

Business Excellence Awards

The City of Melton Business Excellence Awards proudly brought to you by The House of Kukla Beauty & Hair Salon is a prestigious annual event celebrating the contribution that local business makes to our regional economy, environment and community.

Finalists will be honoured at a stunning and memorable awards presentation evening on Friday 17 June 2016 at Tabcorp Park, Melton South.

To find out more about the Awards visit melton.vic.gov.au/businessesevents

Small Business Development

PAST EVENT WRAP UP

In the month of February, the Council's Economic Development & Advocacy team delivered a Small Business Support Launch at the Western BACE as well as a Digital Masterclass.

Both events were well received by the local small business community with over 60 businesses in attendance at the launch and 25 businesses at the masterclass.

It was great to see some of our town centre traders in attendance at both events! With such positive feedback, we are keen to roll out more relevant and innovative training topics in the coming year.



FREE SMALL BUSINESS CLINICS

Are you looking for general business advice?

Are you looking for support from business experts?

Council is offering mentoring sessions to support local business. The clinics provide general business information and can assist you in the steps you need to take to overcome an issue or information gap. These are by booking only.

When: 3rd Friday of every month

Time: 10am – 3pm

To book your spot visit sbms.org.au/events

Business Hints & Tips:

HOW TO MAXIMISE YOUR SHOP FRONTAGE

1. **Keep signage simple, to-the-point, attractive and clear.** Majority of customers are reluctant to read more than 1 or 2 sentences.
2. **Ensure customers can see through your shop front window as views of activity within shops stimulate further business**
3. **Resist large expanses of stick on vinyl images and locating furniture against windows that reduce transparency of inner activities.**
4. **Care should be taken not to clutter the window areas and lose the impact of the overall display or views to inner activities.**
5. **Keep a light on at night to entice potential customers to come back during business hours.**

MELTON TOWN

CENTRE NEWS

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

Autumn 2016

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Inspiring Change

EDITION NO. 3

Check out the exciting projects and events that are happening in 2016 and find out more about how you can be a part of it.





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.

Town Centre Redevelopment Update

Council are getting ready to commence works on Stage 2 of the Melton Town Centre Redevelopment.

At the moment they are going through the process of engaging a suitably qualified and experienced contractor to construct Stage 2 of this multi-million dollar project.

In April a contractor should be appointed. Following the appointment more detailed information will be available to communicate to all traders and the local community.

This information will include items such as:

- What works in Stage 2 will start first.
- How different elements of construction will be staged and their anticipated timing.
- How access will be maintained to business's during construction works.

- Where customers and staff can park.
- How Council will continue to communicate with the Traders and Community.
- How the Traders and Community can communicate with Council.
- What everyone can expect to see over the coming months.

Every feasible effort will be made to minimise disturbance to the traders and community members during the construction period. It is hoped that as a result of this project, these construction works will see some real positive changes to the Melton Town Centre which lead to greater benefits for the local community and businesses.

TOWN CENTRE REDEVELOPMENT TIMELINE STATUS

SCOPE	ENGAGEMENT	DESIGN	CONSULTATION	DOCUMENTATION	TENDERING	CONSTRUCTION
The extent of the Town Centre	The community were asked what they wanted in the Town Centre Redevelopment.	The community's feedback was incorporated into the design development.	The community were consulted on the prepared concept master plan.	The community's feedback was considered in the design through the preparation of the documentation drawings.	The completed plans were advertised for contractors to demonstrate experience & ability. The qualified contractors will be asked to submit prices.	Stage 2 Construction will commence. There will be opportunities for people to attend information sessions & ask questions about the construction.

WE ARE HERE

Making it Green

One of the main requests from community consultation on the Melton Town Centre Revitalisation Project was to make the Melton CBD greener.

To achieve this, all the trees within Stages 1, 2 and 3 of the Melton Town Centre Redevelopment Project have been assessed for their health, age and amenity value. Where possible trees have been retained however majority of the trees are of poor to average health and will need to be removed and replaced in order to successfully achieve a healthy green space.

An overall outcome of the project will see a substantial increase in trees and shade across the three proposed stages. There are many studies that now exist that have quantified the benefits of trees in streetscape.

Did you know:

- Trees can save up to 56% on annual air-conditioning costs.
- Trees slow the heartbeat, lower blood pressure and relax brain wave patterns.
- People shop more frequently and remain longer when trees are present in a streetscape.
- Trees add to property values.
- Trees reduce crime rates and make people feel safer compared to those that are barren.
- Trees enhance economic stability by attracting more businesses.



GOOD-BYE POP-UP PARK

The Corner @ McKenzie is coming to a close in order to enable the commencement of the construction of the Stage 2 of the Melton Town Centre Redevelopment Project.

The park was constructed in a temporary nature to allow its simple set up and decommission without large investments of resources and funds.

Group fitness sessions, BBQs, Australian Ballet Company and Circus Oz workshops are just some of the activities still to happen at the Corner @ McKenzie. Programs are set to run until the 28 March.

For more information on what's happening during March 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

WHERE YOU CAN FIND OUT MORE

Information Drop-in Sessions, letter drops, updates on Facebook and Council's Major Projects Page will be happening continually throughout the construction phases.

An Information Drop-In Session is being planned for March. The details of this session will be advertised shortly.

Currently traders can contact Council via:
Rachel Bernardo
Business Marketing & Investment Attraction Officer
E: MeltonTownCentre@melton.vic.gov.au
Ph: 9747 7200

Further information can be found on-line at:
melton.vic.gov.au/Council/Major_projects