

**A NEW  
ACTIVATION  
STRATEGY  
FOR THE ROYAL  
SOCIETY OF  
VICTORIA**



# CREATING NEW DESTINATIONS

This document has been prepared by The Space Agency for The Royal Society of Victoria.

The Space Agency is a fully integrated activation agency specialising in bringing precincts and brands to life through the use of clever thinking, strategic processes and unique spaces.

This document outlines our pitch for a new use on the Royal Society of Victoria's unique 'triangle' site that aims to celebrate the history of science in Victoria, promote the sciences to new audiences and provide a rental income for the Society.

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## THE BRIEF

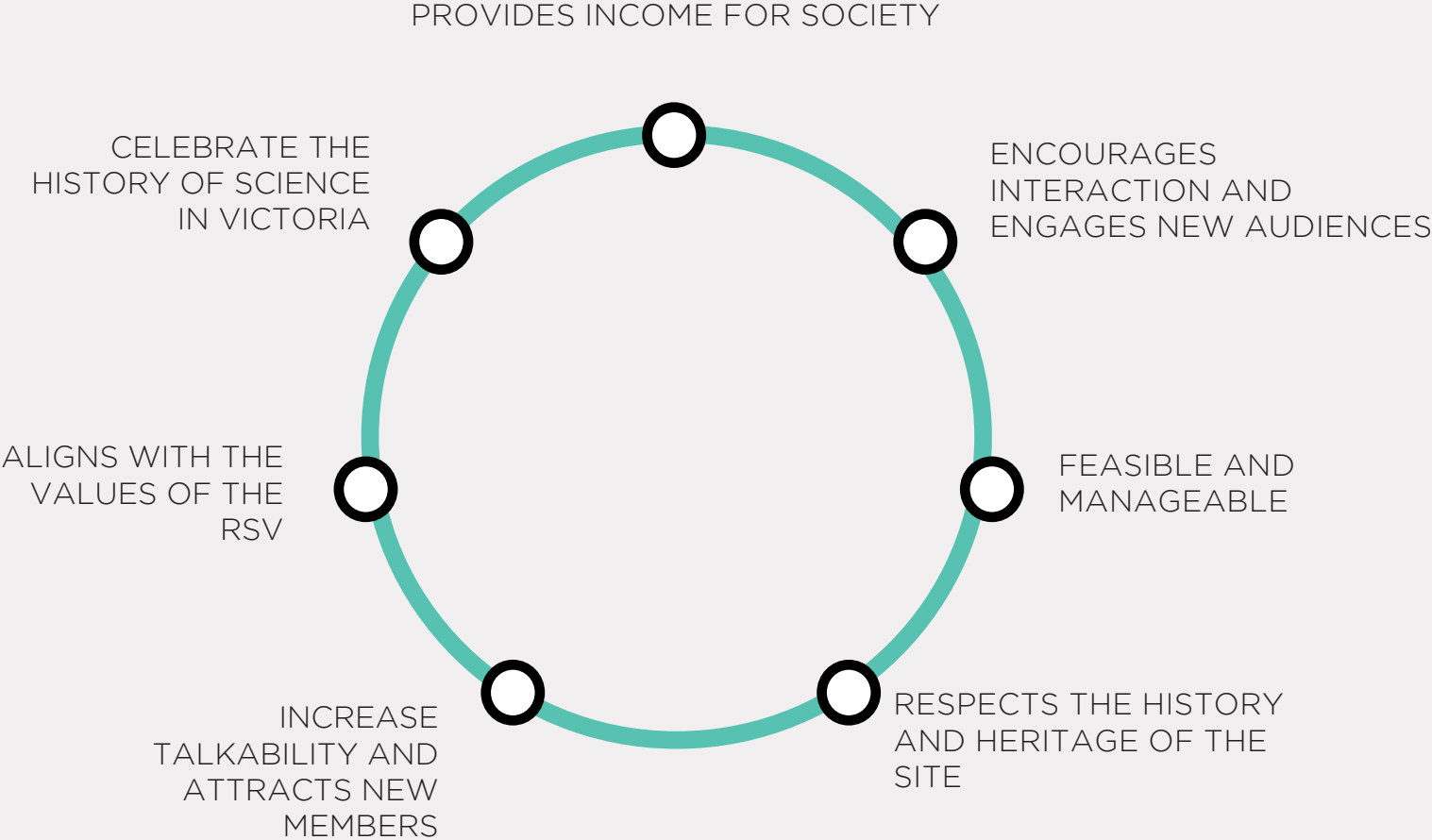
Since 1907, the 'tip' of the triangle bounded by La Trobe Street, Victoria Street and the Caretaker's Cottage has been occupied by a Bureau of Meteorology weather station, which offered a useful scientific purpose on a site dedicated to the promotion of the sciences in society. Sadly, after 107 years the lease with the Bureau came to an end in 2014, with the site now vacant but for a single, 'heritage' utility shed c.1920.

The site is a triangular area of 173.68 square meters. It is zoned as Mixed Use (MUZ) and Victoria Parade is classified as a Road Zone Category 1. Under the MUZ a range of uses are permitted, including offices, dwellings and shops. The entire site is affected by Heritage Overlay 494 and a Parking Overlay that specifies a maximum of 1 car space per title.

The society would be very interested in hearing any proposals for the future use of this site. Flexible and attractive leasing arrangements will be available for the right tenant, with funds raised directed to supporting the Society's program of prizes, awards and outreach for developing and recognising outstanding scientists in the State of Victoria, along with the maintenance and development of the heritage facilities in the Society's main Hall.



# ACTIVATION OBJECTIVES



## THE CONCEPT

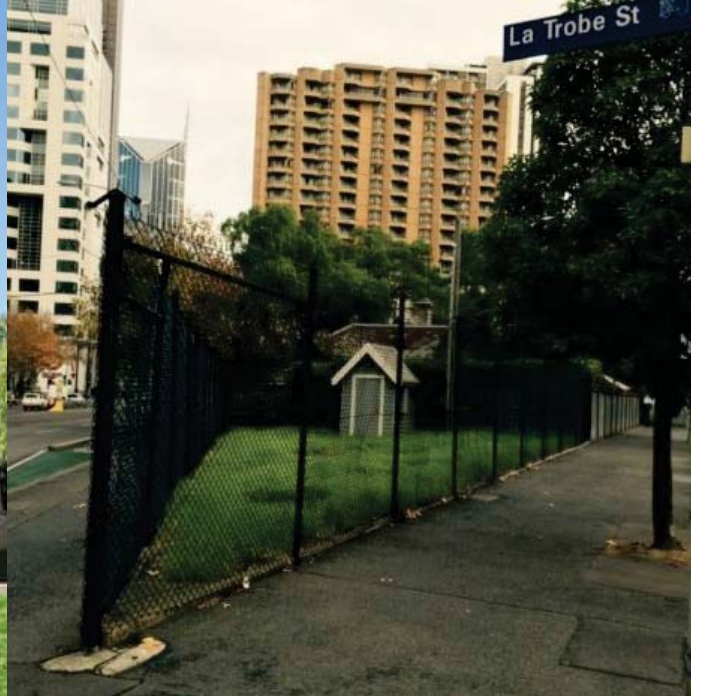
**‘Mawson’s Point’ aims to shine a light on the proud history of the Royal Society by celebrating the early Australian Antarctic explorations in the early 1900’s.**

**The unique dimensions of the ‘triangle’ site lend themselves perfectly to the design of the bow of a ship. The location, at an intersection of 2 roads calls for a bold design that is in fitting with the Society’s heritage and ongoing message of discovery and exploration.**

**We propose building a structure on the site that has the appearance of an Arctic Exploration ship, cutting through the intersection of 2 roads like a ship cutting through the ice.**

**The building itself acts as an extension of the heritage listed RSV building as a venue for members, visiting guest and esquiring minds.**





## **MAWSON'S POINT**

**The high visibility of the site allows us to remember the former use as a weather station by using it to display useful information such as the temperature and time to passing motorists.**

**This striking new venue will become an icon of Science in Victoria to the thousands of drivers who pass the site each day, the building itself, however, could be used in a number of ways.**

## VISITOR CENTRE

Mawson's Point would act as a more modern extension of the existing RSV building where visitors can interact with the history of the society in new, more technologically advanced ways.



DIGITAL GALLERY

Digital screens and terminals are used to illustrate the stories and achievements of the Society.



SPEAKERS CORNER

A nod to the grander surroundings in the main building, this presentation facility is designed for young scientists.



INFORMATION

The building acts as an information centre for all of the Society's materials and upcoming events.



# HOSPITALITY

The unique look and location of the new building make it an ideal venue for a hospitality operation, this could act as a pre or post meeting place for guests attending lectures and meetings at the Society.



CAFE / BAR

The lowest point of the building is home to a small cafe and bar that services the 2 floors above



TOP DECK

The 'top deck' of the boat becomes the perfect spot to enjoy the view of the gardens with a glass of wine



GARDEN DECK

The garden deck is a pergola built at the entrance of the venue near the heritage work shed...with heritage graffiti!

# THE SPACE AGENCY

The Space Agency specialises in designing precinct strategies that better position commercial real estate and assets in order to: drive customer engagement, improve the precinct's core messaging, and attract new visitors and business.

In CBD Melbourne, we are currently working on precinct strategies for: Victoria Harbour, Goldsbrough Lane, and Melbourne Central.

We also offer communication design from branding to strategic communication.

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## INSIGHTS

Through our data intelligence and insights arm - Beagle - we are able to collect on-the-spot community feedback around events, experiences, and customer relationships. These insights are used to support decision making for individual businesses or whole precinct.

## STRATEGY

Our strategists evaluate customer and trade data as well as on the ground fact-finding in order to develop precinct strategies that use activation as a creative, short term tactic towards achieving stronger financial and community outcomes.

## COMMUNICATION

Our in-house design team specialise in strategic communication including brand development and design, copy-writing and brand positioning, social media strategy, and broad-form graphic design.

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