

# Melton Revitalisation Report

## 2021–22



## Acknowledgment of Wurundjeri country

The Melton Revitalisation Board acknowledges the Traditional Owners of the lands and waters we call Melton: the Wurundjeri people.

All members of the Board pay their respects to Wurundjeri Elders, past and present, and Aboriginal Elders of other communities who are also part of the communities of Melton.

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## Foreword by the Chair

**I'm proud to present the  
Melton Revitalisation Board's  
end-of-term report.**

At the start of its initial term in early 2021, the Board prepared a vision framework that, alongside other strategic documents such as Melton City Council's *Economic Development and Tourism Plan 2014–2030* and *Investment Action Plan*, has been guiding the delivery of local projects and initiatives.

Throughout this term, Board members provided a voice for their diverse communities and the issues that matter most to them. This is reflected in the diversity of projects delivered in Melton, including targeted programs supporting young people. The renewal of many of the shopfronts in the Melton Town Centre and community events and activities in the amphitheatre have drawn people back to the Melton Town Centre. Together, these have contributed to improved social and economic opportunities for locals and enhanced liveability in Melton.

This report provides more detail on the Board's achievements to date. So far, it has invested over \$2.5 million in 20 local projects, with more than \$900,000 in co-contributions from delivery partners, totalling over \$3.4 million of investment into Melton's revitalisation.

There is so much more to do. These opportunities are captured in this report through the Board's advice on the strategic directions and priority actions that will best support the continued revitalisation of Melton in future, in a way that best meets the local community's needs.

I would like to thank Melton City Council and other board members for their commitment and work over the past year.

Steve McGhie MP  
Board Chair and Member for Melton









**What  
we're  
delivering**

# About the Melton Revitalisation Board

**The Melton Revitalisation Board identifies the priorities and aspirations of community members and co-invests with local partners to deliver renewal works.**

**Melton's revitalisation is part of the broader Suburban Revitalisation Program, which is delivering social and infrastructure projects in eight suburbs of Melbourne, led by local boards.**

**The Board's work is supported by the Office for Suburban Development of the Department of Jobs, Precincts and Regions and is overseen by the Minister for Suburban Development.**

## Our members

The Board was appointed by the Minister for Suburban Development and is Chaired by Steve McGhie, Member for Melton.

The Board is made-up of a cross-section of community leaders, including from local government, community organisations, service providers, institutions and businesses.

- Steve McGhie MP, Chair
- Neal Morgan, Managing Director, Morgans IGA Supermarkets
- Michael Lim, Member, Western Metropolitan Partnership
- John Garang Kon, Director and Lawyer, African Australian Legal Service
- Trish Heffernan, Chief Executive Officer, Djerriwarrh Community and Education Services
- Belinda Scott, Health Sector Representative
- Karen Dodd, Dean, College of Health and Biomedicine, Victoria University
- Denise Morris, Chief Executive Officer, Combined Churches Caring Melton
- Cr. Lara Carli (Observer), Deputy Mayor, Melton City Council
- Roslyn Wai (Observer), Chief Executive Officer, Melton City Council.

You can read the biographies of our board members on [Melton's Suburban Revitalisation website](#).

# Our vision for Melton

## Our vision for Melton

- A place that 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 all our residents feel safe and secure.

## Our objectives

- Apply the diversity lens to all work, initiatives and investments we make to reflect the diverse nature of the people in our community.
- Leverage our existing assets and open spaces to remind people of the value of living in Melton.
- Prioritise the safety, trust and sense of community of all of our residents.
- Create an environment in our commercial hubs that encourages 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:

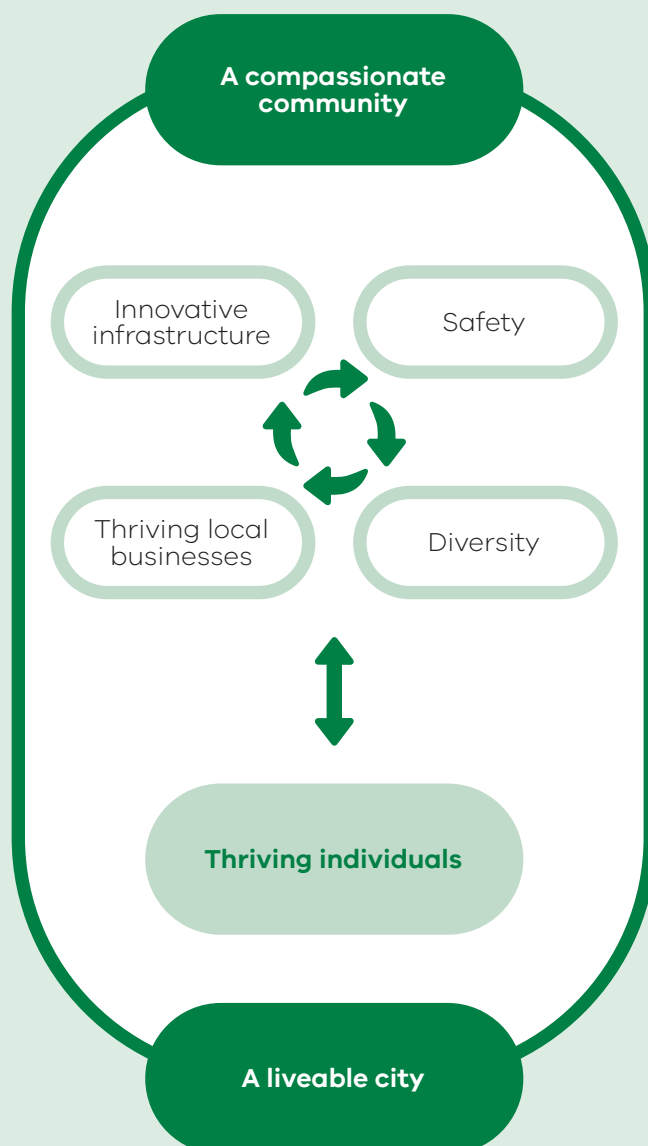
- Advocate for social procurement practices in construction and maintenance, appropriate support services in the community, and inclusive employment practices.
- Enable organisations to provide sufficient and quality access to educational and skills-building opportunities and pathways.
- Advocate for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

## Our theory of change

To deliver on our vision, we've identified changes we will make to create a safe, vibrant and accessible community.

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

- Thriving individuals
- Diversity
- Innovative infrastructure
- Safety
- Thriving local businesses





We use this theory of change in our approach to Melton's revitalisation.

Project	Thriving individuals	Safety	Diversity	Innovative infrastructure	Thriving local businesses
Melton Courthouse Café Upgrade	✓		✓	✓	✓
Retail/Start-up Incubator	✓		✓	✓	✓
Pop-Up Park Wallace Square	✓		✓	✓	✓
Trader Group Establishment	✓		✓		✓
Shopfront Improvement Program – Round 1, 2 and 3 Grant Program	✓		✓	✓	✓
Melton Town Centre Brand and Marketing Project	✓				✓
Melton Town Centre Revitalisation Plan	✓	✓	✓	✓	✓
Melton Town Centre – Identity Framework and Action Plan for Sub precincts	✓	✓	✓	✓	✓
Kid Zone in Civic Heart	✓	✓	✓	✓	✓
Buy Local Campaign	✓				✓
Active Transport and Capital Upgrades	✓	✓	✓	✓	✓
MTC Event and Activation Calendar	✓	✓	✓	✓	✓
Outdoor Dining Precinct	✓	✓	✓	✓	✓
Community Activation and Awareness	✓	✓	✓	✓	✓
Improving Accessibility	✓	✓	✓	✓	✓
Streetscape Improvement Works	✓	✓	✓	✓	✓
Enhancing Community Connection (Crime Prevention Project)	✓	✓	✓		✓
Place-based Youth Employment	✓		✓		✓

# What we've delivered for Melton

In our first year, we've kicked-off Melton's revitalisation with the delivery of four projects.



## Establishment of Melton Town Centre Trader Group

The Melton Town Centre Trader group was established to assist in the communication of shopfront activations, supporting Melton town centre marketing and ongoing collaboration in drawing visitation to the precinct. A video production company was also engaged to deliver trader stories that tie into a visitation marketing campaign.

A Melton Town Centre Champions group has been drawn from the Traders Group, to inform the planning and delivery of revitalisation projects in the town centre.

The Suburban Revitalisation Program provided \$30,000 in funding and Melton City Council co-contributed \$26,000.

## Shopfront Improvements Program – Round 1

The project involved an audit and a grant program for eligible traders to make improvements to their shopfronts. Depending on the extent of works, this program delivered co-funding or full funding for 25 traders to make physical and visual improvements to their shopfronts to revitalise their business.

The Suburban Revitalisation Program contributed \$85,000 in funding and Melton City Council delivered the program.



## Melton Town Centre Brand and Marketing Project

A marketing and branding specialist was engaged to develop a place-based marketing campaign, which included developing an identity and proposition for the central activity area of Melton.

Local traders and the broader community were consulted to identify the unique features of the activity area to inform a refresh of the Melton town centre branding.

Updated branding has been created and applied in shopfront installations and other physical treatments throughout the precinct, including signage and flags, to create a consistent sense of place. A dedicated digital marketing campaign has also commenced to increase visitation and instil a strong, recognisable and inviting brand.

The Suburban Revitalisation Program contributed \$40,000 to the project and Melton City Council co-contributed \$25,000.

## Retail and Start-up Incubator

Two pop-up retail spaces were purpose-designed and installed in the town centre, providing small retailers and start-ups with a bookable retail space to test their ideas.

An extension of Melton City Council's Hot House Start-Up Program, the project supports local home-based and start-up enterprises. In addition to the spaces, the project has supported the branding and marketing of the spaces, leasing and mentoring of businesses.

The Suburban Revitalisation Program contributed \$95,000 in funding and Melton City council co-contributed \$25,000 and delivered the project.



# What we're delivering for Melton

At the time of publishing, we're delivering 15 projects for the Melton community.



## **Melton City Council: Melton Courthouse Café upgrade**

The project will deliver upgrades to the Melton Courthouse Café, a building of heritage significance to the suburb. Works include additional dining space, an outdoor dining area and upgrades to the kitchen.

The Suburban Revitalisation Program is contributing \$200,000 in funding with Melton City Council to co-contribute \$290,000 and deliver the works.

## **Shopfront Improvements Program – Rounds 2 and 3**

Building on round one of the shopfront improvement works, this program will deliver co-funding or full funding for an additional 40 traders to make physical and visual improvements to their shopfronts to revitalise their business.

The Suburban Revitalisation program is contributing \$200,000 in funding with Melton City Council to deliver the works.

## **Melton Town Centre Identity Framework and Action Plan**

The project involves identifying sub-precincts that can be formed within the town centre to increase the time people spend there, as well as boosting interest, increasing economic activity and creating a greater sense of place.

This will consider business clusters, target audiences, space activation, curated events, art installations and a precinct action plan. The project outcomes will inform Council's capital works program and private-sector property improvements.

The Suburban Revitalisation Program is contributing \$35,000 with Melton City Council to deliver the plan.



## Melton Town Centre Revitalisation Plan

A long-term Revitalisation Plan will be developed for the Melton town centre. The plan will identify the short, medium and long-term interventions that will transform the town centre into a vibrant, active space that enjoys strong visitation, sustainable economic uplift and welcoming spaces.

The plan will explore transport, connectivity, public realm, mix of retail, business and hospitality offerings, and planning mechanisms to encourage development that draws people to the precinct. This will include encouraging residential development within and adjacent to the centre.

The Suburban Revitalisation Program is contributing \$200,000 in funding with Melton City Council to co-contribute \$120,000 and deliver the plan.

### Pop-up park – Wallace Square

A pop-up park will be created in Wallace Square, to provide a casual meeting and social space for the community and the local primary school. The park will include a garden, seating and tables, and shading.

The Suburban Revitalisation Program is contributing \$50,000 in funding, with Melton City Council to co-contribute \$45,000 and deliver the project.

## Community Activation and Awareness Program

As many as six activities and installations will be delivered by Melton City Council in the town centre.

Themes explored in the works will include intercultural cohesion, increasing physical activity and active transport, preventing family violence, lifelong learning, building civic pride, service awareness and access, reconciliation, and improving social connection.

The activations will foster curiosity and discussion, as well as connecting locals to services in Melton's town centre.

The Suburban Revitalisation Program is contributing \$60,000 in funding, with Melton City Council to co-contribute \$36,000 and deliver the project.

### Improving accessibility

An audit of businesses will identify opportunities to improve their accessibility. Fifty businesses will be able to apply for audits, which will inform a grant program to support improvements identified by the audit process.

An accessibility specialist will work with traders to evaluate accessibility and provide practical advice and support for improvements. The project will ensure that all locals and visitors can access businesses in Melton, and it has the potential to attract visitors to the precinct.

The Suburban Revitalisation Program is contributing \$75,000 in funding and Melton City Council is delivering the project.





## **Streetscape improvement works**

Sections of High Street, McKenzie Street and Unitt Street within the Melton town centre will be improved with the planting of advanced trees, the creation of new garden beds, paving and street furniture. The works will improve the visual amenity of the town centre, increase greenery and the tree canopy.

The Suburban Revitalisation Program is contributing \$220,000 in funding, Melton City Council will co-contribute \$150,000 and deliver the works.

## **Melton Town Centre Outdoor Dining Precinct**

This project will provide outdoor dining furniture to encourage visitation and increase the time people spend in the precinct. It includes installing seating, furniture and festoon lighting.

The project is linked to the pop-up park in Wallace Square in the Melton town centre to enhance the outdoor dining facilities and increase business activity and social gatherings.

The Suburban Revitalisation Program is contributing \$200,000 in funding and Melton City Council is delivering the project.

## **Melton Town Centre Active Transport and Capital Upgrades**

Locals and visitors will be encouraged to walk and cycle to the Melton town centre, reducing vehicles, encouraging and facilitating sustainable transport and increasing visitation and time spent in the centre.

Infrastructure upgrades will include traffic calming artwork, a bike maintenance station and wayfinding. The project will also address gaps in accessibility for people with disability in the town centre and support safe pram crossings.

The Suburban Revitalisation Program is contributing \$300,000 in funding with Melton City Council to co-contribute \$150,000 and deliver the project.



## **Melton Town Centre Buy Local Campaign**

The Buy Local Campaign will promote the Melton town centre and its traders by utilising the new Melton town centre brand commissioned and funded by the Board and Melton City Council.

The campaign will encourage traders and the community to understand the benefits of shopping locally, and it will provide communications channels and materials to create further opportunities to promote local economic activity.

The Suburban Revitalisation Program is contributing \$100,000 in funding and Melton City Council is delivering the project.

## **Melton Place-based Youth Employment Project**

YLAB is creating a targeted employment program for young people aged 18–29 years old who live in Melton and are experiencing unemployment. The project, in partnership with local services Job Active (Job Prospects) and Arc Blue, is co-designing employment policies related to recruitment, retention and training with young people and local employers.

The project will tailor meaningful job outcomes for 15 to 20 young people. Through co-design, YLAB is ensuring that the lived experience of young people and the needs of local employers are embedded in the design and development process.

The Suburban Revitalisation Program is contributing \$150,000 in funding and YLAB, Job Active and Arc Blue are delivering the project.

## **Melton Town Centre Event and Activation Calendar**

A program of events and activations will be planned to increase visitation and time spent in the Melton town centre. The calendar will include events celebrated annually, summer performances, roving kids' entertainment, seasonal markets and educational talks.

The Suburban Revitalisation Program is contributing \$100,000 in funding and Melton City Council is delivering the project.

## **Melton Town Centre Kid Zone in Civic Heart**

The project involves installation of a small-scale playground in the Courthouse Café precinct to attract families, increase time spent in the precinct and encourage positive social engagement.

The project will provide opportunities for increased visitation and for parents to socialise and take advantage of local business offerings. Additional seating and picnic benches near the play equipment will be installed for family groups and for hospitality activity. Further streetscape works will be undertaken to improve and increase the public space for a play facility.

The Suburban Revitalisation Program is contributing \$300,000 in funding and Melton City Council is delivering the project.

## **Enhancing Community Connections**

A program will be co-designed with young people aged 18–29 to create connections with their local community. Through the co-design process, YLAB will ensure that the lived experience of young people and the needs of local community members will be embedded in the program's development. Three to four youth-led initiatives will be piloted as part of the program.

The Suburban Revitalisation Program is contributing \$60,000 to the project, YLAB is co-contributing \$15,000 and delivering the project.



# Case studies

## Melton City Council: Retail and Start-up Incubator

### Delivered:

May 2021 to June 2022

### Suburban Revitalisation contribution:

\$95,000

### Delivery Partner:

Melton City Council

### Outcomes:

Supported more than 14 home-based businesses and start-ups to trial their idea in a retail setting.

### Description:

The Retail and Start-up Incubator project funded the installation of purpose-built retail spaces, which enabled Melton City Council's Hot House Start-Up Program to support new enterprises from start-up stage to setting-up in a retail space.

Called the Hot House Pop-Up Shops, the two purpose-built spaces located centrally in Melton's town centre provide a free space for entrepreneurs to test their ideas.

Arlene Tribo of Hayden's House Food and Produce has gained new skills and grown her business with the support of the Hot House Project.

A Melton local, Arlene creates wholesome, flavourful vegan food. The project provided her the opportunity to set up a retail outlet in the Hot House Incubator, enabling her to gain exposure and broaden her customer base.

It also gave her invaluable skills to grow her business, through mentorship and online resources.

'When I started the project and joined the Incubator, I didn't even know how to use Instagram. Now I'm making videos!' says Arlene.

Emerging businesses were also supported by specialist business coaches, thanks to the Council's Venture Melton Business Network Program, with guidance and feedback on operating their retail stores.

Melton has a large and growing number of home-based businesses, start-ups and social enterprises which can now access a professional retail space. This has created the opportunity to test ideas by operating in a physical business environment and benefit from the exposure of a prominent location in Melton's retail precinct.







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## Melton Town Centre Shopfront Improvement Program

### Delivered in two rounds:

Round 1 was delivered from  
May 2021 to June 2022

### Suburban Revitalisation Contributions:

Round 1: \$85,000

### Delivery Partner:

Melton City Council

### Outcomes:

- Improved visual appearance of 25 shops within the town centre.
- 85 per cent of community members surveyed agreed that the shopfront improvements made the area more appealing.
- 66.7 per cent of businesses surveyed agreed that the upgrade to their shop has resulted in more customers and they also agreed that the upgrades have helped to increase foot traffic in the area.

Melton's town centre has been given an uplift. In addition to the new town centre branding, local traders were supported to upgrade their shopfronts.

After an audit of shopfronts, traders were engaged in a number of workshops to participate in a competitive grant program. 25 traders were successful.

A retail specialist worked with traders to provide practical advice and support to improve the visual appearance of their shopfronts.

Local traders were also given training in visual merchandising, leveraging street frontages, social media promotions and e-commerce.

Stefan Leon has owned and run Melton Palace Chinese for 20 years. Since the shopfront improvements, he has noticed an increase in foot traffic.

Stefan feels that the facade improvements have made the area more attractive, brighter and lighter.

'Customers have responded very well. They like it!' he said.





# Our work context





# About Melton

Melton is an urban area within metropolitan Melbourne located 35 kilometres to the west of the CBD. It has a diverse and young community, and it is experiencing rapid growth, with estimates suggesting that the population is expected to grow to more than 485,000 people by 2051.

Breathtaking history and heritage trails, homesteads and drystone walls and an abundance of open, green spaces and unique infrastructure contribute towards making Melton a welcoming place to live and to visit.

## Key strategic context

Our vision for Melton's revitalisation was developed within the context of the strategies and plans already undertaken by our stakeholders. We've summarised them here.

### **Economic Development and Tourism Plan 2014–2030<sup>1</sup> and Investment Action Plan**

Melton City Council's Economic Development and Tourism Plan 2014–2030 is a long-term vision that aims to ensure continued economic growth in the City of Melton and generate local employment opportunities. It also seeks to position the municipality as a leading vibrant and diverse place of business and visitor experiences.

The key themes of the plan are:

- business growth and attraction
- city promotion and tourism
- innovation and technology
- learning and capacity building
- planning for further growth.

The Investment Action Plan is a medium-term vision that aims to facilitate continued investment and business growth in the City of Melton. It also seeks to boost skills development and to position the municipality as an emerging investment destination.

The plan identifies key opportunities to target for investment attraction are: logistics and warehousing; advanced manufacturing; professional services (legal, accounting and banking services, business services, engineering, architecture and planning); amenity industries (retail trade and accommodation and food services); and education and health.

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<sup>1</sup> [www.melton.vic.gov.au/Services/Business/The-Local-Economy-and-Business-Investment/Economic-Development-Tourism-Strategic-Documents](http://www.melton.vic.gov.au/Services/Business/The-Local-Economy-and-Business-Investment/Economic-Development-Tourism-Strategic-Documents)

## **Municipal Strategic Statement<sup>2</sup> (2017) – Melton Planning Scheme**

Melton City Council has prepared an updated Municipal Strategic Statement (MSS) to guide land use and development for the municipality into the future.

The MSS provides the basis for land use controls within the Melton Planning Scheme and supports and implements the State Planning Policy Framework.

The key issues facing Melton are focused around 10 strategic themes:

- settlement
- environment and landscape values
- environmental risks
- natural resource management
- activity centres and retail provision
- built environment and heritage
- housing
- economic development
- transport
- infrastructure.

The vision is 'The Melton City Council is committed to strategically and inclusively planning for the future. Council's vision is to create a thriving community where everyone belongs.'

The Activity Centres and Retail Provision Clause (21.06) of the MSS lists key issues and objectives relevant to the Melton town centre, Revitalisation Board priorities and funded projects.

Key issues include:

- ensuring activity centres provide a range of vibrant, attractive spaces with a range of functions
- creating a city that encourages and enables people to work, shop and spend time locally
- providing a range of goods and services for existing and future residents that respond to the needs of the changing community
- providing local job opportunities within the municipality and providing opportunities for local businesses and enterprises.

Objectives and strategies are to:

- facilitate a diverse range of land uses in centres such as retail, office, business, community (for example, education, health and recreation), entertainment and residential uses
- require that activity centres are accessible for residents via a well-connected road network, pedestrian and cycle network and public transport services
- support the refurbishment and upgrading of activity centres and streetscapes
- create a 'sense of place' by encouraging urban design and built form outcomes that reflect and build upon the identity of individual communities and areas
- support cafés and restaurants to include an outdoor seating area, particularly where this activates the use of open plaza areas.

The objectives and strategies are directly related to several of the Board-funded projects, including: preparation of a Revitalisation (Structure) Plan for the Melton Town Centre; Melton Courthouse Café upgrade; streetscape improvement works; and active transport and capital upgrades.

The strategy is relevant to the achievement of the Melton Revitalisation Board's vision statement.

## **Moving Melton: Integrated Transport Strategy<sup>3</sup> (2015)**

This strategy by the Melton City Council provides the State Government and Council with short, medium and long-term actions to improve integration for all modes of transport including walking, cycling, buses, trains, cars and freight.

It recommends actions that Council can take to improve the transport systems that it owns and manages (such as footpaths, bicycle infrastructure and local roads), as well as the advocacy actions that Council should take to request improvements to the parts of the transport system that the State Government owns and manages (such as major roads, highways, freeways, bus and train services).

The strategy is relevant to the Melton town centre active transport and capital upgrades and streetscape improvements project, as well as the achievement of the Melton Revitalisation Board vision statement.

<sup>2</sup> [Municipal Strategic Statement](#)

<sup>3</sup> [Moving Melton: Integrated Transport Strategy](#)



### **City of Melton Retail and Activity Centres Strategy<sup>4</sup> (2014)**

This strategy by the Melton City Council provides direction for Council in its deliberations on planning and support for retailing and activity centres throughout the municipality.

The strategy provides a plan to guide retail development in the City of Melton through the establishment of a hierarchy of activity centres.

The hierarchy ensures an evenly distributed activity centre network in the City of Melton that provides access to services for current and future residents. The hierarchy will also improve the viability of individual centres and provide certainty for substantial investments by firms, householders and the community while improving the sustainability of urban development.

Two key recommendations of the strategy relating to the Melton town centre are directly related to the work of the Board and funded projects.

The recommendations are to:

- assist the formation of a traders' group for the Melton town centre (funded project – establishment of a Melton town centre traders' group)
- review the existing High Street Structure Plan in light of changes to competitive conditions and zoning (funded project – preparation of a Revitalisation (Structure) Plan for the Melton town centre).

<sup>4</sup> [City of Melton Retail and Activity Centres Strategy](#).





### **Melton City Council and Wellbeing Plan (2021)<sup>5</sup>**

This key document sets out the strategic and planning direction for the Council and the community over the next four years.

To reinforce its commitment to improving the health and wellbeing of local residents, business owners and visitors alike, the Council has incorporated its Municipal Public Health and Wellbeing Plan into its Council Plan. This strategic decision clearly articulates that the welfare of the Melton community is not only a key priority, but is a major factor in influencing Council decision-making.

Promoting health and wellbeing is part of Council's core business due to its significant influence on the built, natural, social and economic environments, and Council recognises that all Council decisions, policies, programs and services have a direct or indirect impact on community wellbeing.

The plan includes themes that are directly relevant to the implementation of the vision of the Revitalisation Board and funded projects:

- Theme 1 – A safe city that is socially and culturally connected
- Theme 2 – A vibrant and healthy natural and built environment
- Theme 3 – A fast growing, innovative and well planned city
- Theme 4 – A city that promotes greater employment and education opportunities
- Theme 5 – A community that is actively engaged in the city.

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<sup>5</sup> [Melton City Council and Wellbeing Plan \(2021\)](#)



## Investments in Board priorities by other parts of government

### A new TAFE in Melton

The Victorian Government has commissioned a business case exploring a new TAFE campus in Melton to make more skills and training opportunities accessible to jobseekers in Melbourne's west.

The project will be undertaken in consultation with students, trainers, industry and community to determine demand for training, local skills needs, best case delivery, local partnerships and a possible site for a TAFE campus.

The business case was funded in the Victorian Budget 2021–22 and completed in early 2022.

Announced in January 2022, more can be read in the media release: [Exploring a new TAFE For Jobseekers west of Melbourne](#).

### New social housing constructed in Melton South

Eight two-bedroom single-storey townhouses were constructed on Coburns Road in Melton South. The \$2.7 million social housing development has increased much needed housing options of people at risk of or experiencing homelessness, aged and disability pensioners, and women and children escaping family violence.

A part of the \$5.3 billion Big Housing Build, it also generated a positive economic benefit for Melton by creating 23 local jobs.

The homes were delivered in partnership with community housing agency Community Housing (Vic) Limited, which will own the homes and manage tenancies.

Announced in December 2021, more can be read in the media release: [More homes In Melbourne's west as part of building blitz](#).

### Public transport upgrades in Melton

The FlexiRide Melton South service incorporates four buses which connect locals to key hubs such as Cobblebank and Melton railway stations, Woodgrove Shopping Centre, Melton bus interchange and local schools.

FlexiRide services do not have a fixed route. Passengers are able to book a seat via the FlexiRide app. They're then directed to their closest bus stop – either a physical or appropriate alternative location – and are picked up and driven to dedicated hubs.

Melton station has been upgraded with a second entrance to platform one, a footpath connecting the new entrance to the Exford Road level crossing, extra seats and shelters on platform one, new CCTV cameras and accessible parking spaces. Additional parking has also been created, increasing the number of spaces to 980 and a new Parkiteer bike cage was installed with 52 bike hoops to support cyclists in securely storing their bikes.

Announced in December 2021, more can be read in the media release: [Flexible bus service connecting Melton South](#).

### Building Safer Communities Program

The City of Melton, a Crime Prevention partner of the Victorian Government's Building Safer Communities Program, held a forum in March 2021 where locals discussed their concerns about crime and safety.

Through the program the government is investing \$700,000 in grants to deliver locally-led ideas to improve community safety and tackle the root causes of crime in Melton.

Feedback shows that community driven initiatives work when communities have the resources to identify and address the local issues which matter most to them.

Announced in July 2021, more can be read in the media release: [Improving community safety in Melton](#).





### **Melton Hospital**

Melton will have a new hospital, with land at 245–267 Ferris Road Cobblebank purchased and more than \$900 million committed in the Victorian Budget 2022–23 to deliver the project.

The 24-hour hospital is being realised following extensive planning with Melton City Council and the Victorian Planning Authority. Outlined in the Toolern Precinct Structure Plan, the site is located within the future Cobblebank Metropolitan Activity Centre

and close to the Cobblebank station, community sports and recreation facilities, and close to the Western Freeway.

The new hospital will boost access to the very best specialists and deliver excellent patient care for locals in the growing and diverse communities of Caroline Springs, Rockbank, Melton Central and Bacchus Marsh.

You can read more about the Melton Hospital in media releases: [Site identified for the new Melton Hospital](#) and [New hospital for Melton – upgrades across the state](#).



## **Western Metropolitan Partnership – related priorities and projects**

Melton is situated within the Western Metropolitan Partnership region. A voice to government for the priorities of Melburnians living in the region, the Melton Revitalisation Board's vision and work is undertaken in the context of the Partnership's priorities.

### **Jobs and skills: jobs and skills for young people**

Victoria University, in collaboration with JobsBank, is creating a placed-based collaborative model that leverages government funding, local employment opportunities and local training opportunities, including social procurement opportunities, to strengthen jobs and skills and pathways to employment for recent graduates.

### **Transport connectivity: inclusive transport project**

The Partnership developed a Western Metropolitan Region Integrated Transport Framework (WMRITF) that has delivered a set of subregional transport priority outcomes that the six western local councils have agreed to and will work together on.

The Partnership is currently delivering small-scale Disability Discrimination Act compliance upgrades that were proposed in Stage 2 of the WMRITF. The upgrades will be undertaken in 15 sites across the region and will improve accessibility to transport in the West. The sites were agreed by the six local councils and are being delivered by the Department of Transport.

### **Young people and mental health/connected communities and social cohesion: supporting mental health for diverse communities**

Cohealth has upskilled three bi-cultural workers to deliver co-designed workshops and engagement activities on mental health and wellbeing to Eritrean and Chin communities in Melton and Somali communities in Hume.

# Suburban Revitalisation program evaluation

An evaluation of the Suburban Revitalisation Program (including the work of the Melton Board) was undertaken by the DJPR Design and Evaluation in 2021.

The evaluation analysed value for money delivered by the Suburban Revitalisation Boards and their interventions, their appropriateness as a policy response and their alignment with the current Victorian Government place-based reform approach.

It also identified lessons for implementing further funding of this program or similar programs in the future. These were represented in the evaluation sections of: justification, effectiveness, funding and delivery, efficiency and risk of cessation.

The evaluation was informed by an interview of Board chairs, survey of board members and outreach to subject matter experts on place-based reforms, key staff and executives in DJPR, the Department of Environment, Land, Water and Planning (DELWP) and delivery partners.

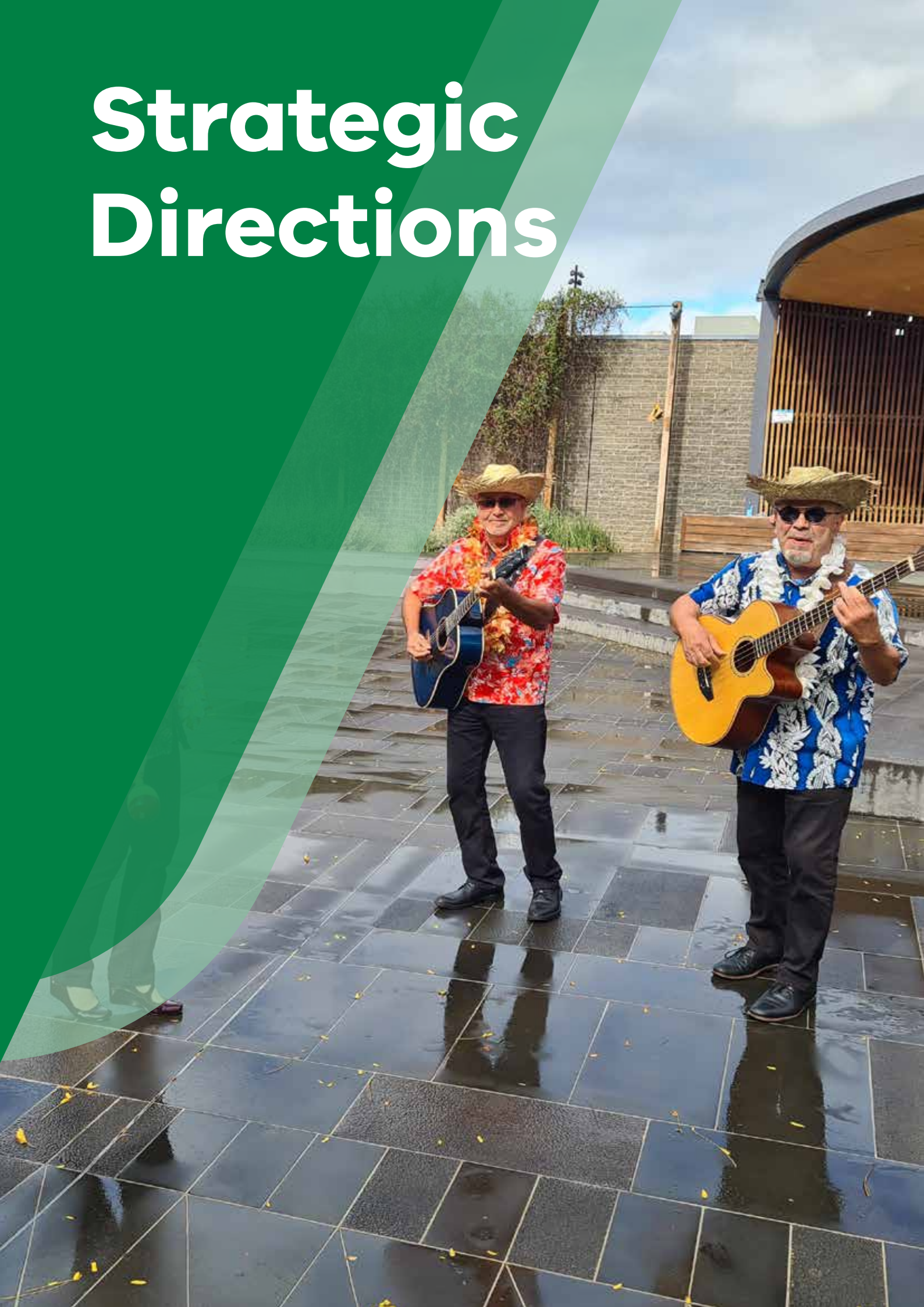
Key findings resulting from the evaluation included:

- More time to develop and implement strategic projects
- Deepen relationships and community engagement to address local challenges
- Membership, roles and governance processes are aligned with the principles of place-based approaches
- Review Revitalisation Board Terms of Reference to more clearly outline roles of members, including state and local government
- Further develop monitoring and evaluation frameworks.





# Strategic Directions



# Strategic directions, key outcomes and priority actions

These strategic directions represent the Board's high-level, medium to longer-term recommendations. They are informed by current strategic plans, community engagement and project evaluations, including the work of the previous Board.

The strategic directions provide broad policy and planning goals to improve specific revitalisation outcomes for Melton.



## Promote youth engagement and youth employment

Melton has a large cohort of younger residents, with 30 per cent of the population aged 30 years and under. This means that government and community service organisations need to engage very differently with our community.

Support for job seeking and training, in particular, needs to be based on young people's individual needs and strengths.

The Board recommends that all engagement by external parties with young people around employment and job-readiness is delivered in locations that are accessible and connected to local services.



## Advocate for a local procurement policy at the new Melton hospital to ensure Melton residents have access to employment opportunities

A local procurement policy for the newly announced Melton hospital would have a huge impact for our community, which is eager and passionate to see the hospital developed and serviced by qualified professionals who understand the community it will serve.

The Board recommends advocating for a local procurement policy for the hospital that targets local employment and local services. This would provide greater ownership of the community's health outcomes and open up additional opportunities for residents and local businesses.

It is critical that the new hospital liaises with other organisations, including education and training providers, to establish pathways for the future workforce and to identify opportunities for the existing workforce to reskill.

Community information and engagement is also vital, to give people and businesses time to prepare and respond to the hospital's needs.



### **Establish and build a TAFE in Melton and identify opportunities to co-locate other high value place-based services**

Employment and upskilling opportunities remain an important priority for the Melton community.

The Board recommends building a dedicated TAFE or post-secondary education provider in Melton that meets the community's current and future needs.

This will also provide further opportunities for other high-value, place-based services (including access to additional jobs pathways, social support, and community outreach programs).

A TAFE in Melton would also supply local skills for recent government investments, including Melton hospital.



### **Improve public safety and promote the responsible consumption of alcohol across Melton's community spaces**

The Board recommends continued engagement with police to improve public safety and encourage the responsible drinking of alcohol in community spaces, particularly public spaces that have low foot traffic or are poorly lit.

Any increased police presence needs to be complemented by targeted engagement, additional licenced events and education programs.

The process could include a campaign to encourage safe consumption of alcohol across Melton.



# Vision objectives and priority actions

These vision objectives are the Board's recommendations for the work that is the most critical in the next phase of Melton's revitalisation.

They are supported by priority actions, which are place-based actions that can be delivered within the next 12 to 36 months to make a positive impact for our community.

## **Prioritise the safety, trust, and sense of community for all residents**

This vision objective is at the heart of all the Board's work.

Prioritising the safety, trust and sense of community of people in Melton will create economic benefits, including increased consumer spending, improved job opportunities and the creation of further commercial hubs.

Melton's community is incredibly diverse and multicultural, which means it is vital to create a connected, inclusive and safe community – and to celebrate this diversity in the process.

The Board recommends undertaking further activities to ensure no resident is left behind or excluded in the community.

### **Priority action: Support Melton's young people to co-design projects and ideas**

Melton's young people have unique lived experiences that need to be represented and cultivated.

Embracing these lived experiences will foster closer community connections and provide avenues for Melton's young people to engage and make a positive contribution.

The Board recommends creating a program to allow Melton's young people to pitch new ideas and co-design initiatives that reflect their voices and their needs.

This would empower young people to co-design engagement activities, and create an environment of collaboration, belonging and ownership.

### **Priority action: Create an inclusion program that shares stories of diversity and multiculturalism**

Melton needs to regularly showcase its diverse community, particularly those with a disability and those from multicultural backgrounds.

The Board recommends creating a program of cultural events to give Melton residents the chance to share their lived experiences in a safe space.

Sharing diverse stories will contribute to a more inclusive and tolerant community that encourages and accepts difference.

The program would involve partnering with community service organisations and local artists to create a tailored program and physical space for sharing.

## Attract local business and people to Melton's commercial hubs

Economic investment is vital to achieve social change and revitalisation in Melton.

The board recommends attracting businesses and people to Melton as a priority.

Previous projects such as the Melton Town Centre Shopfront Improvement Program have demonstrated the value of this approach.

As part of encouraging investment, the Board recommends using its strategic influence to prioritise local procurement.

### **Priority action: Consolidate temporary outdoor dining for all-weather uses**

Melton's traders have stated that the Town Centre Outdoor Dining Precinct project encouraged visitation and improved outcomes for them.

Building on the success of this project, the Board recommends expanding all-weather outdoor dining spaces across Melton's Town Centre.

This would support local traders during winter, when diners are less inclined to visit Melton's restaurants and cafes.

Existing outdoor dining infrastructure should be enhanced to protect diners from the elements and to provide a COVID-safe option. This could include the addition of windbreaks, lights and heaters where appropriate.

This process will engage with local traders to understand the best sites for outdoor dining infrastructure, and which enhancements are required.

### **Priority action: Build Melton's digital and physical brand**

The Board recommends developing a branding strategy for Melton to enable greater community ownership and attract further visitors.

The strategy would include consistent and seamless digital and physical brand identities, so that digital assets would reflect physical ones and vice versa.

The Melton brand could be activated through social media and live pop-ups over school holidays and festive seasons.

Melton's Illuminate Activation project shows the potential for physical events to be supported by a visitor-attraction website.

### **Priority action: Create a program that unlocks public infrastructure and open spaces**

The Board recommends engaging with the community to locate unique opportunities where spaces can be unlocked for dual purposes, such as for commercial and community applications.

This would include leveraging high-value, place-based infrastructure that unlocks commercial and community opportunities for Melton and its residents.

For example, existing spaces at Melton station and Melton library could be repurposed for use as collaborative co-working spaces for local community groups and businesses.

### **Priority action: Identify and run a major arts or cultural event in Melton**

The Board recommends funding a visitor-focused arts and cultural event in Melton that would draw new visitors to Melton and contribute to Melton's unique identity.

A major arts or cultural event could also attract additional government investment.

Bendigo's Grace Kelly exhibition provides a model for the event, bringing additional foot traffic for local businesses and helping to reinvent Bendigo's cultural identity.

This priority action will incorporate community engagement to ensure the reflects Melton's diverse communities and creates new jobs and opportunities for businesses.

## Enable organisations to provide sufficient and quality access to educational a skills-building opportunities and pathways

The Board outlined Melton's clear need for quality access to educational and skills building opportunities or pathways and identified its commitment to advocate for their establishment.

The Board believes that the development of a TAFE in Melton will provide residents with an increased sense of economic security and enable additional local business growth.

While the initial focus is on securing a TAFE, the Board recognises that there is a time and place for partnering with other tertiary institutions including universities to "ensure Melton has it all".

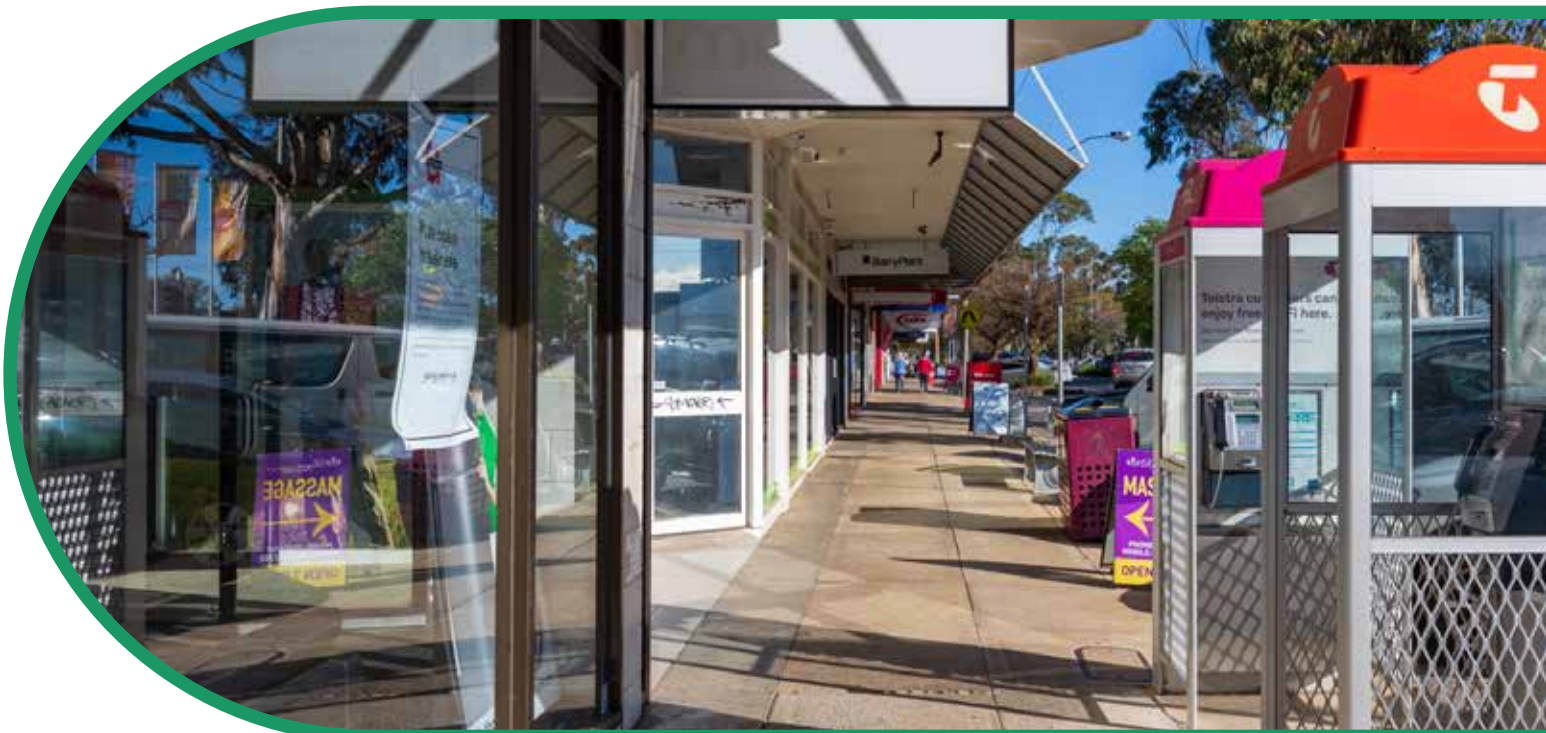
## Leverage our existing assets and open spaces to remind people of the value of living in Melton

Leveraging unused physical spaces shows that Melton is a safe and liveable community.

These spaces include undeveloped green spaces and parks, green wedges and unoccupied buildings.

The Board recommends creating physical spaces that are safe and inclusive for the community, particularly for people facing disadvantage.

This process will involve continuing to use and repurpose existing community assets or locations.







MELTON

**Suburban  
Revitalisation**

