

Feasibility Study – Performing Arts Centre Wyong Shire Council

Project Brief:

In consortium with TZG Architects and Australia Street Company, Pegasus were engaged to provide council with a detailed report on the feasibility of a performing arts centre including the viability of already identified sites, size, structure and capital requirements.

Services Provided:

- Community Consultation – Pegasus conducted three workshops open to all local arts groups and other interested parties to provide a forum where local ideas and needs could be identified. Pegasus also conducted a survey with these groups to obtain data on potential levels of usage, size and infrastructure requirements and the user's capacity to pay for use of the new centre.
- Industry Consultation – Pegasus liaised with the NSW Ministry for the Arts to identify how a new PAC would fit with the Ministry' strategy for the region and for new spaces. Other performing arts centres of similar regional profile, size and cultural priority were also contacted.
- Business Opportunity Investigation – Pegasus investigated potential joint venture and other commercial opportunities available such as effective collocation, retail spaces and private partnerships.
- Identification of Theatre Style and usage – this component of the study involved the identification of the specific theatre type most appropriate for the needs of the community, as well as identifying the facilities and services that would be provided.
- Management and Financial Modelling – Pegasus provided options to Council on the different types of management structures which would best suit the operation of the proposed centre as well as providing a budget for capital and ongoing costs outlining the levels of subsidy / support that Council would need to provide.

