

# SEAWORKS



**SEAWORKS' STRATEGIC PLAN**  
2022 TO 2027

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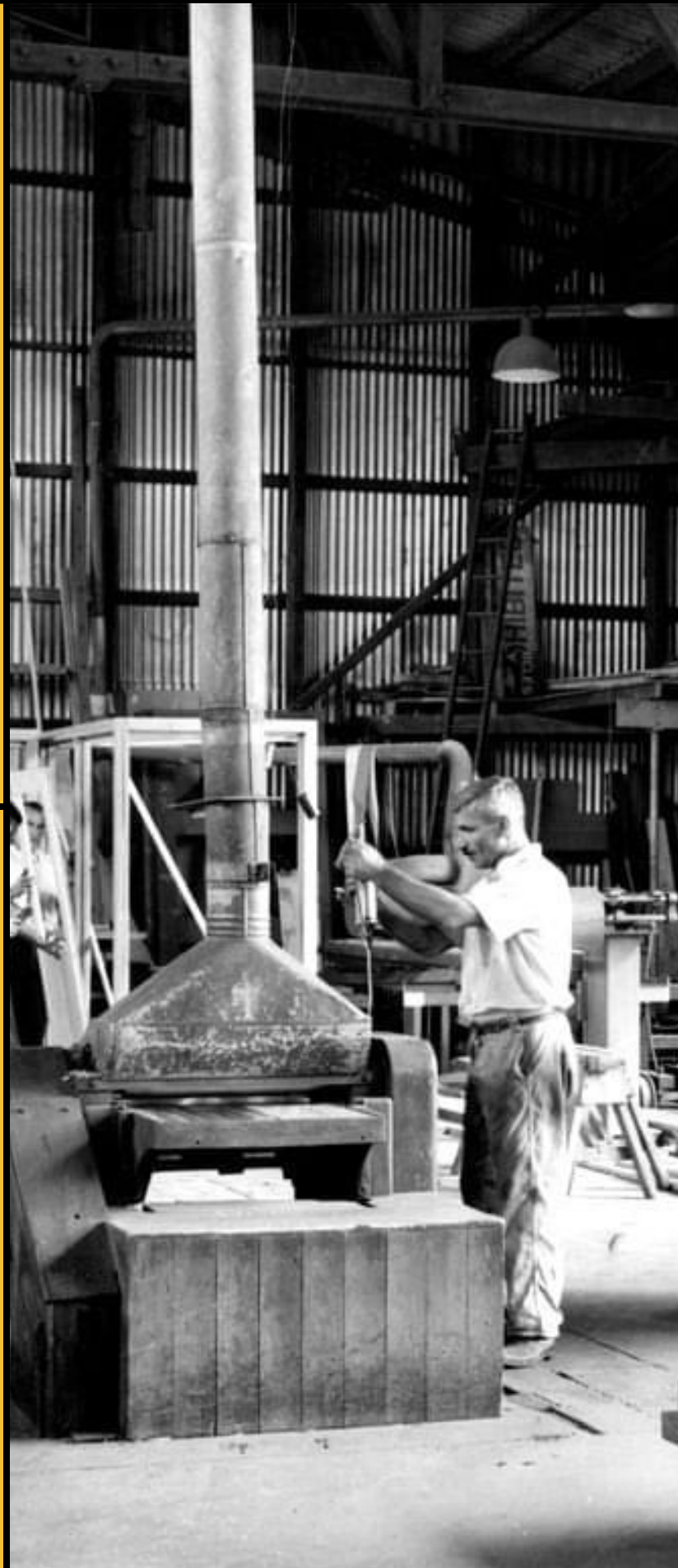
Creating & maintaining awareness

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**Seaworks acknowledges the Bunurong  
People of the Kulin Nation as the  
Traditional Owners of this land and  
waterways, and pays its respects to  
Elders past, present and emerging.**

# 01

## STRATEGIC THEMES



## PURPOSE

**To create a place for people to connect, engage and celebrate in a contemporary, creative precinct that honours its traditional and maritime heritage.**

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### PLACE

Infrastructure

Tenure

Precinct

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### PROPOSITION

Tenants

Events

Visitors

Educators

People

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### PROMOTION

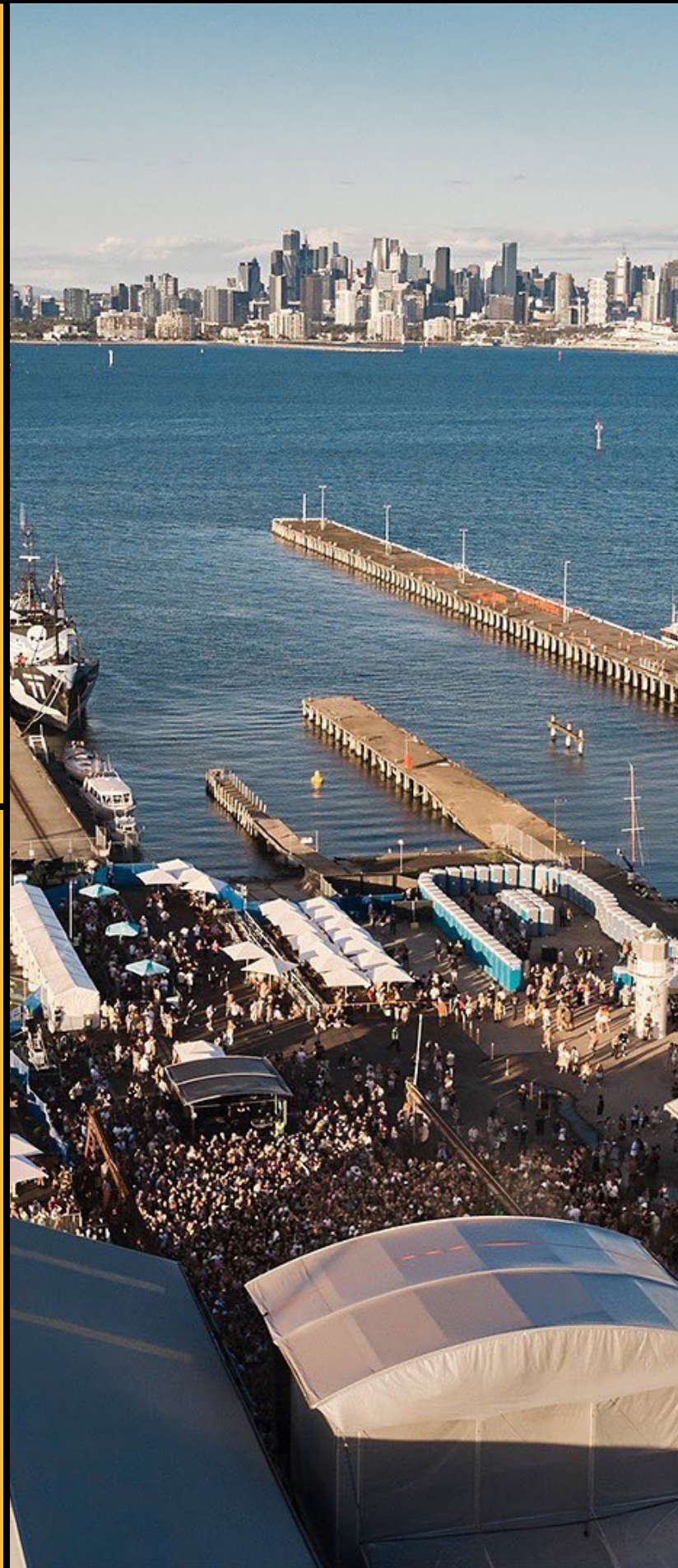
Positioning & presence

Message clarity

Effective promotion

# 02

## STRATEGIC THEME – PLACE



# Moving from place to attraction

**Seaworks is a unique place. The combination of location, history and outlook combine to make Seaworks a place that is attractive and vibrant, where the waters of Port Phillip Bay and the Yarra River meet the historic suburb of Williamstown.**

**Seaworks is the custodian of that uniquely rich heritage. But is more than just that. It is a site offering amenity and attraction to a diverse mix of tenants, visitors and volunteer workers.**

**This strategic theme has three key areas of focus – infrastructure, tenure and precinct.**

## **INFRASTRUCTURE**

We will work in partnership with Government and key stakeholders to restore the existing ageing infrastructure including piers, buildings and slipways; maintain safety and refurbish some buildings for a more contemporary purpose.

## **TENURE**

We will seek to extend our lease to provide long-term certainty to Seaworks and its tenants. At the same time, Seaworks Foundation will seek better statutory planning controls that will provide an opportunity to enhance the site.

## **PRECINCT**

Our visitor experience and activities at Seaworks will continue to be enhanced by further development of the site. We will:

- » build on our credentials and demonstrate success
- » endeavour to influence Government policy and strategy to support Seaworks' activities
- » progressively implement the Seaworks Master Plan to improve the site, and
- » work to ensure that Seaworks plays an important role as part of Williamstown's maritime precinct plans.

# 03

## STRATEGIC THEME – PROPOSITION





# Ensuring our attractiveness to our key stakeholders

**Our unique location and history provide a compelling foundation for Seaworks to hold a special place in the imagination and hearts of everyone who uses and visits this special place. Our strategy aims to strengthen our attractiveness and offering to the wide range of stakeholders who interact with Seaworks.**

**This strategic theme has five key areas of focus – tenants, events, visitors, educators and people.**

## **TENANTS**

We will work to make Seaworks an attractive location for tenants.

Through extension of our own lease, we will be able to offer lease certainty to our site partners.

We will strive to attract tenants who contribute to the atmosphere, ambience and experience at Seaworks while maintaining a balance between maritime, creative and other tenants.

## **EVENTS**

We will grow the number of marquee events while seeking more maritime events that provide a unique experience for patrons and participants.

We will continue to focus on improving our facilities to enable us to host high quality maritime events which build the unique value we deliver to the Victorian community.

## **VISITORS**

Seaworks is a drawcard for hundreds of thousands of people from across Victoria, Australia and overseas.

We will continue to increase the quality of the experience for visitors to boost footfall, repeat visitation and enhance our growing reputation.

## STRATEGIC THEME – PROPOSITION



### EDUCATORS

Seaworks has a vital role in telling the story of Melbourne and Victoria's early development.

We will develop programs, content and educational material to enable Seaworks to contribute to the school curriculum so that current and future generations understand and appreciate the state's rich maritime history.

We will improve our offering to educators and students through the continual development of contemporary physical and online content.

### PEOPLE

Volunteers have been the backbone of Seaworks' development since its inception.

We will continue to respect and support our volunteers.

We will further their development, which in turn, will benefit Seaworks.

We seek to recruit and retain high quality employees and board members that reflect the significance and realise the potential of the Seaworks' site.

# 041

**STRATEGIC THEME  
– PROMOTION**



# Creating & maintaining awareness

**Seaworks aspires to be the premier maritime history and event space in Melbourne. Our strategy builds on clear positioning and messages targeting specific audiences. Seaworks has the opportunity to grow its reputation and be a trusted caretaker and interpreter of Melbourne’s maritime and traditional history. Seaworks is an exceptional event location for all, and its tenants reflect a collaborative and contemporary creative offering.**

**This strategic theme has three key areas of focus – positioning & presence, Message clarity and Effective promotion**

## **POSITIONING & PRESENCE**

We will work to redefine and update the Seaworks brand.

We will refresh the website and upgrade the quality and impact of our digital assets.

We will further develop our social media presence and carefully monitor the effectiveness of our investment in online marketing.

## **MESSAGE CLARITY**

We will reinvigorate our digital and marketing plans to ensure consistent, targeted messaging that builds the awareness and recognition of Seaworks.

## **EFFECTIVE PROMOTION**

We will continue to increase our marketing efforts to build patronage and support for Seaworks from government, philanthropists and grant providers.

Our promotion will be effective, targeted and carefully monitored for performance and success.

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## **CONTACT DETAILS**

82 Nelson Place  
Williamstown Vic 3016  
[events@seaworks.com.au](mailto:events@seaworks.com.au)

Tel: 03 9397 8528

[www.seaworks.com.au](http://www.seaworks.com.au)