



From vacant  
to vibrant.

## **Creative Places – Shopfront Activations Guidelines**

### **About Creative Places**

Creative Places is a pilot program by Maribyrnong City Council that aims to transform underutilised commercial properties in the Footscray Central Business District into dynamic, vibrant and accessible creative spaces.

This program, supported by investment from the Victorian Government's Creative Neighbourhoods Partnerships Pilot Program, will foster community involvement, stimulate economic revitalisation, and address the need for affordable venues for the local creative community.

The pilot program will span from 10 December 2024 to 31 March 2025.

### **About the Shopfront Activations Opportunity**

Through the Creative Places pilot program, four vacant shop spaces will be available to creative businesses or arts and cultural organisations from **10 December 2024 to 31 March 2025** in the Footscray's CBD at low or no cost.

This opportunity is ideal for creatives, entrepreneurs or arts organisations who wish to engage with the public in the form of a gallery, retail space, workshop, pop-up, or other community-engaged activities.

Four shopfronts will be available through the pilot program as follows:

- Shop 1: 47m<sup>2</sup>
- Shop 2: 80m<sup>2</sup>
- Shop 3: 93.5m<sup>2</sup>
- Shop 4: 72.5m<sup>2</sup>

Shops 1 and 4 have water/sink facilities. One site is a stand-alone shopfront, while other spaces available are part of a larger complex that has public toilets and is nearby major retail, public transport and other amenities.

Access to business support workshops will be offered to the selected participants as part of the pilot program.

## Usage requirements

Selected participants in the Creative Places pilot program must be in attendance a minimum of 4 times per week and provide information in the application form about how they will activate the space and engage with the community.

## Site Improvement Stipend

Selected participants in the Creative Places pilot program will be eligible for a stipend of up to \$2,500. This stipend is intended to support site improvements that support operations and help realise the aims of the pilot. This can include, but is not limited to, interior renovations, installation of display systems or purchasing materials to make the space more engaging for the community.

## Key dates

- Expressions of interest open: Tuesday 29 October 2024.
- Expressions of interest close: **5pm Tuesday 19 November 2024.**
- Applicants will be advised of the outcome of their application within three weeks of applications closing.
- Selected participants can move into spaces / commence site improvement works from 10 December 2024.
- Creative Place pilot program will be available to selected participants until 31 March 2025. Beyond this date, any future negotiations would be between the participants and the building owner.

## Eligibility

- Applicants must be able to demonstrate a connection with Melbourne's west.
- Applicants must be ready to commence programs or site improvement works from 10 December 2024.
- Applicants must have acquitted any existing Council grants but may be current recipients of Maribyrnong City Council's Triennial Arts Partners program.
- If the applicant's planned program involves working with children, applicants must be able to provide evidence of a Working with Children certification.
- The Creative Places pilot offers a number of opportunities. Applicants may apply for all opportunities but are limited to one application per program type (e.g. one shopfront application, one public art application).
- Applicants must be over the age of 18.

- Applicants must have Public Liability Insurance to the value of \$20 million.

### **Selection Criteria**

- A meaningful connection to Maribyrnong and/or Melbourne's West.
- A compelling proposal for a shopfront concept relevant to the Maribyrnong community.
- Demonstration that the creative entrepreneur or arts organisation has the necessary experience to implement their proposal.
- A strong marketing and communications plan for sharing the project with the community.

### **How to apply**

Please fill out the application form at the end of this webpage, ensuring that you select "Shopfront Activations" when asked to nominate the opportunity you are applying for.

For any questions about your application or to discuss your application with a Council officer (highly recommended) please get in touch with Maribyrnong Arts & Culture via (03) 9688 0200 or [arts@maribyrnong.vic.gov.au](mailto:arts@maribyrnong.vic.gov.au)

