

MEDIA RELEASE



EMBARGOED UNTIL 10am Wednesday, 20 September 2017

City funding supports creative 'Makers Hub'

- Official launch, Wednesday 20 September, 10am, Centrepoint Arcade

The City of Greater Geelong has provided \$100,000 to local not-for-profit Creative Geelong for the next two years to support a 'Makers Hub' project in Centrepoint Arcade, Little Malop Street.

According to Chair Administrator Dr Kathy Alexander, who officially launched the project today, the Makers Hub is a working example of the Greater Geelong Clever and Creative vision through its range of accessible spaces for sharing, learning and collaborating on projects, programs and ideas.

The Hub will see local artists and IT professionals engaged to activate a range of shopfronts, laneways and arcade display windows, including windows facing the Little Malop Street Mall.

It will include a 'Makerspace' with 3D printers, laser etchers, industrial sewing machines, and other 'maker' equipment and materials for use via a subscription.

Co-working desks will be available for rent for creative industries practitioners in professional services, such as media, public relations, digital, architects, planners, marketers and designers. There will also be a studio / workshop area for artists and 'makers-in-residence'.

A series of free and paid workshops and programs will also be held as part of the Hub.

To learn more about Creative Geelong visit: www.creativegeelong.com.au

Quotes attributable to Chair Administrator Dr Kathy Alexander:

"The City plays a fundamental role in delivering the Clever and Creative vision, including the aspiration to be an inclusive, diverse, healthy and socially connected community."

"The Makers Hub project will provide access to everyone from creative industry professionals, to students, teachers and hobbyists to engage in a program of both paid and free activities and events."

Quotes attributable to Creative Geelong Inc President Jennifer Cromarty:

"The support from the City of Greater Geelong is testament to the importance of the creative industries to Geelong's future."

"The creative industries sector contributes \$1.6 billion or 5.5% to the overall G21 regional economic output, including 7839 jobs to overall regional employment." (*Source: Creative Industries Environmental Scan of the G21 region: GRLLLEN & Creative Geelong Inc, 2017.*)

Media inquiries:

David Jarwood
Media and Communications Team Leader
Phone: 5272 4811 / 0413 288 403