



The Goulburn Valley Environment Group Inc.
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SAM

Shepparton Arts Museum.
70 Welsford St Shepparton 3630

SHEPPARTON ART MUSEUM PROPOSAL

The Goulburn Valley Environment Group (GVEG) congratulates the Greater Shepparton City Council, the Shepparton Art Museum and all those associated with the initiative to create a new Art Museum.

While GVEG supports in principle the initiative it considers that the concept should be broadened to include our history and have a strong emphasis on sustainability.

The Shepparton Art Museum (SAM) in its proposed location has the potential to be an iconic hub which will see the Goulburn and Broken River recognised as the life and soul of the Shepparton-Mooroopna communities. The dynamic concept will support a raft of existing and new alliances drawing in the community to ultimately embrace the river and appreciate its importance in a sustainable future. SAM will hopefully take full advantage of the aesthetic values of the rivers and its environmental, economic, historic and cultural significance and be the platform on which to base messages related to sustainability of our environment and cultural values. SAM should be situated over or as close as possible to water and incorporate significant features including the latest experiential techniques and technology to entertain in an educational way, promoting sustainable practises, local environment features and culture.

SAM should sympathetically placed in the natural environment to emphasis the relevance and importance of preservation and, enhancement of existing natural features and values and to realise the message being conveyed. The building should contain the latest energy saving materials, possess the most appropriate technologies, use sustainable material and utilise technologies like geo exchange to provide the heating and cooling if required. The building should be recognised globally as a model of sustainability.

SAM should provide education through onsite learning materials and presentation, short courses and online learning through alliances with universities while optimizing the educational, training and extension services and, research and development initiatives to fully develop the economic potential of the region in a sustainable manner.

SAM should display our history, environmental achievements and the challenges that lie ahead. It must be a facility that everyone is proud of and be drawn to. It must provide a roadmap for a sustainable future.

SAM should contain the latest experiential techniques and technology to entertain and educate the community about sustainable resource management and the cultural changes that are required to achieve a sustainable future.

The merits and assumption within the business case as presented can be debated. However, the business case currently provides sufficient information for community and private sector engagement while confirming the project concept is viable. The next stage of the business case should provide more detailed evaluation and estimates of cost for both capital and recurrent costs to determine the optimal construction and management arrangements.

We strongly suggest that the SAM project committee include expertise in the environmental and sustainability fields required to ensure that we build for the future and align with the foresightedness shown by the instigators of the SAM project.

The total experience provided by an enhanced SAM will lead to better appreciate of the world we live in-what we have to do to preserve it so that we have economic growth in a sustainable manner.

Yours sincerely

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