

NEW PERFORMING ARTS VENUE — NAMING

531. Ms R. Saffioti to the Minister for Culture and the Arts:

I refer to the Minister's statement in Parliament on Thursday, 11 December 2008, regarding the new performing arts venue, where the Minister noted that during 2007 the Department of Culture and the Arts conducted an extensive consultation process to consider the criteria for naming the new venue and I ask:

- (a) what was the result of the extensive consultation process to name the new venue; and
- (b) what were the names put forward through this consultation process?

Mr J.H.D. DAY replied:

- (a) As part of the consultation process to name the new performing arts venue, a set of decision making criteria were developed. It was determined, when considering a name, if any of these criteria could not be met, the name should be disqualified.
  - The name should not be culturally specific or offensive.
  - The name should make a thematic connection between the name of the venue and the names of the main theatre and studio space.
  - Any acronym of the name must not be offensive or inappropriate for a government-owned venue.
  - The name should be timeless, yet contemporaneous.
  - The name must be registerable and trademarkable (in Australia).
  - The venue should not be named after an individual.
  - The name must be inclusive of all performing arts (drama, dance, theatre etc)
  - The name must be able to be easily and accurately spelt just from hearing it.
  - The name should be short enough (or have an acceptable shortened version) to pass the "phone test".
  - The name should be able to be translated into an uncomplicated, available URL
- (b) Three names were submitted to the previous Minister for Culture and the Arts (Hon Sheila McHale). They were: The Lantern Theatre; The Filament Theatre and The Binalux Theatre.