



City of  
Mount Gambier



# Expression of Interest

Creative Industries and/or  
Historic Collections  
Management



## OVERVIEW AND STRATEGIC CONTEXT

The City of Mount Gambier is committed to supporting initiatives that assist in realising its vision for a vibrant community. Council's adopted Strategic Plan 2024 – 2028 identifies what success will look like:

*“Council aims to cultivate a vibrant community through strategic placemaking, enhancing social cohesion and providing arts and culture initiatives that celebrate the unique character of our city and its people. Key outcomes include:*

- Our CBD and key inner-city spaces are thriving, welcoming, functional and sustainable, fostering a sense of belonging while celebrating our diversity, culture and history.*
- We are a city renowned for our social and cultural diversity, creativity and heritage, supporting diverse events and experiences that bring people together and enhance social connection.*
- Our city is known as a regional destination for arts and cultural experiences with a community enriched by arts, culture and live entertainment initiatives.”*

In the context of this aspiration, and in order to assist Council in realising its vision, Expressions of Interest (EOIs) are now invited from groups, organisations, businesses or individuals for the sustainable and creative use of the Lady Nelson site.

## THE OPPORTUNITY

The Lady Nelson site is a community asset that has been dedicated to delivering tourism and transport services since December 1986. City of Mount Gambier has announced a new visitor servicing model that will see the hub of tourism services vacating the Lady Nelson site and relocating to the Main Corner in the CBD. An exciting opportunity now exists for a new community outcome to be realised.

Ongoing discussions with the creative community in Mount Gambier since 2019 revealed a need for a fit for purpose gallery/maker's space that provides a place for entry level/experimental community art, where artists can create and connect with each other and the public. This aligns with consultation discussions during the development of Mount Gambier 2035 which indicated that artists in Mount Gambier feel that they aspire to a viable and rewarding income derived from working in a creative sector.

In addition to the above, in considering the future use of the site, Council has also identified that the site may be suitable for heritage/historic records management and other cultural pursuits.

In recognising this aspiration and community need, Council is inviting Expressions of Interest for the potential activation of the Lady Nelson site once the Visitor Servicing Hub has relocated to the Main Corner. Ideally, the proposed future of use of the site will complement and add value to other activities, organisations and services across the city – and potentially contribute to the activation of other spaces through events and other programs.



## REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

The Lady Nelson site has the capacity to be a multi-functional arts hub, featuring dedicated studio spaces, a community gallery, workshop spaces and a retail offering. This community-led space would complement the Riddoch Art and Cultural Centre's strategic plan to support regional artists and promote exhibitions and programming to a national audience while further building capacity and providing opportunity for artists to raise awareness of and sell their works. As noted above, the site may also be suitable for heritage/historic records management and other cultural pursuits.

Given that the site is potentially suitable for a range of uses, Council is inviting Expressions of Interest in a two-stage process, as follows:

### 1. First Stage – Concept

At this stage of the EOI process, Council is inviting the submission of concepts for the use and activation of the Lady Nelson site. In order for concepts to be invited to progress to the Business Plan stage (see below), they will need to illustrate how they support Council's aspirations to sustainably grow the creative industries and/or supporting sectors that drive visitation, community engagement and investment.

Engagement with a broad spectrum of the community that focuses on inclusivity, sustainability and growth in the creative sector that serves residents and visitors of Mount Gambier alike must be demonstrated.

Required information at this stage includes:

- Contact details of the lead agency, business, organisation or individual.
- An outline of the proposed business activity.
- A description of how the proposed activity, services or development align with the vision for the Lady Nelson site and opportunities to support the vitality and growth of the city.
- An outline of how the proposed use of the site will engage and support a diverse audience.
- Any further information and materials in support of the concept.

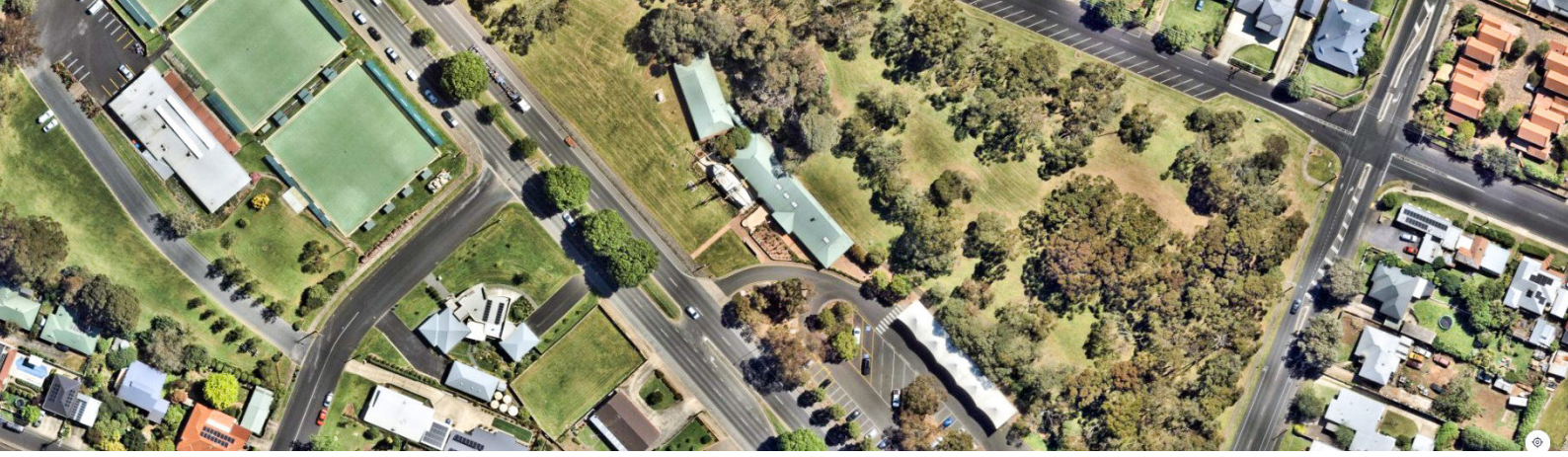
### 2. Second Stage – Business Plan

The successful EOI will be underpinned by a strong governance model that is developed, led and delivered by the community. A three-to-five-year business plan that shows financial viability and growth is essential.

Required information at this stage includes:

- Proposed business plan including governance model and 3-5 year financial plan.
- Any further information in support of the business plan.

In considering the long-term or contemporary use of the site, Expressions of Interest are not necessarily required to be bound by, or demonstrate alignment to, the existing themes represented by the current building or site assets.



Expressions of Interest will be treated as commercial in confidence and provide for an initial evaluation of proposals. The submission of First Stage (Concept) proposals should be made by 30 April 2025 by emailing [city@mountgambier.sa.gov.au](mailto:city@mountgambier.sa.gov.au)

Upon review and assessment of these proposals, Council may invite submitters to proceed to Stage Two (Business Plan) and, under these circumstances, Council will provide clarification of the timeline and any further requirements associated with this stage.

For further information about the EOI process, please contact:

**Biddie Shearing**  
**Manager Economy, Strategy and Engagement**  
**08 8721 2555**  
**[bshearing@mountgambier.sa.gov.au](mailto:bshearing@mountgambier.sa.gov.au)**

*Note: This is an initial market-sounding process only and Council makes no representations and offers no undertakings in issuing the Request for Expressions of Interest (REOI) that proposed commercial concepts will be pursued, nor a framework for their provision within the Lady Nelson site be achievable. The REOI is being conducted for the purposes of Council considering the breadth of potential activation from within the Creative Industries sector and/Historic Collections Management. There are no obligations on Council or the applicant to proceed with any concept proposed as a result of the REOI. Council reserves the right to vary or terminate the REOI process at any time.*