

arts and culture
strategy / cultural policy /
creative partnerships /
public art and integrated
design / cultural programs
and projects / interpretative
heritage assets / media
and marketing

**We are cultural
placemakers.
We make
great places
by connecting
people in
imaginative
and unexpected
ways.**

Our approach

Secret Estate delivers cultural programs and projects that provide tangible social and economic outcomes for you.



We are passionate about making great places for people to live, work, play, meet, discover and experience. Our work builds genuine connections between people and place, enriching and enhancing sites, and drawing new audiences and visitors.

Secret Estate works with interdisciplinary teams to gain knowledge and insight into our clients' needs and priorities, so that we can provide the best strategic solutions. And we deliver inspiring experiences by engaging incredible storytellers, creators and producers across all artistic fields, specialisations and materials.

Our approach

We understand the importance of truly engaging people. We listen. We learn. We build trust.

We work respectfully. We create new and innovative possibilities for contribution, participation and collaboration with our clients, partners and project stakeholders. We make the journey meaningful and the outcomes impactful. We do this by taking a holistic approach that is bottom up, inclusive and consultative. We manage risk through careful analysis. We ask the important questions based on our experience and knowledge.

We have years of experience working within government and managing complex stakeholder relationships in the delivery of large urban developments and infrastructure. We know the challenges. We have the knowledge and skillset to manage public consultation, budgets, schedules and interdisciplinary contractors. Our experience guides the right solution.

We see opportunity instead of challenges.



Our services

We believe a place should resonate with, be valued by and inspire those who use it. Secret Estate works with clients and partners to deliver places that are truly vibrant and connected, where people have a sense of inclusion, well-being and pride. Through our approach, our clients achieve valuable outcomes that build engaged communities, place-identify and branding, and audience and tourism development.



We take a place-based approach to delivering exceptional arts and cultural strategy, programming and projects.

Our services

Cultural
placemaking fosters
public participation
and connects
communities.

Strategic Services

We get that cultural strategy is complicated. It's hard to know where to start, what approach to take and who to involve. We help clients understand their goals, map out the steps to success and bring their vision to life. From identifying opportunities and assets, understanding challenges and mitigating risk, to securing stakeholder support and investment, we work with clients to achieve the best results.

Our strategic services include stakeholder engagement, arts and culture strategy, public art plans, cultural planning frameworks, cultural policy, creative partnership brokerage, masterplan development, domain activation scoping, and cultural asset mapping.



Our services

Management

We know what we're doing and want the best for our clients. We have years of experience delivering outstanding and diverse projects working with artists and creative producers across every artform and output. We take the worry away by managing everything from creative briefs, budgets, schedules and contracts to stakeholder engagement and marketing resources. We stay current and connected, involve the most inspiring minds, ask the right questions and pay attention to the detail.

Our management services

The commissioning and delivery of public art and integrated design including stand-alone artworks, building facades, interior details, public amenities and facilities, and interpretative heritage features.

The planning and development of cultural programs for large audiences and bespoke experiences including events, exhibitions, installations, performances, projections, workshops, talks, tours, digital productions and publications.

Supporting clients to get the best outcomes and outreach through project analysis and documentation, media and marketing tools, executive reporting and staff training.



We work with you from the very beginning to the brilliant end, tailoring our services to match your needs, big or small.

Infrastructure and renewal

We work with government and corporate clients to plan and deliver cultural objectives and components in infrastructure and renewal projects.

Built environment

We work with developers, built environment professionals, engineers, fabricators and others to plan and deliver cultural elements and opportunities within commercial, residential and mixed-use developments.

Small and medium scale commercial

We work with businesses and place managers to deliver public art and integrated design, dynamic cultural programs and engaging activations within commercial sites and public areas.

Local government and community

We work and partner with local councils, government agencies, not-for-profit organisations and community stakeholders to plan and deliver cultural programs, services, and unique community spaces and experiences.

We believe a place should have a buzz, be memorable, become a destination, create a legacy.

Our team

We work hard
to be the best.
We believe in
the value of
observation,
robust process
and powerful
storytelling.

Founded in 2019, Secret Estate is a network of talent and skills that expands and reconfigures to meet the evolving needs of clients and projects. We work to an understanding of what's involved to make our client's vision a reality – the who, what, why, where and how. Our skills cover arts and cultural policy, urban planning and design, research and analysis, writing, curating, programming, design, construction, project management, digital production and marketing. We stay informed and future forward to help others leave their legacy.



Contact us

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Instagram
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