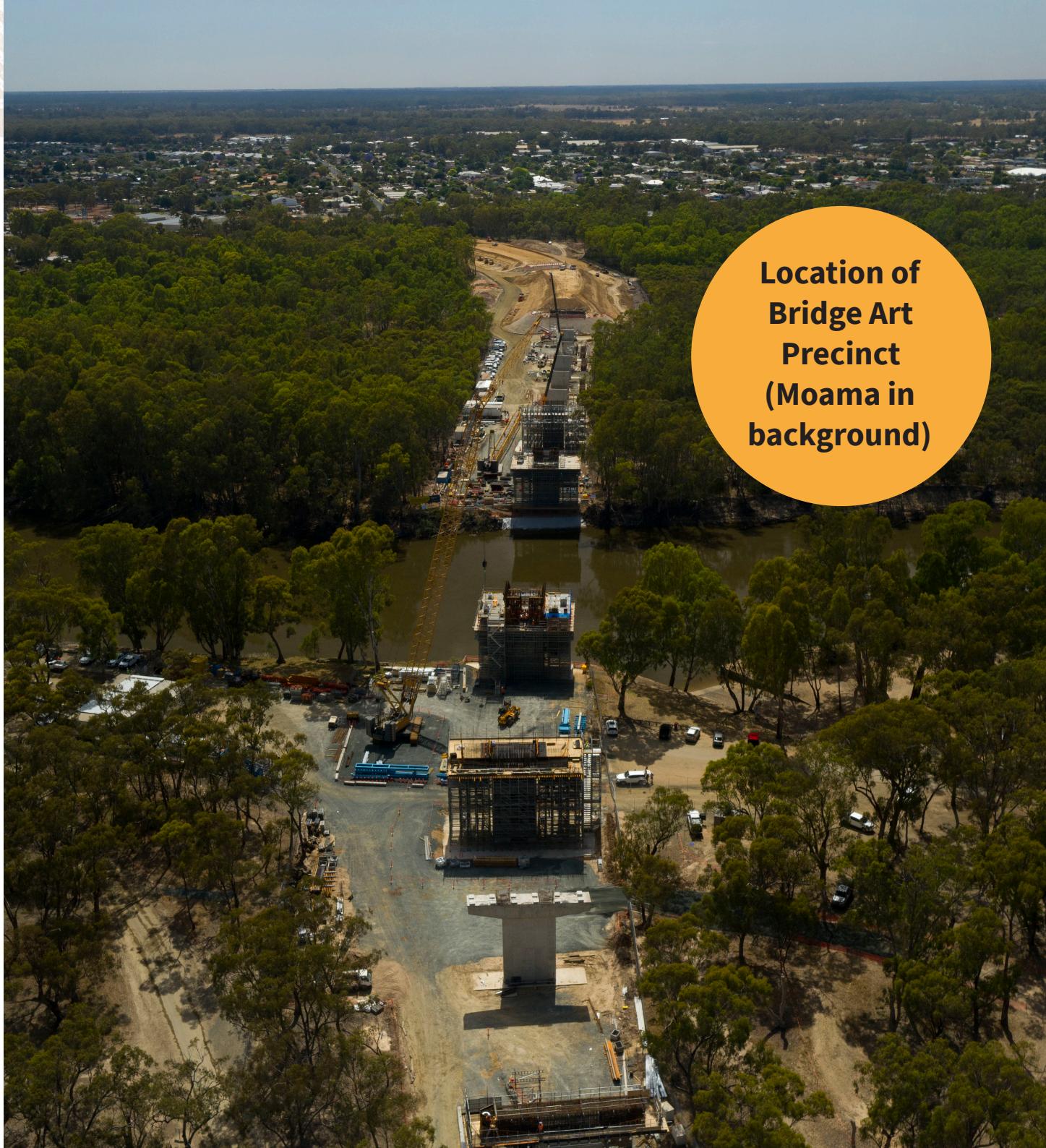
There is strong potential to grow the tourism market. Moama is one of the fastest growing rural towns in NSW. We can capitalise on this strength.

The planned 5km arts circuit will provide the means for visitors and locals to explore, ride, walk and enjoy the environment on both sides of the Murray River.

Residents work and play together as one community, but many visitors do not always cross the state border into NSW. The circuit will foster the development of a single community whilst providing a valuable recreational resource.

Towns which celebrate the arts support their communities mental health.

New Echuca Moama bridge under construction, due for completion mid 2022. Image courtesy of Major Road Projects Victoria.





“Netted Turtles”

Phillip Bell

Financial objectives

BAP is a not-for-profit organisation. We seek to break even with this enterprise. Money raised will be used in line with the Association's Constitution, to implement the Masterplan and support the functioning of the gallery.

The Business and Economic Analysis undertaken by Michael Connell and Associates indicates that with 50,000 visitors per year, the gallery will break even financially.

The Masterplan identifies a price of \$25.7m for the project. The benefit cost ratio has been calculated under several scenarios, all are positive and range from 1.19 to 1.81 (the latter if capital costs were kept to \$18.2m). We believe there is scope to complete the project for this lower amount, and to stage its development in line with available funding.

The plan is to provide free access to parts of the gallery, and the ground level experience of the forest precinct, but to charge an entry fee for access to the raised walkway, audio visual guides, exhibitions, shows, guided tours, guides, etc.

The café and shop are expected to return a profit, run either by the BAP or as contracted out services paying rent. The multi-purpose area can be utilised for a range of functions which will provide income – performances, weddings, meetings, or as display space. Multi-media opportunities will be utilised to keep the experience vibrant and dynamic.

Hands on arts activities, artist in residence programs, an artist working space for local and visiting artists will also be supported.

Members of the BAP Steering Committee have the business experience and acumen to ramp up or scale back operations in line with visitor feedback and market forces. We anticipate that it will take 3 years from the completion of the gallery and walkway before we break even financially.

Commitment to funders

Individuals who provide financial support for the Bridge Art Project for a nominated purpose are assured that the money will be earmarked for that purpose.

The Charities Commission oversees Charity fundraising activities and compliance with legislation. If funds are supplied without nomination, they must be used to support the principal purpose of the Association which is, “to commission, preserve, collect, maintain the Bridge Art as a public art gallery”.

Strong backing and ongoing support from Murray River Council and the Moama Bowling Club will continue to be vital to the project’s success. The Committee expects to continue to recruit members with expertise needed to complement our current skill set as the project progresses.

**“Great Year”
Stuart Hearn**





Yorta Yorta Partnership

Our partnership with the Yorta Yorta Nation Aboriginal Corporation is a mainstay for the enterprise, which will help to ensure that we meet the aims of the program to support First Nations employment and training.

"The Yorta Yorta Nation Aboriginal Corporation represents the groups of the Yorta Yorta Nation who have cared for and nurtured the land in and around Echuca since time immemorial.

We acknowledge the many opportunities presented by the development of the Bridge Art Project. In addition to telling the stories of the Yorta Yorta Nation through art, we expect that visitors to the site will learn the way Yorta Yorta cared for country.

Local Yorta Yorta artists, historians and guides will make a significant contribution to this project and enable visitors to share our love for country and act as role models for our younger members of our family groups."

- Damian Morgan-Bulled of the Yorta Yorta Nation Aboriginal Corporation

"Yorta Yorta Meeting"
Clive Atkinson
Photo Courtesy Njernda

Sponsorship Recognition

As an individual or organisation, any contributions will be greatly valued by the Committee. **“Naming Rights” Sponsorship** (\$1m or more) is available. This entitles you to naming rights to sections of the gallery or exhibitions, by negotiation. Other sponsorship contribution categories will be recognised as follows:

PLATINUM
Sponsor:
\$100,000
or more

Named in gallery foyer **Platinum** Sponsor display.

Ten free gallery entry pass for one year. Sponsor's roundtable member, invitation to exhibition openings, monthly newsletters, recognition as Platinum Sponsor in annual publications, included in website sponsor list.

GOLD
Sponsor:
\$50,000
or more

Named in gallery foyer **Gold** Sponsor display.

Sponsor's roundtable member, invitation to exhibition openings, monthly newsletters. Ten free gallery entry passes for six months, recognition as Gold Sponsor in annual publications, included in website sponsor list.

SILVER
Sponsor:
\$10,000
or more

Named in gallery foyer **Silver** Sponsor display

Five free gallery entry passes for six months, invitation to exhibition openings, monthly news, recognition as Silver Sponsor in annual publications, included in website sponsor list.

BRONZE
Sponsor:
\$5,000
or more

Named as **Bronze** Sponsor on walkway.

Invitation to exhibition openings, monthly newsletters, recognition as sponsor in annual publications, included in website sponsor list.

Our Supporters

We welcome your support. Join our valued partners in this project of national significance. To become involved head to our website bridgeartproject.com.au.

The Bridge Art Project thanks the pro-bono support for accounting services provided by Brendan Hogan of Lockwood Partners, from Mark Langenbacher from Planright for surveying services and from Jim Cosgriff of Cosgriff Lawyers, for legal services.



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