

# Revitalising Melton: Our Vision



# Melton Revitalisation Board

Our role is to develop a shared vision for revitalisation in our suburb with a view to supporting the immediate economic recovery of Melton and identifying opportunities to refresh our suburban environment. We're taking a place-based approach with initiatives designed around the specific circumstances of Melton with input from local people and organisations with lived experiences and community knowledge.

## Melton Revitalisation Board



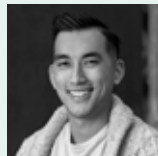
**Steve McGhie**  
Member for Melton  
District and Chair, Melton  
Revitalisation Board



**Cr. Lara Carli**  
Deputy Mayor,  
Melton City Council



**Maurie Heaney**  
Acting CEO,  
Melton City Council



**Michael Lim**  
Senior Manager,  
YLab



**Neal Morgan**  
Managing Director,  
Morgan's Supermarkets



**Belinda Scott**  
Health Sector  
Professional



**Trish Heffernan**  
CEO,  
Djerriwarrh Community  
and Education Services



**John Garang Kon**  
Founder & Director,  
African Australian  
Legal Service

## A Message from the Melton Revitalisation Board Chair

I'm pleased to be Chairing the inaugural Melton Revitalisation Board.

Melton is a diverse community that is experiencing rapid growth. The City of Melton's population is forecast to grow to over 485,000 people by 2051, presenting opportunities for residents and businesses, but also challenges to our infrastructure and our services.

Melton residents are young in age – 30% of our population is under 25 years old. It is also wonderfully multicultural in its make-up – almost 30% of our population was born overseas. This means Melton enjoys a great diversity of skills, knowledge, capabilities and cultures.

In light of Melton's remarkable growth, and to ensure the suburb's full potential is realised, the Victorian Government has identified Melton as a key revitalisation site and appointed this board to work closely with local communities to understand and deliver upon the issues and opportunities for Melton.

Board members represent a cross-section of government, business and community leaders. Together we've developed a vision for Melton that will guide the delivery of local projects.

I would like to thank the Board for their great work so far. I look forward to working closely with Members over the coming year to develop, support and implement revitalisation projects that will contribute to long lasting change in Melton and reporting back on these in the Board's End of Term Report.

**Steve McGhie**  
MP for Melton



# Why Melton?

**Melton is an urban area within metropolitan Melbourne, located 35km to the west of the CBD. With a diverse and young community, the City of Melton is experiencing rapid growth with estimates suggesting that the population is expected to grow to over 485,000 people by 2051.**

Breathtaking history and heritage trails, homesteads and drystone walls and an abundance of open, green spaces make Melton a welcoming place to live and to visit.

The Victorian Government is committed to strengthening the liveability of Melton by driving economic opportunities and the delivery of local projects. This is why Melton has been identified as a priority suburb to revitalise. Investment in Melton will seek to:

- Offer a place of economic and social opportunities for people from across the region. Build a reputation for being prosperous
- Create a community where all our residents feel safe and secure
- Build a compassionate and inclusive community, which welcomes people from multicultural and diverse backgrounds

**56,495**

population (2016)\*

**+22.13%**

estimated population forecast (2016 - 2026):

**56,495 (2016) – 68,999 (2026)** This will be subject to change given the impact of COVID-19 on international and interstate migration

**49.2%**

are households with children which is higher than the average for Greater Melbourne (43.5%)



## Hospitals

A new hospital is in planning for Melton

## Melton Railway Station

Melton Train Station, connecting Melton to the Melbourne CBD and Ballarat, is located 2.6km south of the Melton Town Centre.



\*Australian Bureau of Statistics, 2016

## About Suburban Revitalisation

The Victorian Government's Suburban Revitalisation program identifies and supports the delivery of local projects in activity centres across metropolitan Melbourne. This work strengthens the liveability of our suburbs by driving economic opportunities and jobs growth closer to where Melburnians live.

Melton's Revitalisation Board provides a local voice to the program, working with local communities to identify opportunities for locally-led projects to make Melton thrive.



# Melton

**Over the next two years we will focus our efforts on creating a community where our residents feel proud to live and creating an attractive environment that people want to visit.**

More specifically, we have a vision of:

- A place which offers **economic and social opportunities** for people from across the region and has a reputation for being prosperous
- A **compassionate and inclusive community**, which welcomes people from multicultural and diverse backgrounds
- A community where residents **feel safe and secure**

## Our objectives

- 1 Apply the **diversity lens** to all work, **initiatives and investments** we make to reflect the diverse nature of the people in our community
- 2 **Leverage our existing assets and open spaces** to remind people of the value of living in Melton
- 3 Prioritise the **safety, trust and sense of community** of all of our residents
- 4 Create an **environment in our commercial hubs** that encourage both the **growth of local business** and **attracts people** to the area

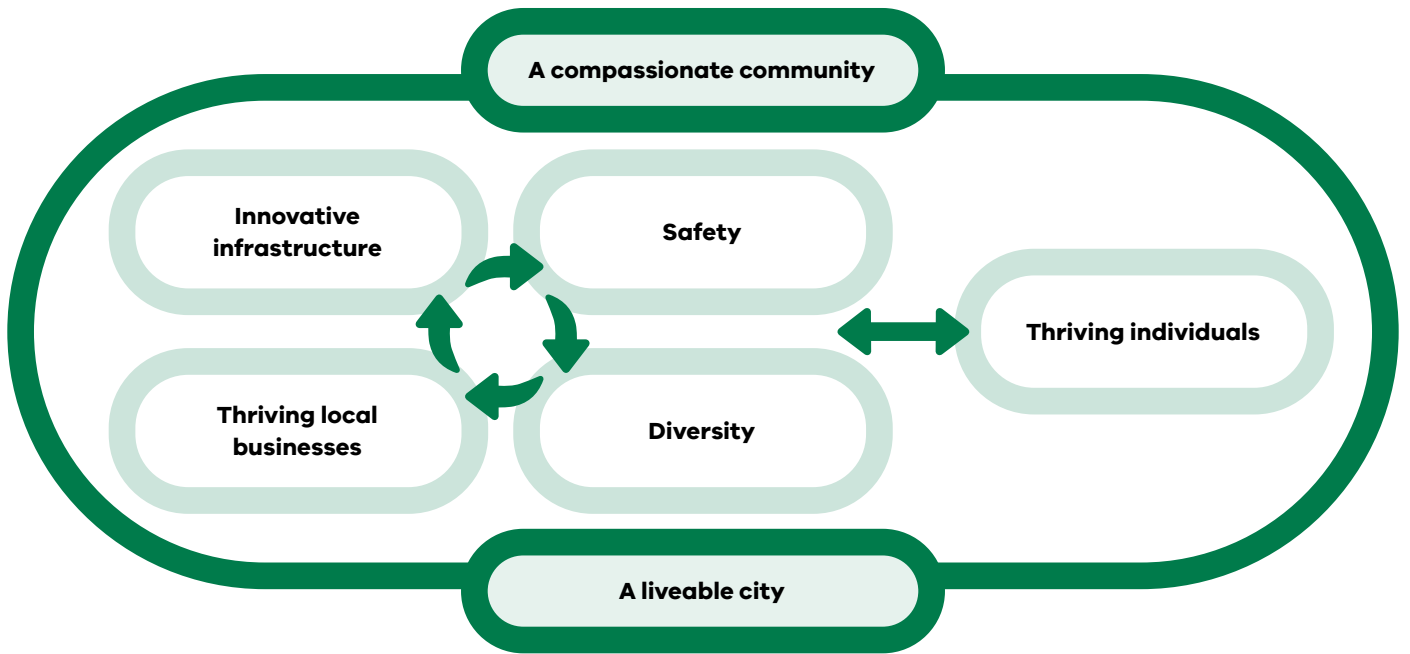
**We also recognise that there are limitations to what we can influence as a board and are therefore committed to work with other groups to achieve change together. We have set three objectives to guide how we leverage partnerships to support women and multicultural communities:**

- 5 Advocate for **social procurement practices** in construction and maintenance, appropriate support services in the community, and inclusive employment practices
- 6 Enable organisations to provide **sufficient and quality access to educational and skills-building opportunities** and pathways
- 7 Advocate for relevant and ongoing **support services for vulnerable groups**, particularly those experiencing homelessness



**To deliver upon our vision, we've identified a series of changes that we plan to make in order to create a safe, vibrant and accessible community.**

We believe that these changes, illustrated below, are complementary and interrelated. By driving these changes, we can create a liveable and compassionate community.



**First and foremost**, we want all Melton residents to **thrive**, regardless of their background, culture, identity or social circumstance.

**Thriving individuals**

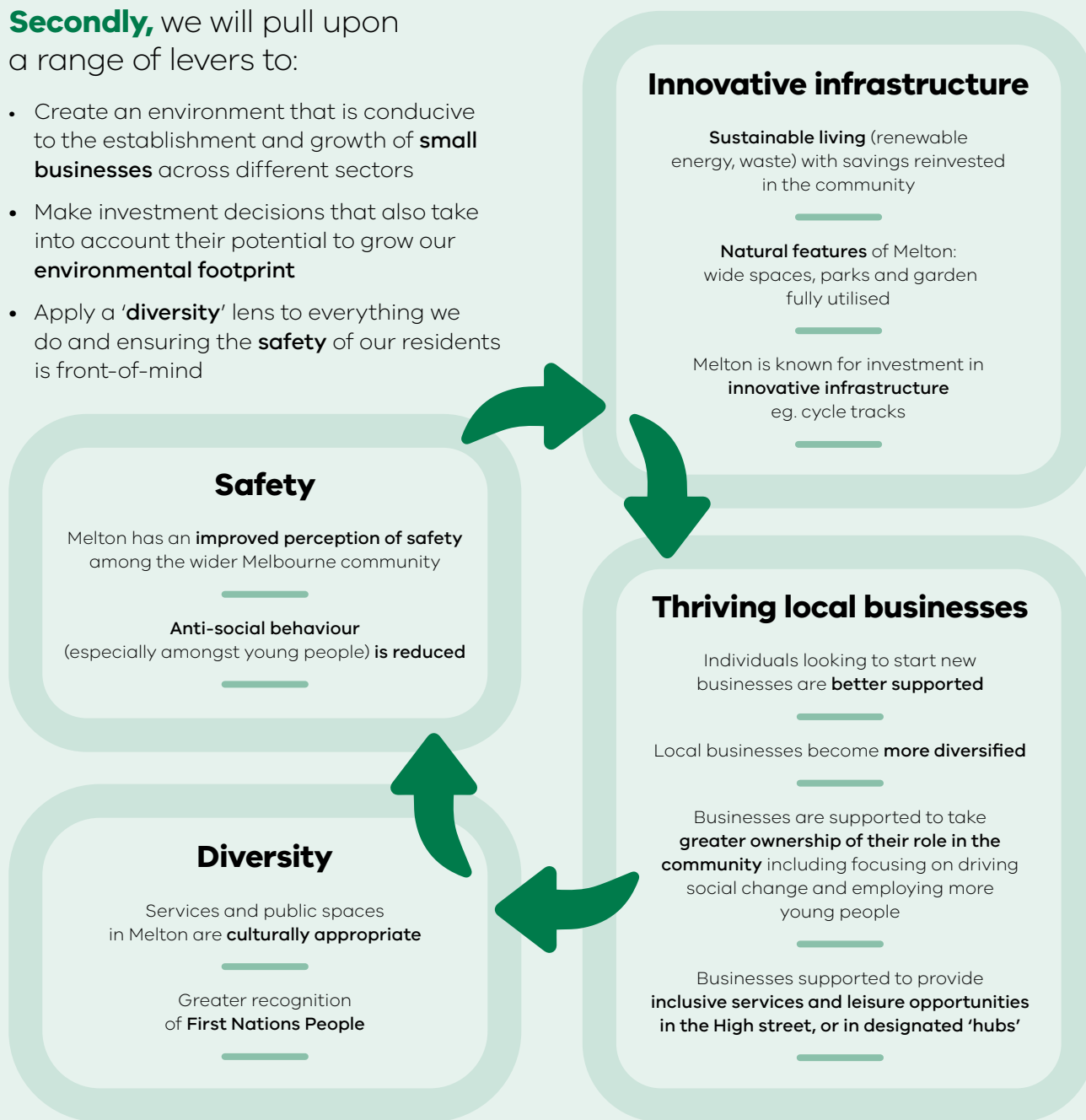


We are setting out to create **a city that delivers all of the services you need**. We want to create a city where you **feel safe**, where we **celebrate the diversity** of our communities and where everyone is treated with **compassion and respect**.



**Secondly**, we will pull upon a range of levers to:

- Create an environment that is conducive to the establishment and growth of **small businesses** across different sectors
- Make investment decisions that also take into account their potential to grow our **environmental footprint**
- Apply a '**diversity**' lens to everything we do and ensuring the **safety** of our residents is front-of-mind



**In the longer-term, we believe that by focusing on striving to meet the needs of the community, and ensuring we are pulling the levers around growing local business, preserving the environment and investing in infrastructure, we can:**

Create a **compassionate community** where people from different backgrounds interact and share stories

Create a **liveable city** which makes you proud and where people visit to enjoy themselves and have fun

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