



Melton Town Centre

A changing place.

Spring
2016

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Keep up to-date on the Melton Town Centre Redevelopment project, and how you as a trader can help improve the precinct.



/venturemelton



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McKenzie Street looking north up Palmerston Street (Aerial Photo taken Sunday 11 September 2016) (below left) revamped amphitheatre, (below centre) decking and (below right) blue stone paving in front of amphitheatre.



Town centre redevelopment update

Stage Two of the Melton Town Centre Redevelopment Project is on track to be finished by December 2016, despite our wetter than usual winter.

Since all works for underground services have been completed, contractors have made significant progress. The new bluestone paving around the amphitheatre and new decking area beside the Old Court House, are both near completion and are well worth a look.

Council is very grateful for the patience of all town centre traders while works are underway.

You can find further information on this project at melton.vic.gov.au/meltontowncentreredevlopment and at [facebook.com/meltontowncentre](https://www.facebook.com/meltontowncentre)



Australian Government
BUILDING OUR FUTURE



FUNDING PARTNERS

The City of Melton would like to acknowledge the contribution made by the Australian Government and the Victorian Government's Growing Suburbs Fund towards the Melton Town Centre Redevelopment.

Buy Local campaign 2016

Research shows that money spent at a locally owned business has a higher chance of being re-spent in the local economy and the initial spend can go through the economy up to five times.

For example, \$5 spent at a local business could actually equate to \$25 of economic value to the local economy. With that in mind, the 2016 Melton Buy Local campaign is running with the following statement:

Did you know?

That if every adult living in the City of Melton spent just \$5 more a week at locally owned businesses rather than buying online or spending outside Melton then the flow on multiplier effect could see an additional \$100 million* captured in the local economy each year. This means more local jobs, better businesses and a more vibrant community to live in.

\$100 million = 1660 full time jobs

(based on the average Australian salary of \$60,000 per annum)

In 2016 the Melton Buy Local campaign will trial a place-based approach and will be focused solely on the Melton Town Centre.

As a business located in the town centre, it is in your interest to help support an economy that chooses to spend locally. As a business you can also help maximise the local multiplier effect by choosing local suppliers and helping promote other local businesses where appropriate.

The campaign is split into two phases.

Phase 1 (30 Aug – 23 Oct 2016)

Will give an opportunity for participating businesses to show how they are committed to supporting other local businesses. #meltonbuylocal2016 #meltontowncentre

Phase 2 (24 Oct – 9 Dec 2016)

Will see the campaign promoted to Melton residents. Full campaign details are available online, at melton.vic.gov.au/buylocal

For more information contact Place Manager, Bruce Marshall
E: meltontowncentre@melton.vic.gov.au
P: 9747 7200



Djerriwarrh Festival 2016

The Djerriwarrh Festival is back again on Saturday 5 November. This is a great opportunity for town centre businesses to capitalise on the additional foot traffic and exposure generated during the festival. In particular, the parade from 11am – 12pm should provide a fantastic opportunity for businesses.

For more information about the festival visit melton.vic.gov.au, email events@melton.vic.gov.au or phone customer service on 9747 7200.



Investment Attraction Strategy 2016-2019

This Strategy is a medium term vision which aims to facilitate continued investment and business growth in the City of Melton, skills development and position the municipality as an emerging investment destination for businesses to consider.

The Strategy has been developed in consultation with over 100 stakeholder representatives including local businesses, government representatives, community organisations and Council staff.

Businesses can download the Strategy from melton.vic.gov.au/Services/Business/Investment-Attraction-Strategy



Venture Melton Business Prospectus

If your business is looking to invest in the City of Melton or significantly expand your current operations, the Engagement and Advocacy Department can assist you through the process.

Businesses can download the prospectus from melton.vic.gov.au/VentureMelton

For more information on the strategy or Venture Melton contact our Engagement and Advocacy Department by phone at 9747 7200.

Get the most out of your business Facebook page

- Save time by scheduling your posts
- Be concise and to the point
- A good post requires consideration of
 - the message, visual, link, timing and post.

The type of content is the key to connecting and getting people to like your page. An increase in likes and shares encourages connection to your business and contributes to its overall success.

For more information on Facebook for your business visit facebook.com/business/overview



Small Businesses Regulation Review

The Victorian Government is currently undertaking a review of regulation impacting small business retailers. If you are a small retailer you can provide feedback that may help create positive change. For more information visit vic.gov.au/smallbizreview