



Media release

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Anzac Interpretive Centre Business Model

A business plan for the Anzac Interpretive Centre received in-principle support from Albany City Council at a special meeting last night.

City of Albany chief executive Graham Foster said some aspects of the model would remain confidential until the City's partners in the project – the State and Federal Governments and the RSL – officially signed off on the plan.

Mr Foster said the plan was a prudent business model which would not require the City to contribute any more funding than the current arrangement of \$250,000 per year.

However the plan would require the City to raise \$100,000 a year in sponsorship and fundraising.

Mr Foster said under the proposed model access to the Princess Royal Fortress precinct would be free, with fees introduced for indoor attractions including the AIC.

The plan estimates extra visitation resulting from the rejuvenated precinct could provide a \$5.6 million boost to Albany in the first year.

Meanwhile, clearing work at the site of the AIC has been completed two weeks ahead of schedule, ready for construction to begin next month.

END