



Melton Town Centre

A changing place.

Autumn
2017

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A changing place

EDITION NO 6

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





CEO Kelvin Tori, Mayor Cr Sophie Ramsay and Cr Ken Hardy officiate the Stage 3 turning of the sod on Monday 27 February 2017

Town centre redevelopment update

Melton Town Centre is being transformed into a vibrant, attractive, safe and pedestrian friendly precinct. Clear pathways are being made to encourage people movement. Spaces are being created for passive and organised use and for traders to engage in the streetscape. Stage 1 and 2 are now complete.

Find further information on this project at melton.vic.gov.au/meltontowncentreredevelopment and at [Facebook.com/meltontowncentre](https://www.facebook.com/meltontowncentre)



Project preparation and signage for Stage 3 works in McKenzie Street

Stage 3 construction works are now underway along McKenzie Street, between Alexandra and Palmerston streets, and include:

- McKenzie Street upgrade of services such as power and gas, street lighting, kerb and channel works
- Pedestrian priority footpath pavement works linking to the Melton Library and Learning Hub
- New civic lawn space outside the Melton Library and Learning Hub
- Consolidated, redesigned car parking providing 40 more spaces.

During stage 3 project site plans, route options, car parking and pedestrian maps will be displayed onsite, at key service centres, and the Melton Visitor Information Centre.

FUNDING PARTNERS

The City of Melton would like to acknowledge the contribution by the Australian Government's National Stronger Regions Fund and the Victorian Government's Growing Suburbs Fund towards the Melton Town Centre redevelopment project.



Australian Government

BUILDING OUR FUTURE



Buy Local

Main picture: Representatives from winning local business Back in Motion accept their award.
 Pictured right: Mayor Cr Sophie Ramsay with resident Marie Roessen, another Buy Local winner.

Melton Town Centre traders and the community all benefited from the recent Buy Local campaign. The campaign saw an increase in participation from previous years, with over 150 local traders displaying their support to encourage local spending. It was a positive campaign for the community, encouraging them to band together and stimulate the local economy, building community pride and prosperity.

Congratulations to the businesses Back in Motion and Little Gemz Café, who won the \$1000 Business Makeover subsidies for their proactive involvement in the program. Thank you also to traders who helped promote the campaign.

Make sure you are on board and enjoy the benefits next time, when the Buy Local campaign is rolled out.



Ramping it up at the amphitheatre

Schools and local community groups can now book and use Melton Town Centre's new amphitheatre for their concerts and special events.

The amphitheatre is an open-air venue in Palmerston Street, at the rear of the former courthouse. Its semi-circular acoustic area has an open front with a generous performance space. The amphitheatre is fronted with a paved viewing area that can comfortably accommodate up to 300 people.

The site has access to power and toilets. Its excellent natural acoustics make the

amphitheatre perfect for buskers, concerts, professional music, plays and theatre performance.

Set among newly landscaped, paved and leafy surrounds, the amphitheatre provides a great place to relax and enjoy a concert at the end of the day.

Bookings can be made by calling 9747 7200.



SAVE THE DATE



TOWN TEAM BREAKFAST

- 📅 Thursday 23 March
- 🕒 7.30am to 8.30am
- 💰 Free event
- 📍 Breathe Cafe, 354 High Street, Melton

The Town Team is a way for passionate business owners to work with Council to make improvements to the Melton Town Centre.

Limited space available
RSVP Friday 17 March
Place Engagement and Activation Officer
P: 9747 7200

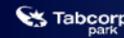
CITY OF MELTON RACE NIGHT

Saturday 25 March 2017

Come and support your Mayor, Councillors and business community. Free kids activities and fabulous racing.

Dining package \$85pp includes 3 course meal, beverages and entertainment.

Book now on 8746 0626
Tabcorp Park
2 Ferris Road, Melton



Corporate packages available

#meltontowncentre



EXTEND THE REACH OF YOUR POST WITH # HASHTAGS

Extend the reach of your social media posts by adding a hashtag (#) to images, videos, links or text.

Using hashtags can tie conversations together and boost promotion of your product or service, as your post will appear whenever someone searches or clicks on the hashtag. Hashtags allow an audience to interact during live promotions, campaigns and events.

Join the Melton Town Centre conversation by including the hashtag **#meltontowncentre** in your posts, and see your social media reach increase as you network with the community.

PLACE ENGAGEMENT AND ACTIVATION

Terri Johnston has recently joined Melton City Council as Place Engagement and Activation Officer. Terri comes with broad experience in business management, marketing and recreation planning. She is currently completing a Master of Urban Planning at the University of Melbourne. The Place Engagement and Activation Officer is responsible for taking an integrated approach to managing a wide range of challenges and opportunities that face an activity centre.

Contact Terri for more information about economic development and projects in the Melton Town Centre:

P: 9747 7200

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