

# **Public Submission On Sydney Modern Redevelopment Proposal**

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15<sup>th</sup> December 2017

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## KEY POINTS

1. AGNSW has a large potential visitor population but does not attract the same level of visitation and is steadily falling behind other major capital city galleries.
2. The Sydney Modern will provide a long overdue opportunity to establish a world class art gallery in Sydney.
3. The Sydney Modern development adjacent the existing AGNSW site is low key and complimentary to existing use.

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## Point 1

AGNSW has a large potential visitor population but does not attract the same level of visitation and is steadily falling behind other major capital city galleries

### Following Slide Points:

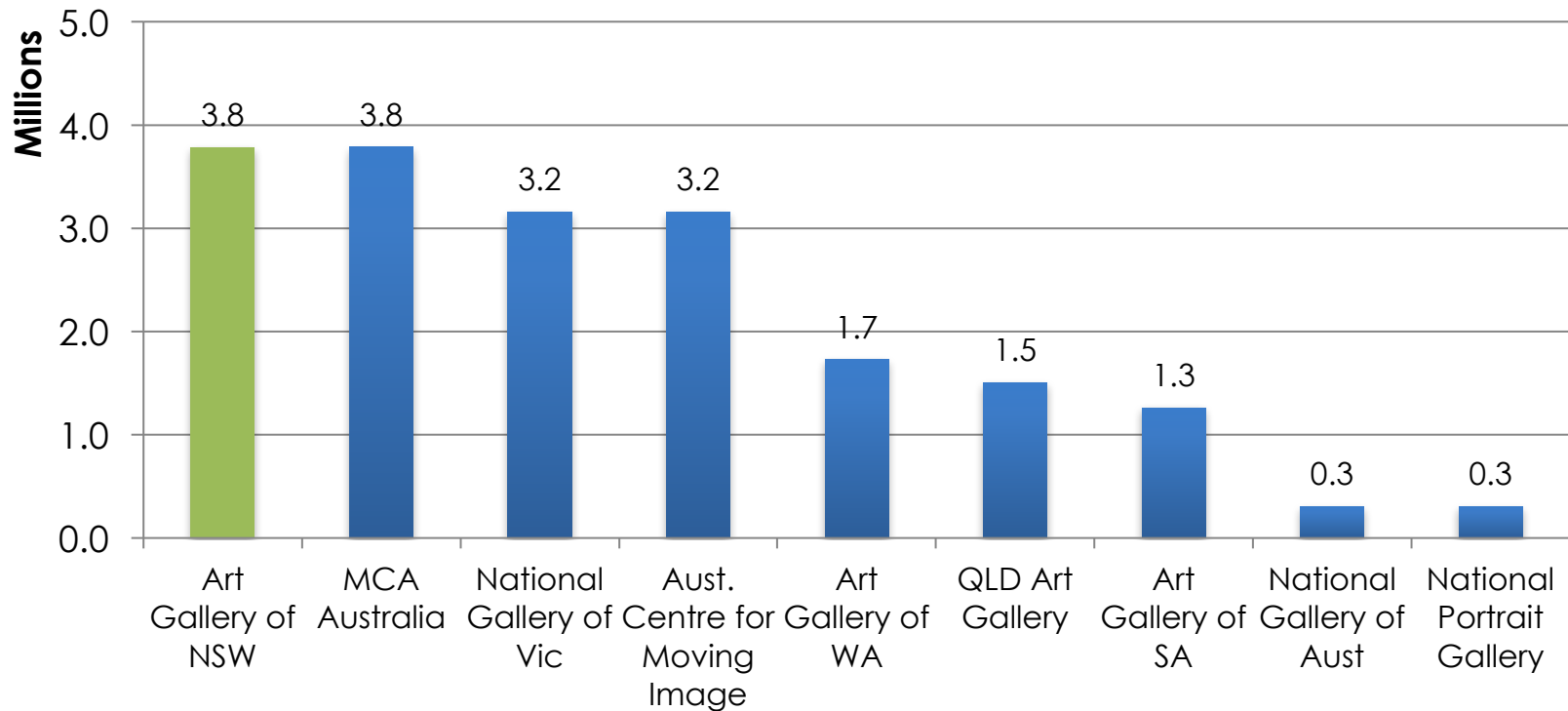
- AGNSW is located in Sydney and has the largest local and international population from which to draw visitors, but this has not driven higher levels of visitation.
- In 2007 AGNSW was rated as the 28th largest art gallery when measured by visitation globally.
- By 2013 the AGNSW global ranking had slipped to 53.

AGNSW is located in Sydney and has the largest local population from which to draw visitors ...

## MAJOR AUSTRALIAN GALLERIES<sup>1</sup>

AGNSW rank: 1

### Local City Population 2013<sup>2</sup>



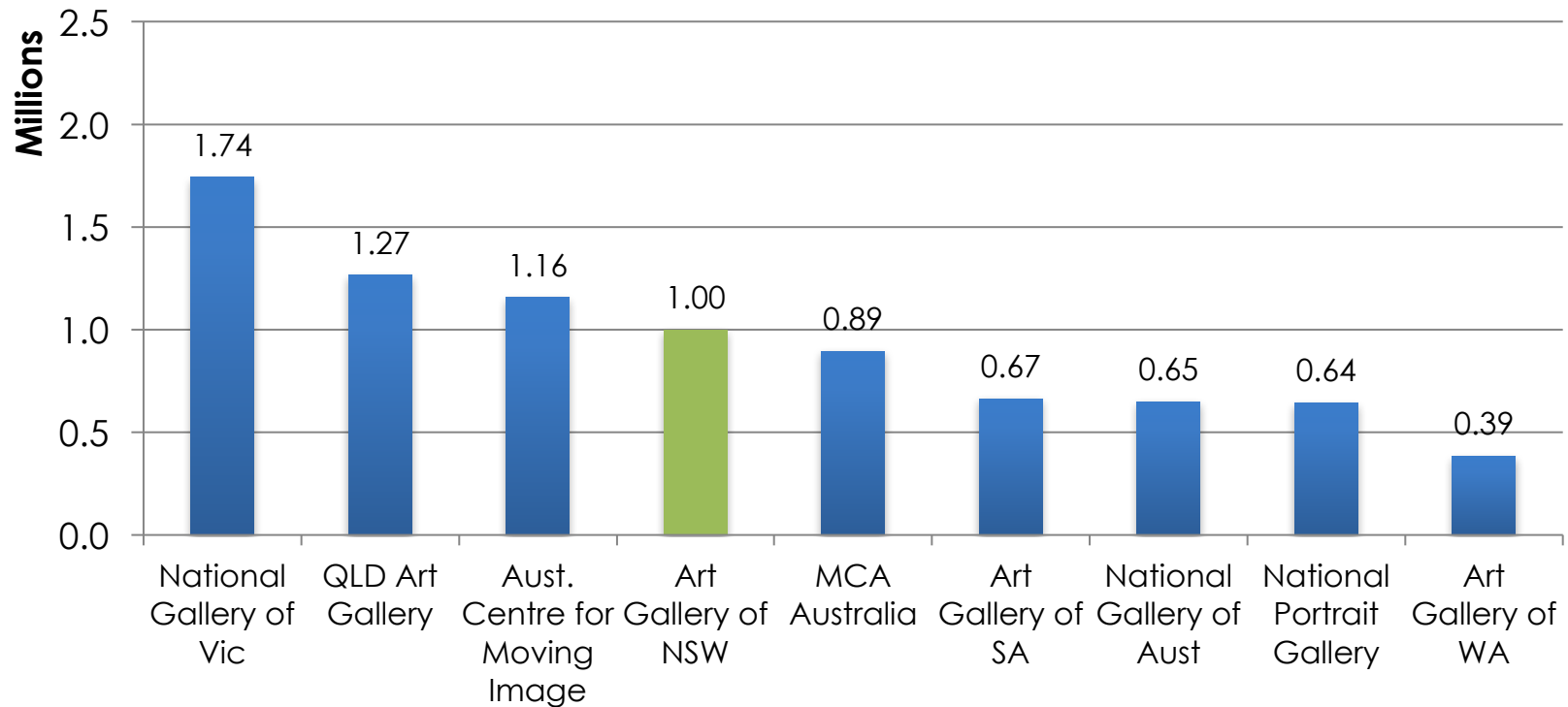
1) Major gallery is defined as annual visitation over 350k. 2) Home city population is the population of the city where the art gallery is located. For example, home city for AGNSW is Sydney.

... but this has not driven higher levels of gallery visitation.

## MAJOR AUSTRALIAN GALLERIES<sup>1</sup>

AGNSW rank: 4

### Gallery Visitation 2013<sup>2</sup>



Source: Gallery Annual Reports and The Art Newspaper "Total Art Museum Numbers 2013"

1) Major gallery is defined as annual visitation over 350k. Excludes offsite visitation.

2) Where two gallery buildings are operated in close proximity, each separate gallery visit is counted as a visit.

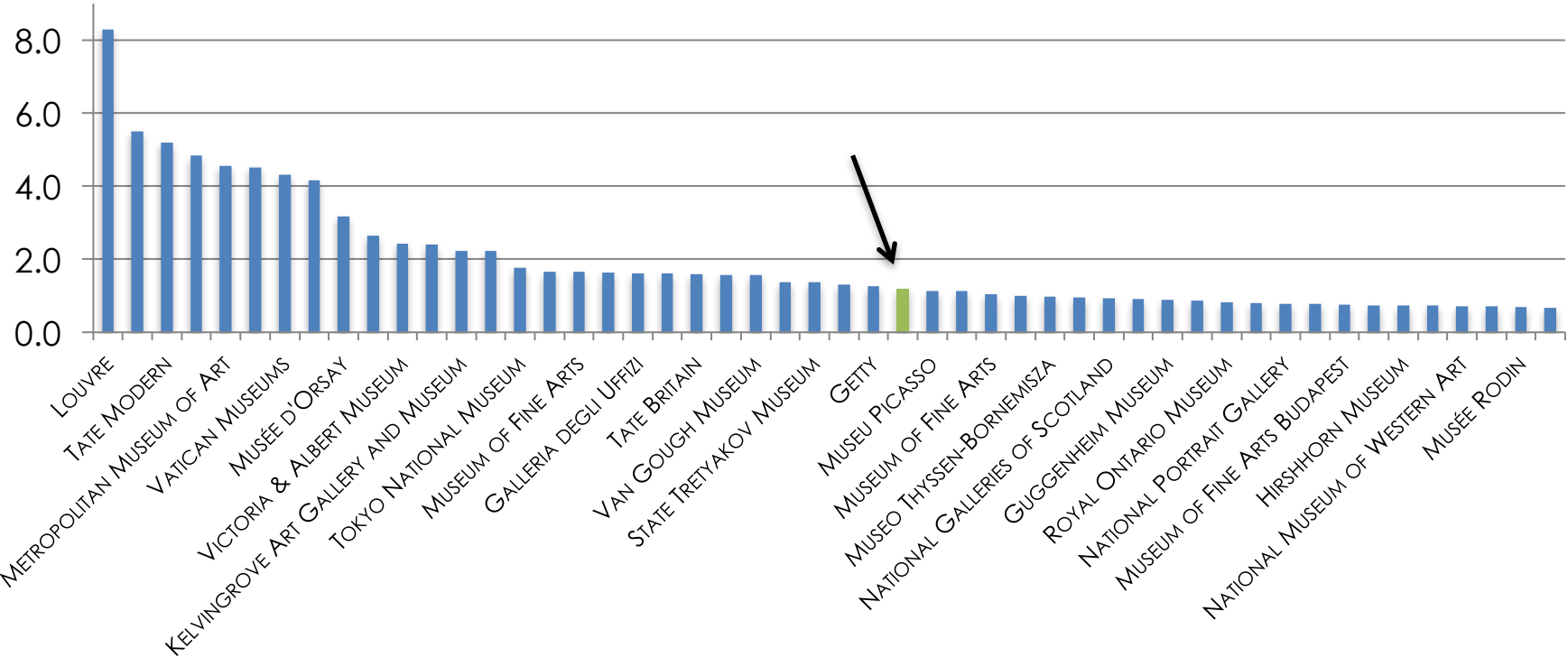
In 2007 AGNSW was rated as the 28<sup>th</sup> largest art gallery when measured by total visitation globally.

# TOP 50 WORLD ART GALLERIES 2007

Number of visitors

AGNSW rank: 28

## Total Visitation



Source: The Art Newspaper "Total Art Museum Numbers 2007. Gallery names are as cited in the The Art Newspaper. Numbers for Australian Galleries have been taken from annual reports where available. Total visitation Includes any reported touring numbers.

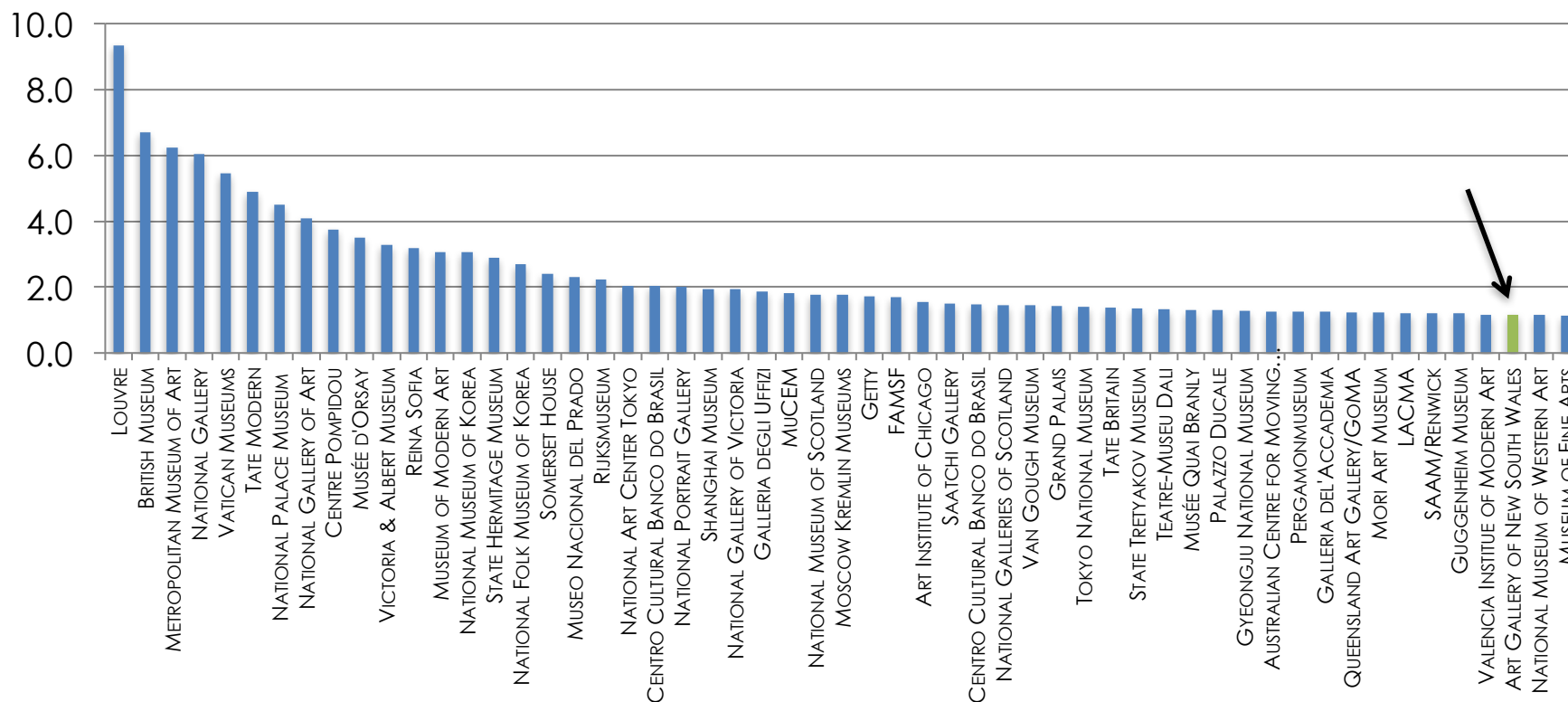
By 2013 the AGNSW global ranking had slipped to 53.

## TOP 55 WORLD ART GALLERIES 2013

Number of visitors

AGNSW rank: 53

### Total Visitation



Source: The Art Newspaper "Total Art Museum Numbers 2013. Gallery names are as cited in the The Art Newspaper. Numbers for Australian Galleries have been taken from annual reports where available. Total visitation Includes any reported touring numbers.

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## Point 2

The Sydney Modern will provide a long overdue opportunity to establish a world class art gallery in Sydney

### Following Slide Points:

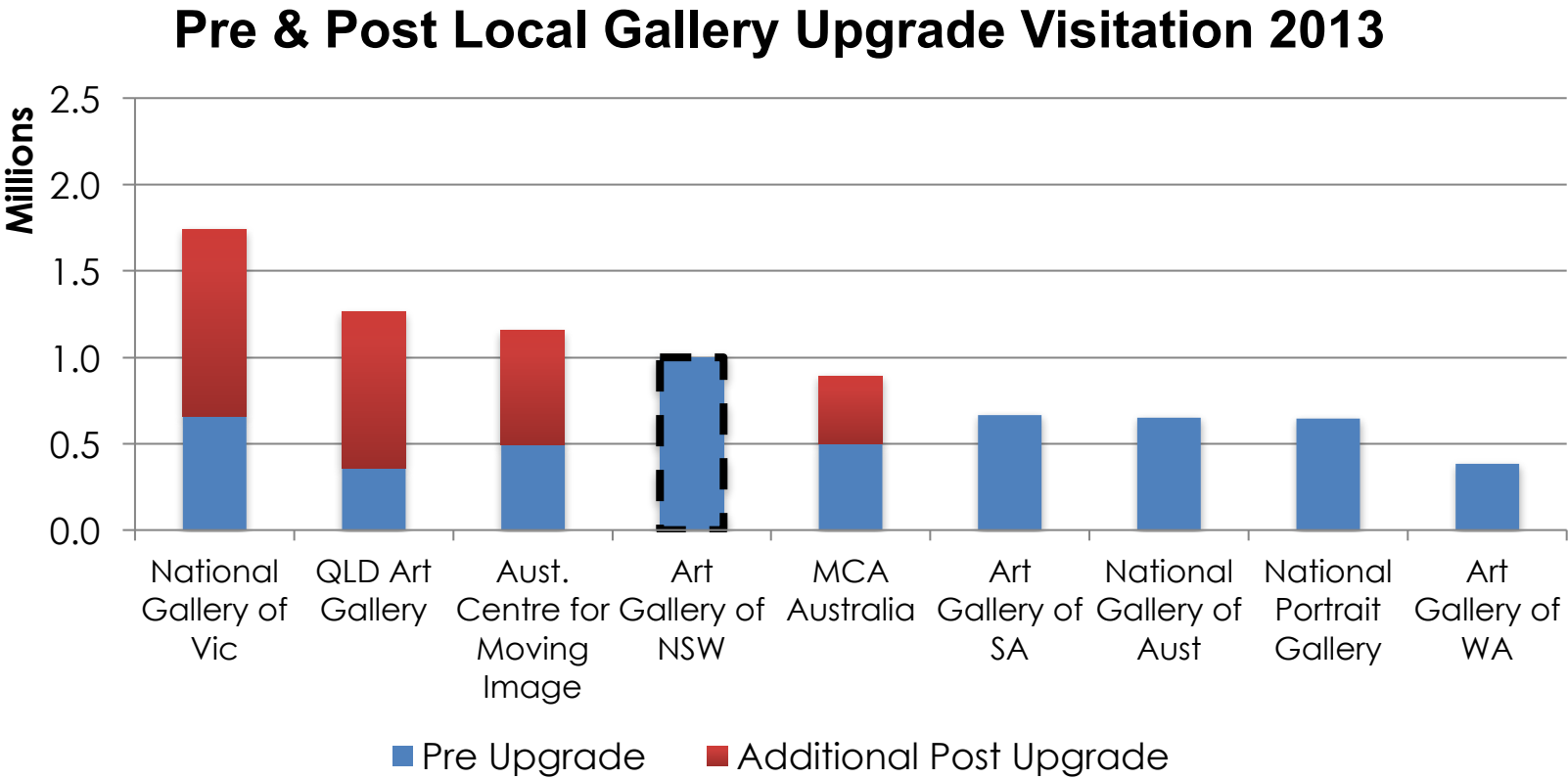
- There have been a number of significant upgrades to art galleries in Australian over the past 12 years. This has driven significant increases in gallery visitation for upgraded galleries and explains why the AGNSW is no longer the leading Australian Art Gallery in terms of visitation.
- When local population attendance is compared to other major Australian cities there appears significant potential to increase art gallery visitation by Sydney residents.
- In world terms, local visitation to the AGNSW by Sydney residents appears low. This highlights the potential to lift visitation from upgrading the AGNSW through the Sydney Modern construction.



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## MAJOR AUSTRALIAN GALLERIES<sup>1</sup>

AGNSW rank: 4



Source: Gallery Annual Reports and The Art Newspaper "Total Art Museum Numbers 2013

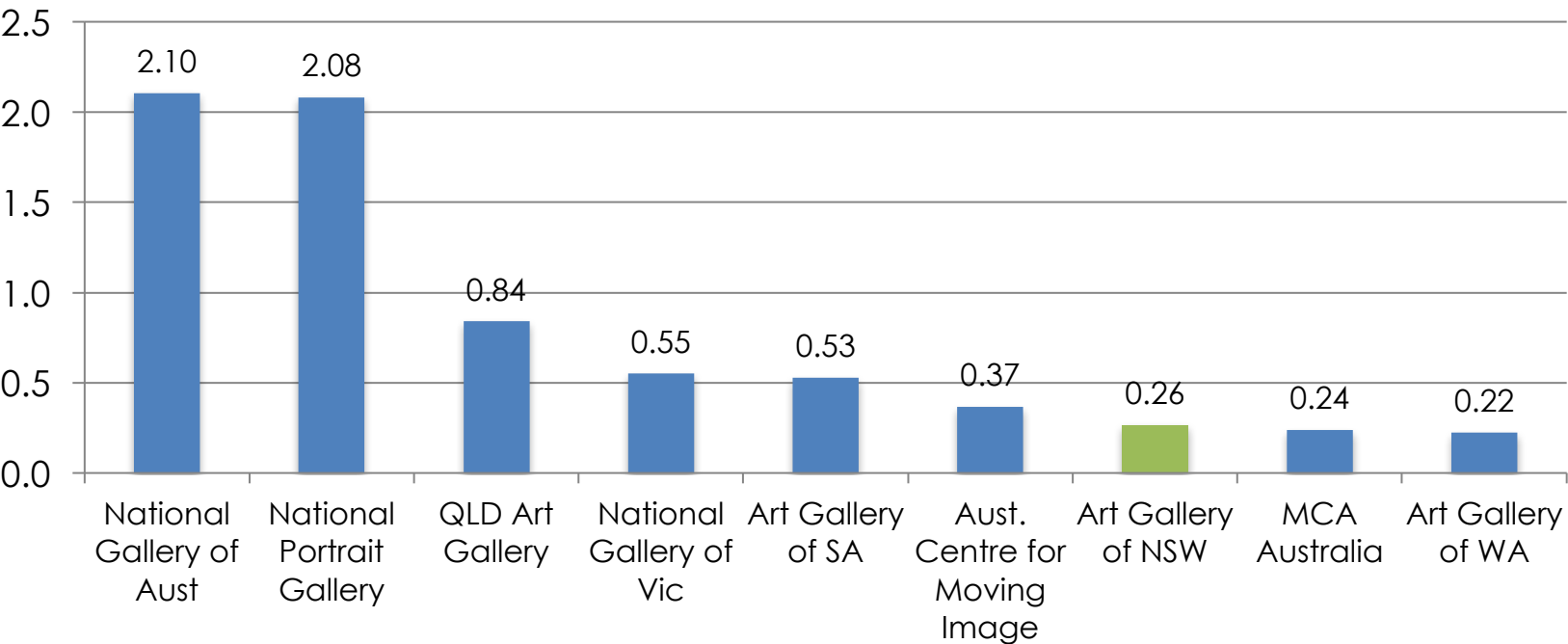
1) Major gallery is defined as annual visitation to a gallery over 350k. MCA visitation to the end of calendar 2013 and as such full upgrade impact is not reflected. Excludes offsite visitation.

When local population attendance is compared to other major Australian cities there appears significant potential to increase art gallery visitation by Sydney residents.

# MAJOR AUSTRALIAN GALLERIES<sup>1</sup>

AGNSW rank: 7

## Local Gallery Visitation As Multiple of Local City Population



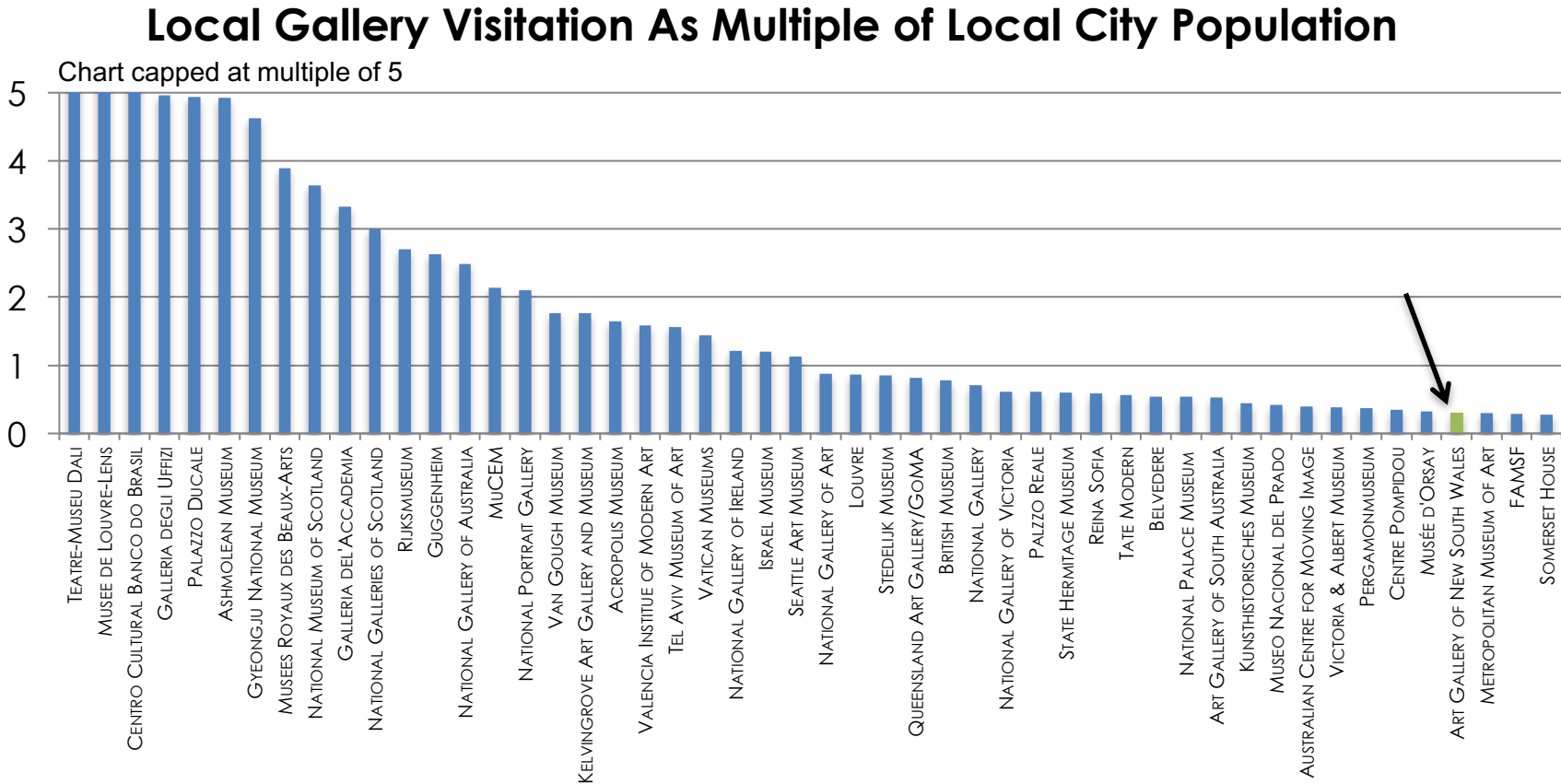
Source: Gallery Annual Reports and The Art Newspaper "Total Art Museum Numbers 2013", AGNSW annual reports, Australian galleries benchmarking study 2013, ABS metro population estimates 2013

1) Major gallery is defined as annual visitation over 350k. Excludes offsite visitation.

In world terms, local visitation to the AGNSW by Sydney residents appears low. This again highlights the potential to lift visitation from upgrading the AGNSW through the Sydney Modern construction.

# TOP 50 WORLD ART GALLERIES 2013

AGNSW rank: 47



Source: The Art Newspaper "Total Art Museum Numbers 2013. Gallery names are as cited in the The Art Newspaper. Numbers for Australian Galleries have been taken from annual reports where available. Total visitation Includes reported touring numbers.

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## Point 3

The Sydney Modern development adjacent the existing AGNSW site is low key and complimentary to existing use.

### Supporting Points:

- Low profile as constructed down the Woolloomooloo escarpment rather than along Art Gallery Road
- Utilises disused navy fuel tanks and the existing land bridge over the Cahill Freeway.
- Has minimal impact on botanical garden operations
- Does not materially change use of Domain open spaces
- Complements the adjacent AGNSW gallery as an open art gallery precinct