

# 09. IF ARTS, CULTURE & EVENTS

**Wonder. Inspiration. Entertainment. IF you're looking to indulge in a vibrant creative community filled with great open spaces, Frankston City paints a pretty picture.**

Frankston City residents, and the 800,000 who visit annually, are passionate about art, pristine beaches, waterfront and natural assets, local business events, sport, good food and entertainment. They are keen to embrace and explore new and existing experiences and we are committed to satisfying and wowing even the most voracious culture vulture.

The region's premier destination for events, and located less than an hour drive from Melbourne, Frankston City presents an excitingly diverse year-round calendar of festivals, theatre, exhibitions, concerts, and sporting events set among backdrops of pristine coastal beaches, gardens and bushland.

Frankston's bustling urban art scene, created by local and international artists alike, has seen the city's buildings transformed into world-class attractions with awe-inspiring murals and stencils covering city walls.

**The Frankston Arts Centre, one of the largest metropolitan art venues in Australia, hosts year round local, national and international entertainment showcasing unforgettable music, theatre, comedy, dance, opera and art.**

Our inspired City sculpture collection actively invites community enjoyment across iconic Frankston locations including the waterfront, parks, community centres and libraries. Revealing the intriguing past of this extraordinary region, significant historic homesteads such as Ballam Park and Mulberry Hill, thrill history buffs and inquisitive visitors alike.

And with an energised community keen to participate, along with more major events, opportunities also exist for the establishing of built infrastructure such as adventure tourism, eco-tourism, recreational activities and accommodation.

With its urban art scene, awe-inspiring murals sculpture trails, major events, theatre productions, galleries, sporting events, affordable and impressive venues and thriving libraries, Frankston City has been transformed into a world-class attraction.

**IF YOU'RE A PLAYER IN THE WORLD OF CREATIVITY, ENTERTAINMENT AND EXPRESSION, INVEST FRANKSTON.**

## CASE STUDY: ANDREW MOON MANAGER OF ARTS AND CULTURE, FRANKSTON CITY COUNCIL

Frankston Arts Centre is the heart of creativity and entertainment in the region. Following more than a decade of campaigning and fundraising by local visionaries, Frankston Arts Centre was opened by the then Prime Minister, the Hon. Paul Keating in 1995.

One of the largest outer metropolitan arts venues in Australia, the Frankston Arts Centre was designed by renowned Australian Architect, Daryl Jackson, and incorporates an 800 seat theatre, 5 exhibition gallery spaces, a function centre, a 200 seat black box theatre and a creative arts hub.

It's a preferred venue for many international touring companies and well-renowned artists as well as iconic Australian arts organisations. Frankston Arts Centre is proud to be the performance home to many local theatre companies, dance schools and local schools, providing a platform for young talent who aspire to a career in the arts.

**With a variety of flexible spaces available for hire, it is also regularly used by local businesses for conferences, expos, workshops and onsite meetings.**

Frankston Arts Centre, alongside a lively street art scene, dynamic sculpture trail and a colourful festivals program, is integral in attracting and inspiring a community of entrepreneurial and imaginative individuals.



### BOHEMIAN LIKE YOU

During the 1920s and 30s, Frankston was "the" holiday destination for Melbourne's rich and famous; and a popular spot for Melbourne's young "it" crowd – those in the emerging art scene.

In the 1920s, Nan and Harry McClelland (whose legacies live on through the McClelland Sculpture Park + Gallery) were Melbourne's bohemian cool kids. The brother and sister duo ran their own theatre in Melbourne before they packed it up and decided to make the move down the coast.

According to Frankston Historical Society President Glenda Viner: "They used to get their visitors to skinny dip down on Frankston Beach... As did renowned Australian entertainer and comedian Graham Kennedy, a few decades later."



**800K VISITORS**

to Frankston City in 2019



**40+ MAJOR EVENTS**

co-supported by Council in 2019