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A changing place.

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Winter  
2016

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# A changing place.

EDITION NO. 4

Keep updated on the Melton Town Centre Stage 2 works and how you as a trader can participate in helping to improve the precinct.



buy local  
supporting local jobs

@venturemelton

/venturemelton



The Melton Town Centre News is an 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.



Photo from McKenzie Street looking north up Palmerston Street

# Town Centre Redevelopment Update

Works are well underway on Stage 2 of the Melton Town Centre Redevelopment. This will kick start a series of projects around the town centre delivered over the next 3 years designed to transform the town centre into a vibrant, pedestrian accessible and safe space which encourages the stimulation of the local economy.

The City of Melton was successful in securing funding from both the Australian Government (\$5.4 million) and Victorian Government (\$3.5million) which covers two thirds of the overall project investment of over \$13 million.

Contractors have been on site since the start of May, with the Palmerston St road closure between High Street and McKenzie Street coming into effect from 12th May. Initial works have included removal of some trees, demolition

of old road and footpath infrastructure, underground drainage and utility works and more.

While initially blocked off, contractors were able to re-open a temporary pedestrian crossing across Palmerston Street along High Street within a week of the road block coming in to place.

Traders are thanked for their patience while the works are being delivered. The expectation is that Palmerston Street will be re-opened to traffic and parking in September and the rest of the works will be completed by December.

Further information can be found on-line at: [melton.vic.gov.au/melontowntcentrererevelopment](http://melton.vic.gov.au/melontowntcentrereredevelopment)



Australian Government

BUILDING OUR FUTURE



## FUNDING PARTNERS

The City of Melton would like to acknowledge the contribution made by the Australian Government's National Stronger Regions Fund and the Victorian Government's Interface Growth Fund towards the Melton Town Centre Redevelopment.

# New Melton Town Centre Logo

The new town centre brand incorporates feedback from our trader consultation workshops and brings together the old and the new through the look and feel of the “M”.

The brand is themed around ‘a changing place’ to coincide with the contribution of the works to the future town centre. The brand reflects the community, culture and history which traders can use for activation activities, events and collateral. There are variations of the brand available and a full style guide has been developed which will help ensure consistent use of the images. The brand will be made available for Melton Town Centre traders to use in their promotional collateral and it will be gradually rolled out over the next 6 months.

The new brand aims to create a unique identity for the town centre precinct. It’s a great way to position the Melton Town Centre precinct as a place to visit and bring local traders together.

To request a branding toolkit with the Melton Town Centre Logo and guidelines please contact:

Bruce Marshall  
Place Manager  
Economic Development & Advocacy  
E: [MeltonTownCentre@melton.vic.gov.au](mailto:MeltonTownCentre@melton.vic.gov.au)  
Ph: 9747 7200



## FUND OUR FUTURE CAMPAIGN UPDATE

The City of Melton has received a record amount of funding in this year’s State budget. The State Government has allocated \$518 million for the Ballarat rail upgrade which will duplicate the line from Deer Park West to Melton, upgrade stations at Bacchus Marsh, Ballan and Rockbank and undertake track improvements to increase reliability and allow more peak services. The State Government has also allocated \$2.4 million for an additional 270 car park places at Melton Station, \$229 million for additional VLocity regional trains and funding for a business case for electrification of the Ballarat rail line.

Whilst this initial commitment is welcome news, there is still a long way to go to do the full suite of works required to fully upgrade the line to a metro standard service which other metropolitan suburbs are able to access. With the Federal election less just over a month away, now is the time to get your voice heard in highlighting the need for bi-partisan support for the establishment of a Growth Areas Infrastructure Fund to financially support, over time, significant infrastructure projects in growth areas.

To get your voice heard sign the online petition:  
[www.fundourfuture.info](http://www.fundourfuture.info)

## MELTON TOWN CENTRE FACEBOOK PAGE

To accompany the town centre branding, a new facebook page has been established for the town centre. There will be regular updates on the town centre redevelopment as well as other events and activities relevant to the town centre. If you use facebook with your business you are encouraged to like the page and share your own business facebook posts, which should help you gain further reach and increase awareness of the Melton Town Centre as a business precinct.

Check it out here:  
[Facebook.com.au/MeltonTownCentre](https://Facebook.com.au/MeltonTownCentre)



# Introducing the Place Manager

Bruce Marshall joins Melton City Council as the new Place Manger for the Melton CBD. He comes to us from Hume City Council after being the Place Manager for Sunbury CBD.

## WHAT IS A PLACE MANAGER?

A Place Manager is person responsible for managing the wide range of issues, challenges and opportunities that face an activity centre each day. The Place Manager enables issues to be pursued in an integrated, coordinated way to achieve the economic, social and environmental potential of an activity centre. These include:

- Building relationships, creating partnerships and empowering others.
- Championing the vision of the CBD and develop an integrated and inclusive program to pursue it.
- Incorporating all economic, social, environmental and physical aspects in pursuit of the CBD's development.
- Recognising and resolving the diverse range of views and issues of stakeholders.
- Ensuring all stakeholders and the wider community are engaged.
- Providing consistent and effective communication and a single source for information.

## WHY DO WE HAVE A PLACE MANAGER?

The purpose of the Place Manager is so that the Melton Town Centre can be a place that:

- Encourages small business and local employment.
- Fosters a sense of community and develops a unique individual character.
- Becomes a vibrant, safe and attractive CBD.
- Evolves and grows with the local community to flourish.
- Attract additional funds and resources.

## Business Hints & Tips:

**It costs you five times as much to win a new customer than to keep a current one. Customers are not loyal by nature and research shows that emotion influences purchase decision six times more than rationale. Connecting to your customers on an emotional level is the key to establishing a lasting relationship with your brand.**

**The following are top tips that will help you to focus on the most important elements of customer service excellence:**

- 1. Create a unique customer experience**
- 2. Measure their satisfaction and engagement**
- 3. Know your customer base (segmentation)**
- 4. Solve problems quickly and turn complainers into advocates**
- 5. Hire good employees from the start; study your culture, and find the right fit**

## Upcoming Events

### Marketing Entourage – Fully Understand Your Market

Date: 20 July 2016

Time: 6pm- 8pm

Cost: \$40

Location: Western BACE

For more information and registrations for these events visit: [www.melton.vic.gov.au/Services/Business/Business\\_Events\\_Training](http://www.melton.vic.gov.au/Services/Business/Business_Events_Training)

### Success Outside Home Office Walls – Mastering The Transition

Date: 18 August 2016

Time: 9.30 am - 2.00 pm

Cost: \$20

Location: Western BACE

For more information and registrations for these events visit: [www.melton.vic.gov.au/Services/Business/Business\\_Events\\_Training](http://www.melton.vic.gov.au/Services/Business/Business_Events_Training)

### Small Business Bus

Victoria's Small Business Bus is coming to you! Get your business moving in 2016 with free mentoring advice, information and resources.

Date: 15 September 2016

Location: Melton Library & Learning Hub.

For more information and registrations visit: [www.business.vic.gov.au/events/small-business-bus](http://www.business.vic.gov.au/events/small-business-bus)

## WHERE YOU CAN FIND OUT MORE

Should you have any queries please contact:

Bruce Marshall

Place Manager

Economic Development & Advocacy

E: [MeltonTownCentre@melton.vic.gov.au](mailto:MeltonTownCentre@melton.vic.gov.au)

Ph: 9747 7200

Further information can be found online at:

[www.melton.vic.gov.au/melton-town-centre-redevelopment](http://www.melton.vic.gov.au/melton-town-centre-redevelopment)