



**CULTURAL/TOURISM**

**CANTERBURY MUSEUM REDEVELOPMENT PROJECT**



This project will modernise and enhance the interior of Canterbury Museum and upgrade facilities for visitors, staff and the collections. The improvements will allow

our much-loved museum to display more of its priceless collection, improve visitor movement and experience, and create a world-class venue for special exhibi-

tions and events. Linking the Robert McDougall Gallery to the Museum will create a dynamic complex for cultural tourism and a space where local communities

are represented and bonds strengthened. The project will also conserve the Canterbury Museum and Robert McDougall heritage buildings.



**MISSION/VISION**

To make Canterbury Museum an accessible, engaging and exciting space where the stories and rich cultural treasures of our region are showcased and cared for. Visitor comfort and enjoyment will be enhanced through the creation of a contemporary and world-class venue for exhibitions and cultural events. The Museum will continue as an enduring regional icon and premier tourist attraction.

**CANTERBURY**

A world-class exhibition venue and tourist attraction. High quality retail and food and beverage outlets will showcase Canterbury art, design and produce. Blockbuster international exhibitions will be presented in a purpose-built space which, along with the enhanced permanent displays, will draw increased numbers of domestic and international tourists to Canterbury.

**BENEFITS/IMPACT**

Multi-million dollar construction activity will benefit local companies and once completed the Museum will attract increased tourist numbers and associated discretionary spending in retail, accommodation and entertainment. The enhanced facilities will allow ongoing collection, preservation and presentation of the Canterbury story for the benefit of locals and visitors alike.

The Canterbury V5 initiative is supported by:

