

Our Showgrounds, Our Future.

30 year vision for Melbourne Showgrounds



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Background

Melbourne Showgrounds has hosted the Royal Melbourne Show since 1883. Since then it has grown into a unique indoor-outdoor events and entertainment precinct.

To ensure that the precinct can best serve the needs of Victorians now and for generations to come, the Victorian Government provided funding to The Royal Agricultural Society of Victoria (RASV) to develop a master plan and business case to maximise its potential as a centre for agriculture, events, exhibitions and wider community use.

Vision

The vision for Melbourne Showgrounds is to build on its rich agricultural and built heritage to serve as a hub for excellence in agriculture, events, food and beverage and as a platform to showcase Victorian produce to the world.

Key Objectives

- Protect, enhance and stimulate Victoria's agriculture industry;
- Attract more visitors to the State;
- Increase access to jobs and employment;
- Create a vibrant event and entertainment precinct;
- Increase commercial and economic activity associated with the site through greater activation;
- Improved liveability; and
- Enhance public amenity.



Stakeholder Engagement Stage 1: Key Themes & Ideas

Between June and August 2020, we consulted with our stakeholders and communities to understand what works well, what could be improved and what were their big ideas for the future of Melbourne Showgrounds.

Six key themes and ideas emerged that have helped us develop the draft vision. You can find a more detailed record of what we heard throughout the first round of engagement at the [Our Showgrounds, Our Future](#) website.

The following table summarises what you told us and how this is reflected in our draft vision.

You told us that the vision needs to:	The vision does this by:
Create an iconic site	<ul style="list-style-type: none">Respecting the existing heritage overlay and maintaining important heritage site elements such as the heritage pavilions and the iconic Pie in the Sky.Improving public entrances to create a safe and improved 'sense of arrival'.A characterful public realm and increased community access.Upgrading adjacent heritage buildings; creating a sub precinct to enhance their heritage value.Providing opportunities to showcase archival collections, support niche events, and to improve visitor amenity.
Support the Show and events	<ul style="list-style-type: none">Retaining the Royal Melbourne Show as our flagship event.Providing a new and expanded arena and covered seating for entertainment and horse events and the return of the Grand Parade during the Show.Improving facilities and pavilions for Show exhibits, competitions, displays and judging.Replacing the Grand Pavilion with a multi-use exhibition pavilion for showbags, commercial and food programming and to host a wide range of events year-round.Improving exhibition space and back-of-house facilities.Expanding Town Square for rides, amusements and entertainment as well as for year-round outdoor events.Improving parking for visitors and bump in/out space and access for exhibitors.Upgrading the underpass connection to the VRC parking.
Improve transport and access	<ul style="list-style-type: none">Increasing site permeability.Improving site entrances for safe pedestrian and vehicle arrival.Providing a new visitor drop-off and ride-share zone on Epsom Road.Constructing a new bike path parallel to the train line, potentially linking Epsom Road with the river trail.Upgrading the train arrival experience and exploring improved tram arrival facilities.Improving pedestrian amenity and infrastructure including more covered walkways and separation from back of house.
Create a year -round destination	<ul style="list-style-type: none">Creating an experiential destination for Victorians.Encouraging more community use outside of major events.Constructing a new 'Centre of Excellence' as a hub for the promotion of agricultural excellence.Constructing of a new multi-use purpose-built exhibition building.Developing a new bike path and Riverlink Park.
Celebrate our agricultural legacy	<ul style="list-style-type: none">Celebrating our heritage and legacy through enhanced facilities for agricultural competitions, the Show and for the promotion of Victorian producers.Constructing a new entry plaza on Epsom Road to showcase the 'best of the best' agriculture, producers and products.Constructing an expanded outdoor arena.Providing opportunities for heritage interpretation and displays across the site.Improving amenities and buildings to ensure the Show continues to attract Victorians to the State's largest community event.
Diversify and upgrade spaces and facilities	<ul style="list-style-type: none">Increasing the flexibility of indoor and outdoor spaces including new and expanded facilities in three distinct event zones.Encouraging a greater diversification of spaces in the public realm, including an improved Town Square and Riverlink Park.Increasing flexibility of outdoor spaces for parklands, niche events and car parking.Improving covered outdoor spaces and seating for visitor comfort and all-weather appeal.

Have Your Say

Community and stakeholders' contributions are very important to us. We are collecting ideas and feedback through an online survey.

To complete the survey or for more information, visit <https://future.melbourneshowgrounds.com/>.

Your feedback will help us finalise the vision in early 2021.

Contact Us

If you have any questions or would like to learn more, contact us

Email: future@melbourneshowgrounds.com

Project Consultants

- PwC - Business Case and Commercial Advice;
- NH Architecture - Design, Planning and Technical;
- Capire Consulting Group - Stakeholder Engagement and Communications

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