

Attachment 1: Needs Analysis

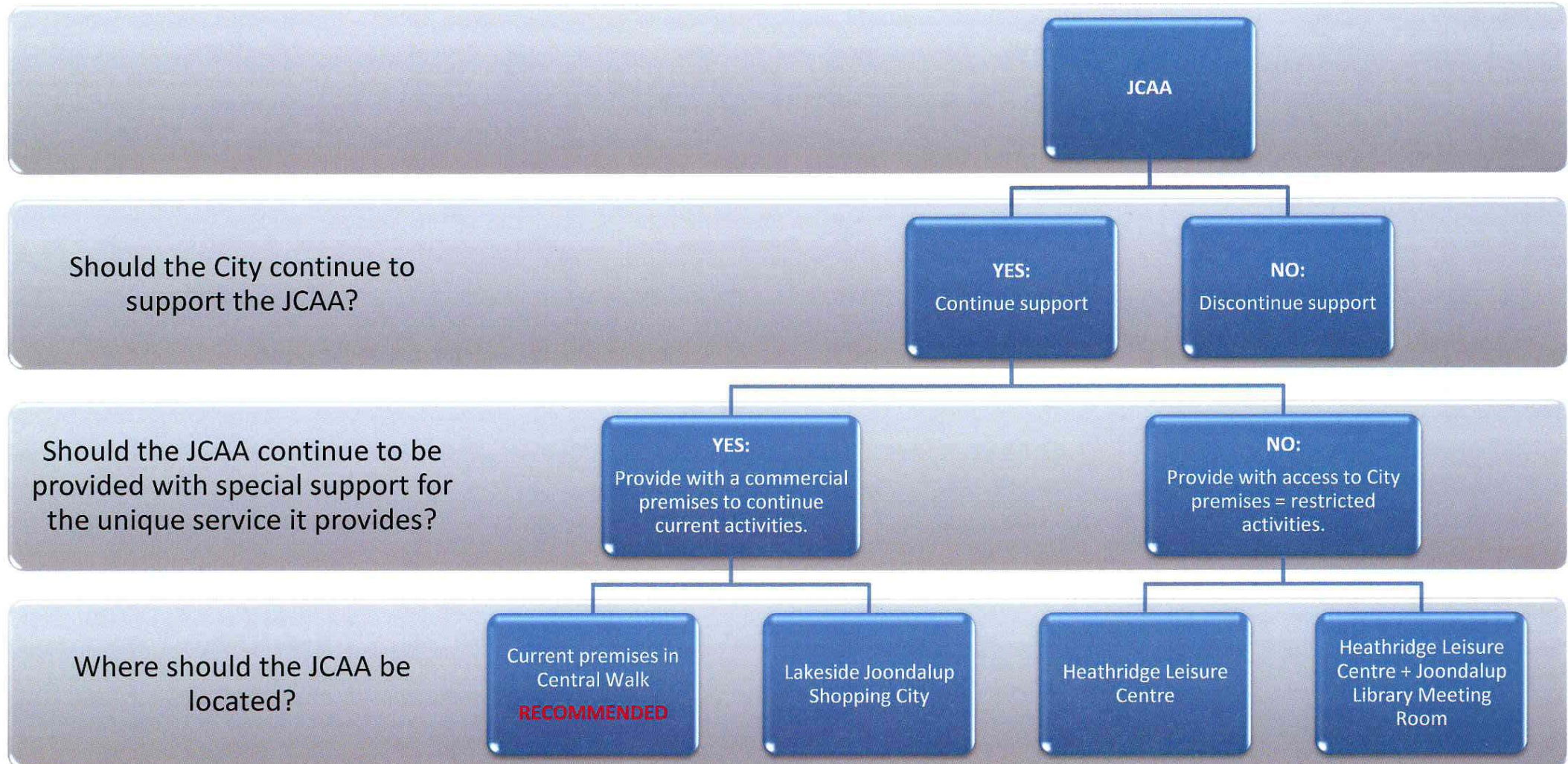
In order to assess the requirements of the blend(er) gallery, a detailed needs analysis listing the specific requirements for their basic operational needs as well as what they aspire to have in a venue, was developed by the JCAA in consultation with the City (see Appendix A). A summary of this analysis, including the current facilities, has been provided below.

This needs analysis was utilised by a designated Working Group to develop a list of suitable venues for the option of relocating the blend(er) gallery.

REQUIREMENT	CENTRAL WALK	HEATHRIDGE LEISURE CENTRE	JOONDALUP LIBRARY MEETING ROOM	LAKESIDE JOONDALUP SHOPPING CITY (shop E24)	MINIMUM	PREFERRED
Gallery facility	Approx 80m2 floor space, approx 35m hanging/wall space, hanging rail, lighting, concertina doors for loading	No existing gallery space/facility, gallery facility to be accommodated at Joondalup Library otherwise aspects of centre could potentially be renovated to accommodate gallery	Approx 100m2 floor space, hanging/wall space not yet determined, gallery accessories (hanging rail, lighting etc) to be installed during fit out	82.55m2 floor space, hanging/wall space not yet determined, gallery accessories (hanging rail, lighting etc) to be installed during fit out	200m2 floor space, 100m hanging/wall space, hanging rail, lighting grid, wheelchair access, double doors for loading area	Custom built gallery, 400m2 floor space, 200m hanging/wall space, hanging rail, lighting grid wheelchair access, double doors for loading area
Workshop facility	80m2 floor space, equipped for some media, running water	Approx 80m2 floor space, equipped for variety of art forms, particularly for pottery, running water & external space	-	No separate space, area would need to be partitioned	150m2 floor space, equipped for a variety of media, running water	300m2 floor space, equipped for a variety of media, running water
Office facility	No separate space, office is part of gallery space	Approx 40m2 floor space	-	No separate space, office would be part of gallery space	50m2 partitioned space	2 x 12m2 enclosed office spaces, 16m2 general admin space
Artist Studios	-	Potential for artist residency space, dependent on agreement for number of facilities made available to JCAA as sole users	-	-	-	50m2 (5 x 10m spaces)
Exposure and walk-by traffic	Adequate Regular "foot traffic" from shoppers and general CBD visitors. Retail exposure.	Very poor. No regular "foot traffic" or retail exposure.	Poor. Some limited foot traffic + general interest from library patrons may be expected. However no real retail exposure.	Excellent. Regular "foot traffic" from shoppers and general CBD visitors. Strong retail exposure.	Regular "foot traffic" from shoppers and general CBD visitors. Retail exposure.	
Storage facility	Approx 6m storage cupboards, minimal artwork storage facilities	Large storage areas in each individual room/facility	No existing storage, would need to be installed	Storage facilities would be installed during fit out	50m2, inbuilt racks	80m2, in built racks

Catering	-	Catering facilities are available on site (general use)	-	-	-	Coffee shop facility
Toilets	1 facility shared with other tenants	3 x facilities plus changerooms) general use	- (facilities located in Library)	Shared facilities with other Lakeside tenants	1 unisex facility & 1 unisex, disabled facility	Regular and disabled facility for each work area (gallery, workshop, office)
Security	Entire space armed with support provided by City Watch				Zoned security system	Zoned security system
Air-conditioning	1 air-conditioning unit	Would need to be installed as part of fit-out	As in Library building	Would need to be installed during fit-out	Air-conditioning for each area	Air-conditioning unit/ducted air-conditioning for each area
Parking bays	3 staff	General free parking	Some general parking	General free parking	3 staff, 10 visitor	5 staff, 15 visitor
Furniture	2 visitor seats, minimal shop display cabinets, minimal office furniture	Some workshop furniture, kiln and pottery wheels	-	Some inbuilt furniture supplied during fit-out	Gallery visitor seating, shop display, office furniture	Gallery visitor seating, customised shop display fit out, office furniture
Data/power outlets	Approx 8 power points, 1 phone/fax line	Minimal data points, would need more installed	Some data points, more to be installed	Some data points, more to be installed during fit out	Approx 15 double power points, 2 phone lines, 1 fax line plus internet cabling	Approx 20 double power points, 3 phone lines, 1 fax line plus internet cabling
Street frontage	32m windows on walking thoroughfare	No direct street frontage	No direct street frontage	Street frontage (glass windows) on 1 side	30m street front, windows	Main street/thoroughfare with windows

Attachment 2: Joondalup Community Arts Association Location Options Overview



Attachment 3 - Location options for the JCAA and blend(er) gallery

	BENEFITS	DRAWBACKS
Option 1: Renew current lease 48 Central Walk, Joondalup	<ul style="list-style-type: none"> JCAA well established in the current location with strong profile Foot traffic = \$15,000 p/a income (gallery rental & commissions). Non-transportable facilities, installed eg: lighting; hanging systems; built in workshop needs (sinks/cupboards); stud walling; security. Gallery enlivens Joondalup CBD Allows participation in City events (eg: markets, Joondalup Festival) 	<ul style="list-style-type: none"> Rental + outgoings costs \$50,000 (as per 2007/2008 financial year) cost to City (subject to CPI and market increases)
Option 2: Dual facility use – City venues City of Joondalup Leisure Centre, Heathridge - rooms 1 & 6 (workshop & meeting room) + Joondalup Library ground floor meeting room (gallery)	<ul style="list-style-type: none"> No ongoing cost to City, except any hire fees forgone. Negligible income lost at Leisure Centre as rooms 1 and 6 not currently being utilised The Library room is in the CBD which is centrally located The Leisure Centre is easily accessible Leisure Centre currently underutilised and offers excellent workshop facilities including a pottery workshop and general office space, room for expansion and ample parking Synergies with Library & JCAA target markets / cultural networks may lead to some library customers visiting the gallery Possible to relocate all current user groups elsewhere in City facilities, within 5 kilometres of the original venue. 	<ul style="list-style-type: none"> Relocation not feasible without refurbishment of both locations, est. \$20,000 Leisure Centre + \$45,000 Library Current user groups may resist relocation Income lost: Joondalup Library \$15,000 p/a, Considerable marketing effort required to obtain current profile May limit future Library Development Plans CBD parking already stretched: events could create problems Lack of exposure / 'foot traffic' = loss in gallery hire / commission income (financial impact unpredictable for this location) Artists may be reluctant to exhibit there Minimal foot traffic directly passing gallery JCAA resistant to this option Expenses and down time for JCAA associated with move
Option 3: Relocation to City of Joondalup Leisure Centre, Heathridge only – rooms 1 to 6	<ul style="list-style-type: none"> No cost to City, except the opportunity cost of any hire fees forgone. Leisure Centre currently underutilised and offers excellent workshop facilities including a pottery workshop and general office space, room for expansion and ample parking Possible to relocate all current user groups elsewhere in City facilities, within 5 kilometres of the original venue. The Leisure Centre is easily accessible 	<ul style="list-style-type: none"> Leisure Centre classified as a Local Reserve not consistent with use for exhibition space and the subsequent retail sales Relocation not feasible with renovation, cost estimated \$60,000 Lack of exposure / 'foot traffic' = loss in the gallery's venue hire / commission income estimated \$15,000 p/a = threat to JCAA viability Current user groups may resist relocation Income lost – estimated to be around \$9,000 per annum as rooms 1 to 6 would need to be utilised Artists are unlikely to agree to exhibit there Considerable marketing effort required to obtain current profile JCAA resistant to this option Expenses and down time for JCAA associated with move
Option 4: Lakeside Joondalup shop E24, Boas Ave	<ul style="list-style-type: none"> Unrivalled exposure for the gallery and City's support for the arts Prominent location = boost artwork sales and gallery rental Likely to lead to increased capacity and extended program Lakeside very keen and would contribute \$40,000 towards fit-out This is the JCAA preferred option 	<ul style="list-style-type: none"> Rental + outgoings \$50,500 p/a Confirmation of intent to lease needed by November for opening of new development, leaves minimal time for fit-out and relocation Location is strictly commercial, which may be a poor fit with JCAA Expenses and down time for JCAA associated with move