

MELTON TOWN

CENTRE NEWS

The latest development news
about the Melton Town Centre
precinct, associated projects,
activities and events!

Summer
2015

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Happy Holidays!

EDITION NO. 2

Find out more about what is happening in the Melton Town Centre and how you can get involved in the rejuvenation of this exciting precinct!



The Melton Town Centre News is a new initiative to keep traders informed about the exciting redevelopment of the Town Centre. It will cover details about works, local events, activities and other information related to this exciting revitalisation project. Watch this space as this newsletter evolves!



Town Centre Redevelopment Update



STAGE 1 NOW COMPLETE

Stage One works are now complete. The attractive new shelter will provide protection to patrons whilst waiting for taxis and for passive recreation. The shelter is a new asset that reflects the style of the Melton Library and Learning Hub and the future revitalisation works.

Minor rectification works have been undertaken in a temporary fashion to allow customers to safely access and utilise the existing Palmerston Street car park, prior to commencement of the Melton Town Centre Redevelopment Stage 2 works.

THE CORNER @ MCKENZIE

Since the launch of Melton's first ever pop-up park community members, groups and businesses have been activating the space in innovative ways.

There have been physical activities such as tai-chi, preschool yoga and group fitness, as well as social activities like vegetable and herb planting in the new pop-up garden boxes. It's also a great space for events, such as the pre-school playtime, Safer City Day, Youth Crew and photo competition displays.

In January 2016 there will be a variety of exciting workshops with Circus Oz, the Arts Centre Melbourne and the Australian Ballet Company getting residents involved in some great cultural activities.

For more information on what's happening each month visit melton.vic.gov.au/thecorner

If you want to get involved please contact:
Mia Lobé - Healthy Children Growing Together, Melton City Council, Ph: 9747 7200

STAGE 2 UPDATE

The second stage of the Melton Town Centre Redevelopment is proposed for the Palmerston Street shops and roadway between High Street and McKenzie Street.

These works consist of improving pedestrian connections, the configuration of street parking, public lighting, additional soft landscaping, upgrade of the amphitheatre, seating and signage.

Works are expected to commence April 2016 starting with civil works such as the road and then moving to the streetscape works. Confirmation of timing and the extent and staging of works will be communicated closer to construction.

You would have noticed that there has been a number of works within the amphitheatre area. This has been the undergrounding of power which, for practical reasons, has been brought forward from the Stage 2 works. The removal of the powerlines will create a more attractive precinct.

What's Happening?

VISUAL MERCHANDISING & BUSINESS WORKSHOPS OPPORTUNITIES

Melton City Council are currently in the process of reviewing their business training and workshop offer for local businesses. There is consideration for two workshops:

- Engaging a visual merchandiser consultant to do a workshop on merchandising, ticketing and giving store owners tangible ideas they can go back and implement in-store.
- Business 101 workshop to get back to the basics.

If you are keen on either of the above two workshops, please email venturemelton@melton.vic.gov.au or call Rachel Bernardo 9747 5499 to express your interest. The workshops will be scheduled subject to a minimum level of interest.



AWARD OF GRANT FUNDING

Melton City Council was successful in securing \$3.5 million funding from the State Government's Interface Growth Fund and \$5.5 million from the Commonwealth Government for their Pride of Melton project submission.

The combined funding will contribute towards the \$13.1 million Melton Town Centre Redevelopment project which will not only improve the precinct but also boost local retail, business and employment opportunities.

NEW BRAND FOR THE MELTON TOWN CENTRE

The Melton Town Centre is getting a new logo and brand!

This will help to create a unique identity for the town centre precinct, as well as provide a mechanism to support traders in the area and bring everyone together under one brand for future events and activities. It's a great opportunity to position the Melton Town Centre precinct and bring traders together.

Thank you to all the traders who participated in the two workshops to help develop an exciting and vibrant brand. The feedback received was valuable and will be incorporated into the final logo which will be presented to everyone soon.

COMMUNITY PARTNERSHIP GROUP

As part of the exciting town centre transformation project Pride of Melton, in early 2016 Council will be calling for Expressions of Interest to form a Community Partnership Group. This group will assist Council with the project delivery in areas such as:

- input into the development and promotion of activities for the site including arts and culture events
- support the attraction of new businesses into the town centre
- promote education and volunteer activities by working across organisations and
- support the work of Council, Police and other Agencies in creating a safe, accessible and vibrant precinct for a range of cultural and community groups

Expressions of Interest will be sought from local business owners, community members, agency representatives and any other interested person early in 2016.

Winner Of Buy Local

With the Buy Local campaign now wrapped up, the three lucky businesses to win the \$1000 Business Makeover Subsidies were:

- The Photo Place
- Saks Pizza Cafe
- Epic Visuals

Congratulations to these stores and thank you to all traders who pushed the campaign over the month of October to customers.

We had three lucky locals win \$200 Morgan's Supa IGA Vouchers and they were so excited to be rewarded for shopping local.

Make sure you are on board next year when we re-run the Buy Local Campaign for your chance to WIN.



So Much More

MUCH MORE AT THE MELTON VISITOR INFORMATION CENTRE

The recently renovated Melton Visitor Information Centre is ready to welcome locals and visitors to learn 'much more' about the City of Melton.

The old courthouse building, constructed in 1892, is a well-known local landmark that has housed the Visitor Information Centre for more than 14 years. The refurbishment has seen an upgrade to this facility and also the addition of a cafe, Little Gemz.

The Melton Visitor Information Centre and our friendly volunteer ambassadors can assist locals and visitors with things to do and see, maps, public transport timetables and local events and community information.

Volunteer ambassadors, who have helped over 106,000 people since the VIC opened in 2001, will also be popping up at businesses and tourist attractions across the City in coming months.

The Melton Visitor Information Centre is located at 323 High Street, Melton and is open 7 days from 9am to 5pm with Little Gemz Café open 6 days a week Monday to Saturday.



Business Hints & Tips:

SOCIAL MEDIA FOR YOUR BUSINESS

Whether your business has a facebook presence or you are an avid tweeter, the cost and effectiveness of social media is not so much the dollars but maintaining currency by keeping content and opinions current and answering enquiries promptly.

How current did you stay on social media in 2015?

What is your social media strategy for 2016?

Further Information

Rachel Bernardo
Business Marketing & Investment
Attraction Officer
Melton City Council
Ph: 9747 7200

Or further information can be found online at:

melton.vic.gov.au/Council/Major_projects