

Revitalising Noble Park: Our Vision



Noble Park Revitalisation Board

As the Noble Park Revitalisation Board, we have developed a shared vision to support the immediate economic recovery of our town centre and identified opportunities to refresh our suburban environment.

Noble Park Revitalisation Board



Lee Tarlamis OAM MP

Member for South Eastern Metropolitan Region
Chair, Noble Park Revitalisation Board



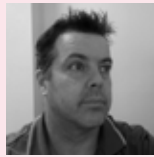
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Mayor, City of Greater Dandenong



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CEO, South East LLEN and Southern Metropolitan Partnership Member



Roz Blades AM

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A Message from the Noble Park Revitalisation Board Chair

Noble Park is located 25km south-east of Melbourne CBD, nestled between Springvale and Dandenong, within the Greater Dandenong Local Government Area. The suburb has a long and proud history and is amongst the most culturally diverse in Australia. Noble Park has retained its much-loved village style character, while also seeing substantial investment and growth over recent years.

Life for Noble Park community members isn't without challenges. We know that residents have experienced mental health and wellbeing challenges and that safety is also a concern. As the area grows and develops, it will be important to ensure that all community members are able to share in the benefits.

To enable this, the Victorian Government has established the Noble Park Revitalisation Board, which brings together state and local government with business and community leaders to provide advice and guide future investment to realise Noble Park's full potential. This collaborative approach will ensure we are listening and responding to the priorities of the local community.

The Board's vision will guide local projects that will address the challenges faced by residents, stimulate business activity and promote community connection into the future.

I am proud to lead the Noble Park Revitalisation Board and look forward to working on behalf of the Noble Park community to deliver meaningful, long-term change into the future.

The Board will report back on its achievements and recommendations in its End of Term Report in July 2022.

Lee Tarlamis OAM MP

Member for South Eastern Metropolitan Region



Why Noble Park?

Noble Park has been identified as a priority revitalisation site to leverage recent growth and capitalise on new infrastructure to unlock Noble Park's full potential and attract additional investment to speed up the social and economic recovery of the impacts of COVID-19.

Noble Park has a long and proud history and a bright future – boasting one of the most culturally diverse populations in Australia.

Just 25km south-east of Melbourne CBD in the City of Greater Dandenong, Noble Park is serviced by the Pakenham and Cranbourne train lines, several bus routes and the Monash Freeway and Princes Highway.

The area is home to about 30% of Victoria's asylum seekers with Noble Park and surrounding suburbs often a first point of settlement. Noble Park has retained its much-loved village style character, while also seeing substantial investment and growth over recent years.

Recent investments in the area include the new train station and level crossing removal, seeing a new link road connecting two main shopping strips (previously divided by the train line), and a significant investment into Ross Reserve with a new skate park, aquatic centre, sports pavilion, synthetic soccer pitch and an all-abilities playground with Australian-first play equipment.

30,998

population (2016)*

63.2%

speak a language other than English at home. Higher than Greater Melbourne at 34.9%

65.3%

were born overseas – the most common countries of birth were India 10.9%, Vietnam 9.0%, Cambodia 5.3%, Sri Lanka 4.4% and China (excludes SARs and Taiwan) 2.2%.



70%

of households are families



18.5%

The most common occupations in Noble Park are in the labour sector

Noble Park Railway Station

located at the heart of the activity centre, was rebuilt in 2018 as part of the Level Crossing Removal Program. The construction of an elevated rail line created additional open space and parkland for the community.



*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.

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



Noble Park

In the coming year we are committed to working towards a safe, vibrant and accessible community, which is set up to support future generations.

More specifically, we will strive to create:

- A community that has pride in its **history**, celebrates its **diversity** and is hopeful about its **future**
- A community where **all people** have access to **quality education** and **meaningful employment opportunities** to set them up for their future
- A connected community where everyone feels **safe and welcome**, and old and young have **opportunities to interact**
- A community that is equipped to meet the **changing needs** of its residents into the future

Our strategic objectives

1

Create an environment in the centre that encourages both the growth of local business and attracts people to the area

2

Focus our work, initiatives and investments to be inclusive and reflective of the many different people in our community and celebrate this diversity

3

Prioritise the safety, trust and sense of community of all of our residents

4

Build a 'green' and environmentally sustainable Noble Park to the point that we are seen as a leader in this space

5

Focus on closing the 'digital divide' amongst our residents to ensure everyone is able to access the same opportunities

We will strive to engage young people in the design, implementation and ongoing delivery of initiatives that impact them.

We are also committed to working in strategic partnership with key organisations to drive changes that we cannot develop or implement on our own. More specifically, we will set out:

6

To **advocate for relevant and ongoing support services** for all residents, but with a particular focus on vulnerable women and families

7

To **work with industry players, local business and community organisations** to **drive employment opportunities** for Noble Park's most vulnerable residents, particularly women



Theory of change

Our theory of change, below, articulates our vision in a series of outcomes. Our investment decisions are made in alignment with our vision and in contribution to these outcomes:

We believe there are four key outcomes that all residents of Noble Park should enjoy as a basic right:

Local business

Community members have greater **awareness of local businesses**, what they offer and the quality of their offerings

Local businesses are able to thrive

Businesses are able to collaborate and agree on a set of shared priorities to take forward (e.g. through a **Traders Group**)

Businesses take **greater ownership** of their role in the community including:

- adapting their business models to be more **inclusive and accessible**
- focusing on **driving social change** e.g. through social enterprise

Community connectedness

There are more **core support services** within Noble Park and families are able to access them

The centre provides a **community 'experience'** to its residents with a focus on providing inclusive services and leisure opportunities

There is an **increased sense of community connectedness**, especially with people from different backgrounds interacting (e.g. old & young; different cultural groups)

Safety

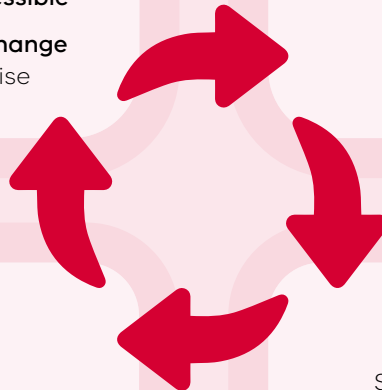
People feel physically **safe in public spaces** and have an **improved perception of safety**

Inclusion

Services and public spaces in Noble Park are **culturally appropriate**

Residents are proud of, and **celebrate, the cultural diversity in their communities**

All individuals feel accepted in the community and have a sense of belonging



Theory of change (continued)

We strive to go further than this, and have also established outcomes that will position Noble Park as a place of **innovation** and **environmental consciousness**.



Digital

- Residents have greater access to **essential digital services** e.g. free Wi-Fi
- Noble Park is a **'digital village'** – e.g. leveraging data to learn about service usage; people's movements; gaps in business



Environmental

- There are improved **greenery** and streetscapes
- **Renewable energy** is increasingly leveraged to power more services, buildings etc
- Noble Park is a **demonstration village** – showcasing cutting-edge environmental initiatives e.g. community batteries; 100% renewable energies

We are committed to supporting **women** and **young people**, two groups of community members that we've identified as being the most vulnerable. We commit to outcomes that include:



Young people

- Young people have a sense of **ownership** in their community and its direction
- Young people are more **involved in decision making** about the services set up to support them
- Young people **feel valued** in the community



Women

- Women can safely **access the services they need**
- Women are supported to seek **flexible employment opportunities**

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