

# Lilydale Revitalisation Report

## 2021–22

## Acknowledgment of Wurundjeri country

The Lilydale Revitalisation Board acknowledges the Traditional Owners of the lands and waters that we call Lilydale: 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 Lilydale.

Published by the Office for Suburban Development,  
(Level 8, 1 Spring Street) Melbourne, Victoria, Australia 3000.  
Telephone 1300 366 356

Authorised by the Victorian Government, Melbourne.

© Copyright State of Victoria, Department of Jobs,  
Precincts and Regions, November 2022.

Except for any logos, emblems, trademarks, artwork  
and photography this document is made available under the  
terms of the Creative Commons Attribution 3.0 Australia license.

### **Disclaimer**

This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

While every effort has been made to ensure the currency, accuracy or completeness of the content we endeavour to keep the content relevant and up to date and reserve the right to make changes as required. The Victorian Government, authors and presenters do not accept any liability to any person for the information (or the use of the information) which is provided or referred to in the report.

If you would like to receive this publication in an accessible format, email [suburban.revitalisation@ecodev.vic.gov.au](mailto:suburban.revitalisation@ecodev.vic.gov.au)



## Contents

<b>What we're delivering</b>	<b>6</b>
About Lilydale	7
Our vision for Lilydale	8
What we've delivered for Lilydale	10
What we're delivering for Lilydale	12
Case studies	17
 <b>Our work context</b>	 <b>22</b>
About Lilydale	23
 <b>Strategic Directions</b>	 <b>26</b>
Strategic directions	27
Vision objectives and priority actions	29





## Foreword from the Chair, Harriet Shing MP

**It is with great pleasure that I present this report from the Lilydale Suburban Revitalisation Board.**

This document captures some of the key achievements and knowledge gathered during the Board's first term of appointment and highlights future directions for the ongoing revitalisation of Lilydale.

Lilydale was selected as a revitalisation site in 2021, as part of the Victorian Government's Suburban Revitalisation Program. The program supports and delivers local economic and community renewal opportunities in eight key suburbs across metropolitan Melbourne including Boronia, Broadmeadows, Frankston, Lilydale, Melton, Noble Park, Reservoir and Tarneit.

The Lilydale Board was appointed in 2021 for an initial term of one year, and in that time, we've driven some excellent outcomes for Lilydale and its communities. Working in partnership with Yarra Ranges Council and other local partners, we have delivered local capital and social renewal projects to the value of \$2.5 million.

I would like to acknowledge our collaborative partnership with the Yarra Ranges Council and to thank all members of the Board for their commitment, vision and contributions.

A handwritten signature in black ink, appearing to read 'Harriet Shing'.

**Harriet Shing MP**

Chair, Lilydale Revitalisation Board  
Member for Eastern Victoria  
Minister for Water  
Minister for Regional Development  
Minister for Equality







**What  
we're  
delivering**



# About the Lilydale Revitalisation Board

## About the Lilydale Suburban Revitalisation Board

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

Lilydale's revitalisation is part of the broader Suburban Revitalisation Program that 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 Harriet Shing, Member for Eastern Victoria.

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

- Harriet Shing MP, Chair
- Cr Jim Child, Mayor, Yarra Ranges Council
- Tammi Rose, CEO, Yarra Ranges Council
- Hayley Dean, CEO, Melba Support Services
- Simon O'Callaghan, CEO, Yarra Ranges Tourism
- Mel Spencer, Co-founder and Executive Officer, Different Journeys
- Michael Smith, CEO, Eastern Community Legal Centre
- Sue Sestan, CEO, Inspiro
- David Plunkett, CE, Eastern Health
- Cr Fiona McAllister, Former Mayor, Yarra Ranges Council
- Vivienne King, CEO and Managing Director, Box Hill Institute.

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

# Our vision for Lilydale

**Our vision is that Lilydale is a vibrant community to live well, learn and thrive. A diverse and inclusive place for everyone!**

**This vision informs our aspirations and objectives for Lilydale's revitalisation.**

ASPIRATION



## **People live locally – an exemplar 20-minute neighbourhood**

- Encourage a civic heart and well-defined precincts focused on health, education, retail and hospitality.
- Build a wayfinding system focused on each precinct's role/function, using landmarks and creating a sense of differentiation between places.
- Provide active transport links between Lilydale's various precincts, connecting people to jobs and services.

ASPIRATION



## **An excellent network of education, health, and community services**

- Provide regional-scale health and education services, to promote local living.
- Provide diverse employment opportunities for all.
- Work with Box Hill Institute, education, health, and community services to create a pipeline between education and local jobs.
- Expand diverse employment and vocational training opportunities.

ASPIRATION



## **Businesses prosper and are connected to strong local supply chains**

- Support local businesses to grow and connect local networks and regional supply chains.
- Provide access for businesses to innovate through strong partnerships with Box Hill Institute and other local agencies.
- Provide access for businesses in Lilydale to a highly skilled workforce that is well connected to them via public and active transport links.
- Leverage local knowledge, build partnerships between businesses and anchor institutions/major employers, strengthening local supply chains.
- Work with landowners and local businesses to incentivise re-investment in buildings, connecting to incentives and funding support.

ASPIRATION



## **Visitors are drawn to Lilydale's vibrancy and activity among the Yarra Ranges**

- Establish Lilydale's identity as a 'place to breathe on the edge of the city', with access to local produce in a landscape setting.
- Promote connections and wayfinding throughout Lilydale's town centre and into the Yarra Valley (for example, via the Warburton trail) that enhances and builds on the town's country feel.
- Offer a high-quality public realm and open spaces throughout the town centre to attract people and promote vibrancy.



Project	People live locally – an exemplar 20-minute neighbourhood	An excellent network of education, health, and community services	Businesses prosper and are connected to strong local supply chains	Visitors are drawn to Lilydale's vibrancy and activity among the Yarra Ranges
Lilydale Wayfinding Project	✓			✓
Heritage Rail Station Precinct		✓	✓	
Cycle Centre Nodes	✓			✓
Beresford Road Trails Crossing	✓			✓
Lions Park Masterplan and Stage 1 Implementation	✓			✓
Lions Park Stage 2	✓			✓
Integrated Community Facility Options Study		✓	✓	
Lilydale Community Garden	✓			
Castella Streetscape Plan and Stage 1 Implementation	✓		✓	✓
Lilydale Street Art Projects	✓			✓
Lilydale Reactivation Events		✓	✓	
Story Finding and Research Project	✓	✓	✓	✓
Hidden Voices (Eastern Community Legal Centre and project partners developing and publishing 'Human Books')	✓	✓	✓	✓
Lilydale Sailing Club upgrades	✓	✓		✓

# What we've delivered for Lilydale

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



## **Yarra Ranges Council: Lilydale Community Garden**

The Lilydale Community Garden and gathering space is on Main Street, adjacent to Bunnings. This project established a new community garden and gathering space, including a vegetable garden, fruit trees, seating, work bench, storage areas, water supply and public art.

It was delivered in partnership with Bunnings, and the Council is exploring options to include ECOS to support environmental education.

The Suburban Revitalisation Program provided \$55,000 in funding for the project, which was opened 1 July 2021.

## **Yarra Ranges Council: Lilydale Street Art Project**

Local street art has brought to life the blank wall of an office building overlooking Lions Park.

This expansive canvas is visible from the main street and complements rejuvenation works being completed as part of the Olinda Creek improvements and Lions Park Master Plan.

The Suburban Revitalisation Program provided \$55,000 in funding for the project and was completed in April 2022.



## **Yarra Ranges Council: Beresford Road Trails Crossing**

The Beresford Road Trail Crossings have been upgraded to boost the recreational tourist experience along the Warburton and Yarra Valley shared trails through improving crossing safety for pedestrians and cyclists.

This has included traffic-calming pavement treatments, lighting, signage and landscaping to better signify the crossing point.

The Suburban Revitalisation Program provided \$250,000 in funding for the project, which was completed in June 2022.





# What we're delivering for Lilydale

There are a number of projects under way that will continue delivering the Board's vision for Lilydale.



## **Yarra Ranges Council: Lilydale Sailing Club Upgrades**

The club's boat storage shed is being extended to accommodate growing participant numbers. Upgrades will also create a safe path for members to move their boats from the shed to the launching ramp.

The Suburban Revitalisation Program is providing \$150,000 in funding for the project, anticipated to be completed in late 2022.

## **Beresford Road Trail Crossing (Stage 2 - signalised intersection)**

This project will deliver a signalised crossing on Beresford Road to improve safety for pedestrians to connect into the Yarra Valley and the Warburton Rail Trail's and improved vehicle safety.

The Suburban Revitalisation Program is providing \$150,000 in funding for the project, anticipated to be completed in late 2022.

## **Yarra Ranges Council: Lilydale Wayfinding**

The project will undertake an audit of existing signage within Lilydale and develop a consolidated wayfinding project.

The Suburban Revitalisation Program is providing \$230,000 in funding for the project, anticipated to be completed in mid-2022.



### **Yarra Ranges Council: Heritage Rail Station Precinct**

This project will establish baseline requirements and test ideas to help facilitate a successful community focused service from the building.

The Suburban Revitalisation Program is providing \$170,000 in funding for the project, anticipated to be completed in late 2022.

### **Yarra Ranges Council: Integrated Community Facility Options Study**

This project will undertake a social planning assessment of future community needs for the proposed integrated community facility in Lilydale.

The study will inform the architectural design brief and costings for the facility.

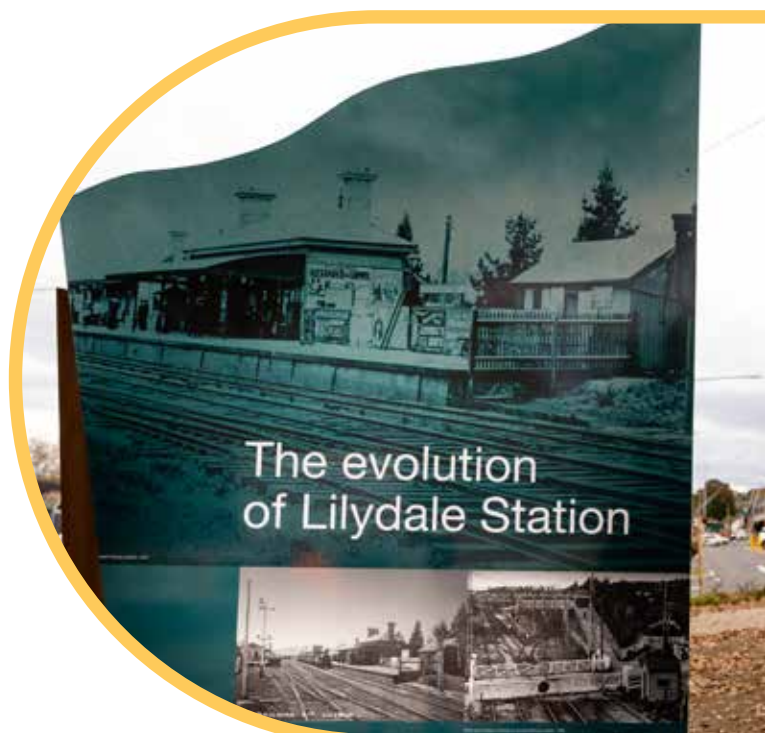
The Suburban Revitalisation Program is providing \$230,000 in funding for the project, anticipated to be completed in late 2022.

### **Yarra Ranges Council: Cycle Centre Nodes**

This pilot program will deliver convenient cycling infrastructure on major tourist trails to get more visitors on their bikes and on their way.

The creation of a recognisable cycle-centre branding icon for activity centres in the Yarra Ranges will support cycling by providing infrastructure such as cycle repair and maintenance stations, drinking fountains, shelter, toilets, bike parking and charging points for electric bikes and mobile devices.

The Suburban Revitalisation Program is providing \$390,000 in funding for the project, anticipated to be completed in late 2022.





## **Different Journeys: Lilydale reactivation events**

This partnership with local businesses and services delivered community inclusion and development events.

The events activate Lilydale businesses and encourage people to participate in local community services and cultural activities.

The program also creates opportunities for job creation and local skill development, including recruiting, training and mentoring carers.

The Suburban Revitalisation Program provided \$49,302 and Different Journeys co-contributed \$13,216, with events running until mid-2022.



## **Yarra Ranges Council: Lions Part Masterplan and Stage One Implementation and Stage Two**

This project rejuvenates Lions Park to improve both the safety and appeal of its use.

Stage 1 includes a visible pedestrian thoroughfare connecting both sides of Maroondah Highway and the creation of a peaceful, revegetated resting place to enjoy nature on the southern section of Olinda Creek.

Stage 2 includes an enhanced public space through improved sightlines, improving accessibility and seating to the northern section of Olinda Creek. The Suburban Revitalisation Program is providing \$260,000 in funding for Stage 2, anticipated to be completed in early 2023.

## **Yarra Ranges Council: Castella Streetscape Plan**

Improvements to the streetscape in Castella Street will attract more customers to Lilydale's cafes and restaurants to enjoy the pleasures of alfresco dining.

This project will improve the experience of the street, support recovery of local businesses and bring people back to the heart of Lilydale. All planning will complement the Lilydale Precinct Structure Plan.

The Suburban Revitalisation Program is providing \$165,000 in funding for the project, anticipated to be completed in late 2022.



## **Yarra Ranges Council: Storyfinding and Research Project**

A steering committee of Aboriginal and young people will identify and collate historical and contemporary stories of the Lilydale area, communicating principles of self-determination.

The Suburban Revitalisation Program is providing \$110,000 in funding for the project, anticipated to be completed in mid-2022.

## **Eastern Community Legal Centre: Hidden Voices**

Diverse community members will share their stories in their own voices through a series of events designed to foster conversations that challenge stereotypes and prejudices through dialogue. Participants will receive training and support as part of the project.

The Suburban Revitalisation Program is providing \$55,000 in funding for the project, anticipated to be completed in mid-2022.





-beautiful  
becoming



# Case studies

## Lilydale Community Garden

### Delivered:

July 2021

### Suburban Revitalisation contribution:

\$55,000

### Delivery partners:

Yarra Ranges Council, Bunnings, Lilydale Community Gardens, FFLA Architects and Warrandale Landscapes

### Outcomes:

- More than 15 community members regularly contribute to the Bloom Community Garden.
- A previously vacant nature strip is now a place of community gathering and activity, including regular coffee meet-ups.

### Description:

Yarra Ranges Council worked with Bunnings and the Lilydale Community Gardens volunteer group to establish a new community garden adjacent to the Lilydale Bunnings on Main Street. FFLA Architects and Warrandale Landscapes undertook the work.

The new garden space provides community gardens for vegetables and fruit trees, as well as a gathering place with seating, a work bench and public art.

Volunteers have been growing fragrant herbs including rosemary, mint and oregano in addition to lavender and other bee-attracting plants, including daisies and pansies.

The group runs a Gardener's Coffee and Chat event every second Sunday of the month, where visitors can enjoy a coffee, talk plants and learn some tips for their own gardens – or get involved in the community garden!



## Lilydale Street Art Project

### Delivered:

May 2022, following community consultation in late 2021

### Suburban Revitalisation contribution:

\$55,000

### Delivery partners:

Yarra Ranges Council, Blender Studios, artist Adrian Doyle assisted by Su Pan Sa and Matt Hannah



### Outcomes:

- Increased amenity and visual uplift for the community and stronger sense of pride of place. Community ownership of the mural thanks to engagement in the development of the artist's brief.
- An online community workshop and a session with the Youth Advisory Group contributed to the brief, in addition to online community feedback, which returned more than 12 responses.

### Description:

The new mural titled 'The Beautiful Suburban Bubble' is a large and visually exciting statement about Lilydale and its revitalisation.

Located at 190 Main Street, it connects the shopping strip, main road and neighbouring Lions Park, which at the time of writing has major rejuvenation works underway as part of the Olinda Creek improvements and delivery of the Lions Park Master Plan.

Extensive community engagement was undertaken to inform the artist's brief.

Adrian Doyle responded to the brief with what he describes as a work that celebrates Lilydale as, '... gateway to the Yarra Valley and Dandenong Ranges, creating a link between the rural and suburban landscapes.'

Prominent visual motifs include a young girl blowing bubbles, which represents '... freedom, exploration and the excitement of adventuring through Lilydale's iconic bush trails and the urban offerings of cafes and retail.'

The Eastern Rosella features prominently, along with native flora including the local Bossiaea Prostrata Pea Flower and Banksia Integrifolia.





## **Eastern Community Legal Centre: Hidden Voices**

### **Delivered:**

From May to June 2022

### **Suburban Revitalisation contribution:**

\$55,000

### **Delivery partners:**

Eastern Community Legal Centre

### **Outcomes:**

- Four events have been delivered to date, attended by more than 100 people.
- More than eight speakers shared their stories.

### **Description:**

Hidden Voices creates a safe environment for diverse members of the local community to come together and share their stories in their own voices.

The project was delivered as a series of events designed to foster conversation and to challenge stereotypes and prejudices through dialogue.

Storytellers were supported with training in the lead-up to events. On the evening, guests participated by asking questions and entering into discussions with storytellers.

Story topics explored include family violence, volunteering, queerness, sexual assault, caring and visual impairment, among others.

Chris and Heather shared their volunteering story, and enjoyed talking about their experience with others.

‘The reception we received when sharing our story was lovely,’ Chris said. ‘The highlight was the interaction with everyone there on the night, storytellers and listeners.’



Martina shared her story, 'I'm here, I'm queer and I have conquered my fear', and said she found the experience rewarding.

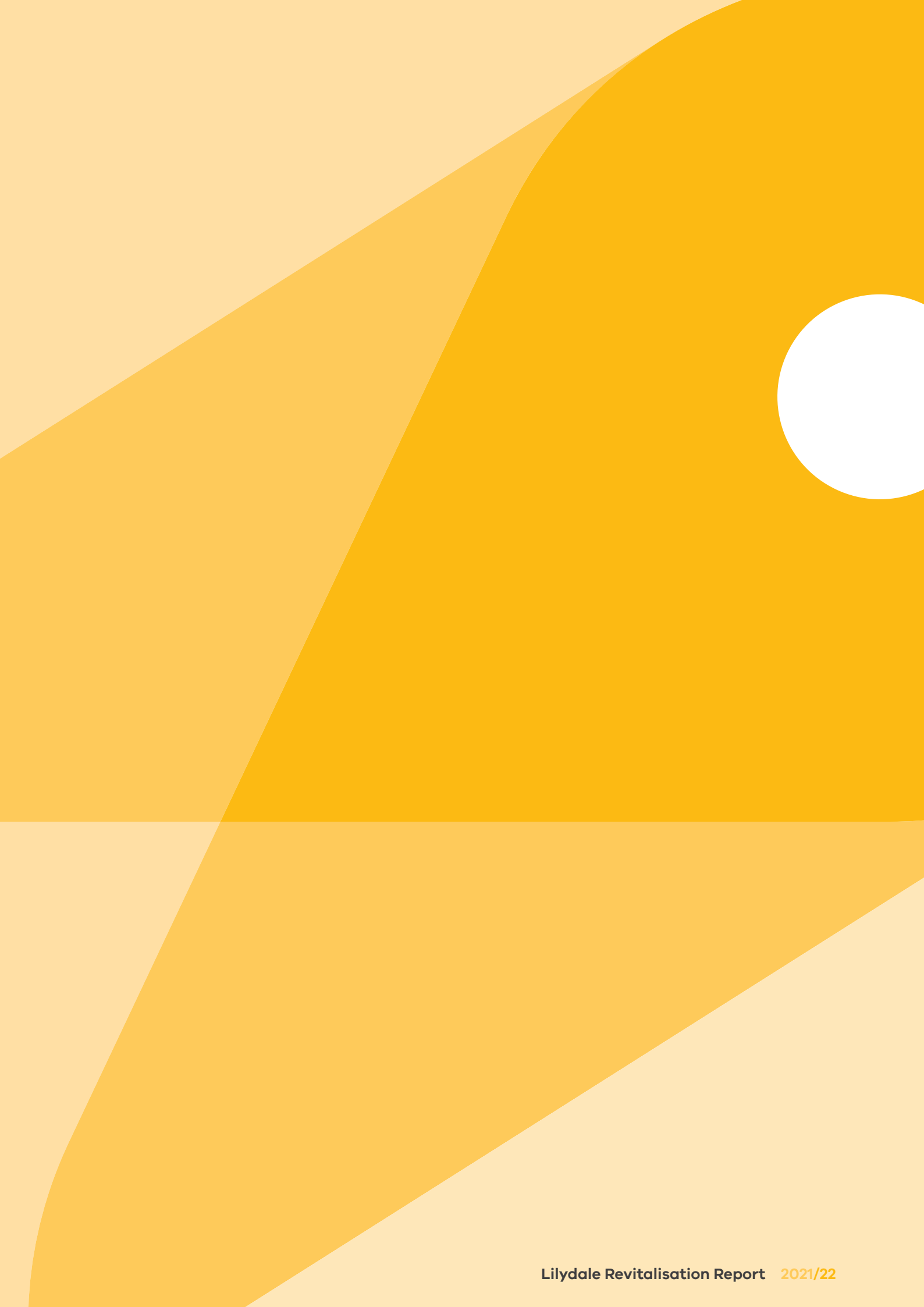
'I felt I got more confident as I went along. I still used notes but I think this will also improve. I felt the participants really listened and engaged,' she said.

Eastern Community Legal Centre received positive feedback from attendees, including:

- 'What a terrific event. Stories that made us laugh, cry and pause for thought.'
- 'I feel really privileged to have listened today. Each storyteller has been so generous with their stories and it impacted me greatly.'







# Our work context





# About Lilydale

Lilydale is a major activity centre located 34 kilometres to the north-east of the CBD within the Yarra Ranges Council area.

Not only is it one of the largest and fastest growing towns in the Yarra Ranges, but it is also the gateway to the state-significant tourism region of the lush Yarra Valley.

The population of Lilydale is growing and ageing, with an estimated doubling of the current population by 2041 to more than 31,000 people, of which 35 per cent will be over 60 years old. This growth is supported by major infrastructure projects, including the Lilydale Station Level Crossing Removal, quarry site redevelopment and investment in education, health and community facilities.

## Key strategic context

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

## Lilydale Place Plan<sup>1</sup>

Yarra Ranges Council published the Lilydale Place Plan in 2021.

The plan considers the requirements of the region at different levels of scale and influence, from the macro level to the micro. The plan's impacts will be felt differently at each of these levels, from the municipality to local activity centres and neighbourhoods, to individual streets.

To develop the plan, Council engaged with more than 1,700 people during 2010–2018 through surveys, workshops, pop-up stalls, social media, summits and other community events to find out what they wanted for the future of Lilydale.

The Place Plan Boundary includes an extensive area that surrounds the core retail and commercial 'town centre' of Lilydale. The boundary of the Structure Plan includes the former Lilydale Quarry and adjoins key sites including the Lilydale Lake. Some residential areas to the east and west of the core have been included given their role in supporting the core of the major activity centre.

The plan identifies six themes:

- an environment that reflects Lilydale's natural character, its country-town identity and its role as a cultural/economic centre
- a connected community, including strong leadership and safe places to gather
- a sustainable community, including community gardening
- a strong local economy and affordable housing
- an increase in government and private investment in the local area
- an improved traffic and transport service.

---

<sup>1</sup> [Lily Place plan](#)

The plan establishes five key directions:

- create new centres for Lilydale's community
- focus population growth within the town centre
- support local jobs and businesses
- improve traffic conditions and transport connections
- improve public spaces and walking amenity.

The plan informed the development of Lilydale's Structure Plan, and it was a guiding document for the Board in setting its vision, objectives and priorities.

Current Board projects that support actions outlined in the Place Plan include:

- retaining the existing station for future heritage uses
- improvements to Maroondah Highway
- delivering upgraded streets, public spaces, pedestrian paths and bicycle infrastructure.

## Lilydale Major Activity Centre Structure Plan<sup>2</sup>

Yarra Ranges Council published the draft Lilydale Major Activity Centre Structure Plan in 2021.

The Structure Plan aims to define integrated land use and transport planning that is place-based and is accompanied by urban design analysis and direction to guide the progressive redevelopment of the activity centre.

The Structure Plan reflects and implements the key directions that are contained within the Lilydale Place Plan.

To develop the Structure Plan, Council completed a background analysis, which included briefing, analysis and review of background information, technical reports and other inputs. This was followed by the production of an issues and opportunities paper, which identified issues and opportunities that were tested with the community.

From here, the draft Structure Plan was produced, and in June 2002 invited public consultation.

---

<sup>2</sup> [Lilydale Major Activity Centre Structure Plan](#)





The Structure Plan has the vision of 'a vibrant centre with a focus on community uses, walkability and activity, building on its strengths as a mixed-use centre by recognising its rich history, cultural heritage, beautiful trees and sense of space. Lilydale will be a place to support local living in the heart of a buzzing centre with convenient access to daily services and needs.' The vision is supported by four key directions:

- new centres for the community
- supporting a growing township
- improve traffic and transport infrastructure
- create inviting streets and public spaces.

The Board's vision and objectives have been informed by the Place Plan, together with the outcomes of the first phase of engagement on and draft of the Structure Plan.

The Board's projects seek to respond to some of the core strategic issues and support key directions outlined in the Structure Plan. For example:

- The Integrated Community Facility Options Study is undertaking a social assessment of future community needs, responding to the issue that Lilydale does not have a recognised community hub with shared facilities, and as an action supporting the Structure Plan's key direction 'new centres for the community'.
- The Castella Streetscape Improvements, the Lilydale Street Art Project and Lilydale Wayfinding Project are all supporting Structure Plan objectives to reinforce Lilydale's village character, increasing economic activity and strengthening Lilydale's role as a vibrant major activity centre and creating inviting and attractive streets in Lilydale.
- Cycle Centre Nodes are piloting cycling infrastructure on major tourist trails and the Beresford Road Cycle Crossing supports a highly connected and accessible walking and cycling network in Lilydale.

## Other government investment

### Maroondah Highway Level Crossing Removal

The Level Crossing Removal Project works in Lilydale were completed in November 2021. The new Lilydale railway station and wider precinct improvements were completed in 2022. The new station is now connected to the Warburton Cycling Trail and also offers an informal gathering space for the community under the rail bridge.

## Program evaluation

An evaluation of the Suburban Revitalisation Program (including the work of the Lilydale Board) was undertaken by the DJPR Design and Evaluation team 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 and 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 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

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

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



## **Improve support for carers in Lilydale and connect them with other support, such as the new Mental Health Hub**

Carers play critical roles in supporting Lilydale's residents with disability, mental illness, chronic conditions, terminal illness and alcohol or other drug issues.

The Board recommends seeking more opportunities to support carers in their roles and to provide them with a safe community to engage with and share their experiences.

Providing increased support for carers will create a sense of trust and safety, which many unpaid carers are calling out for.

There is an opportunity for more support for carers to be linked and connected to the Lilydale Mental Health Hub, given the strong synergy in place and the diverse support and services that will be offered there.

By helping carers and connecting them with other services such as Inspiro Community Health, Melba Health Services, Box Hill Institute, and the Mental Health Hub, we will enhance the wellbeing of the entire community.



## **Improve access to affordable and social housing in Lilydale**

Access to affordable and social housing is critical for Lilydale's revitalisation, and it remains a consistent focus for Lilydale's residents.

Lilydale's future commercial expansion will depend on being able to provide affordable housing for workers, with the risk that private development purely for this purpose may not benefit the broader community or respond to existing disadvantage.

The Board recommends working with the Yarra Ranges Housing Strategy to guide future affordable and social housing developments across Lilydale.





### **Improve access to family violence and child wellbeing support in Lilydale through strong community partnerships and engagement with the Outer East Orange Door Network**

Family violence continues to be an issue of concern for the Lilydale community.

There is a lack of accessible support services in Lilydale and having access to the Orange Door or other related services in Lilydale would provide a practical place-based solution.

Board members identified the opportunity for family violence support to be provided through existing and expanded health infrastructure in Lilydale to better meet the local and broader community health and social needs.



### **Advocate for public and private mixed-use developments in Lilydale that unlock spaces for work, life and play**

Close partnerships between public and private enterprises in Lilydale will help to boost meaningful employment opportunities across a range of different sectors.

The Board recommends working with developers to consider mixed-use investments across the civic centre of Lilydale, which presents opportunities for better use of space for both community and commercial purposes.

Lilydale's position between metropolitan Melbourne and regional Victoria requires additional government support to attract private investment.

This could include providing grants to encourage businesses to operate in Lilydale or establishing government services in our community, to bring additional workers, services and residents to Lilydale.



### **Work with Visit Victoria to strengthen Lilydale's identity as the gateway to the Yarra Valley**

There is an opportunity for Lilydale to be recognised as the gateway to the Yarra Valley – for Lilydale to be seen as an essential stop for visitors on their way to this premium wine, food and touring region.

Lilydale has an incredible range of shops, food and beverage outlets and historical sites that could be better promoted to attract tourists.

However, Lilydale lacks adequate accommodation options and access to existing marketing channels.

The Board recommends leveraging Lilydale's existing businesses and sites to position Lilydale as the gateway to the Yarra Valley.

Lilydale could be included in Visit Victoria's visitor attraction approach for the Yarra Valley, or Lilydale could be given its own unique visitor identity.

In addition, further work is needed to understand the services or amenities required to strengthen Lilydale's visitor economy.

# 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.

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 Lilydale.

## **Encourage a civic heart and well-defined precincts focused on health, education, retail and hospitality**

The Board recommends leveraging Lilydale's established relationships with Eastern Health, Inspiro Community Health and Box Hill Institute to encourage a civic heart for Lilydale with a focus on health and education. This will draw new residents and businesses to the region. In addition, the redeveloped Lilydale railway station will create opportunities for all sectors in Lilydale.

## **Leverage local knowledge, build partnerships between businesses and anchor institutions and major employers to strengthen local supply chains**

The Board recommends exploring how an incubator or start-up accelerator would benefit Lilydale and help to share innovative local ideas between the community, businesses and government.

Partnerships are critical to improving local supply chains and need to be prioritised in Lilydale.

This is particularly important for ensuring Lilydale's businesses have the workforces they need, now and into the future.

### **Priority action: Create a pilot program that supports health professionals access opportunities in Lilydale**

Lilydale needs more health professionals to serve the community. They need clear pathways to establish private practices in Lilydale or work within the existing system.

The Board recommends developing a pilot program to attract new, qualified health professionals to Lilydale, not only to meet the clear demand for services but also to take advantage of Lilydale's country-town feel.

The program could provide grants to attract new health workers and, where possible, connect them with the community and potential clients.

The program would also form strong partnerships with universities and the health sector to identify health professionals who may be suitable for the program.

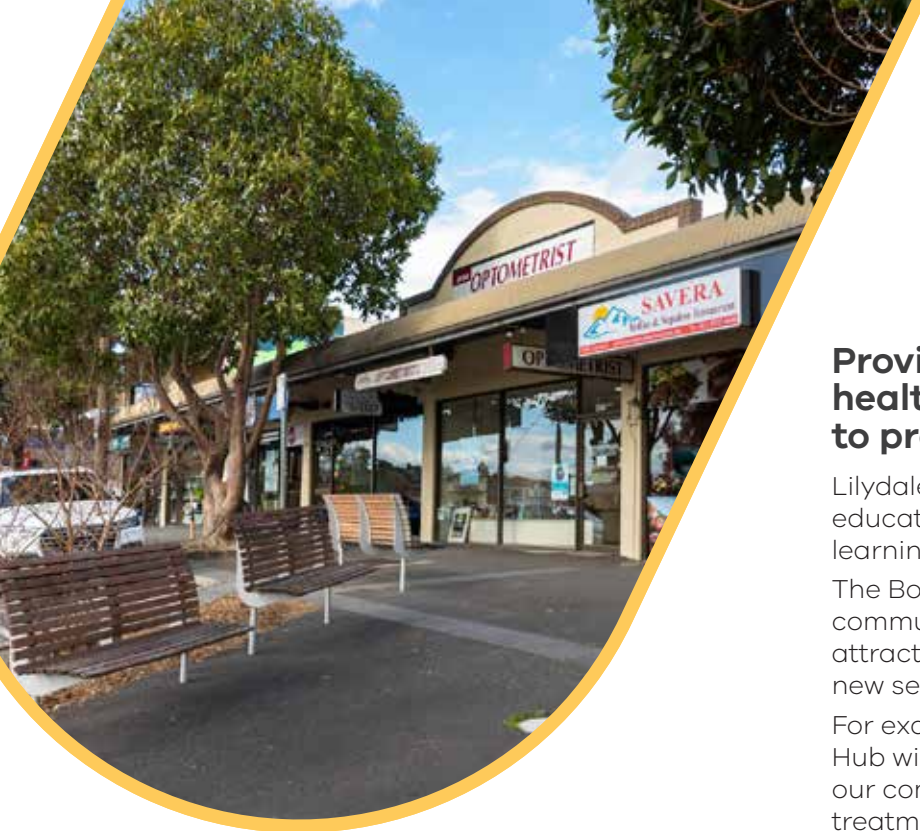
### **Priority action: Complete a business case for Lilydale to explore the community's future health needs**

Lilydale has unique health needs, particularly given its high proportion of residents who are aged 65 and over.

The Board recommends funding a business case to explore the community's future healthcare needs, including a strategic direction around affordable housing and accessibility and a focus on vacant housing.

The business case could also include a future workforce strategy to guide Lilydale's health workforce needs. This would help Lilydale's employers better manage and prepare their existing and future workforce.

This business case could be leveraged to secure funding and health practitioners to support Lilydale's regional-scale healthcare system and services.



## **Provide regional-scale education, health and community services, to promote local living**

Lilydale needs additional health and education services in order to promote local learning, working and living.

The Board recommends using a community-led approach to advocate for and attract new services to Lilydale.

For example, Lilydale's new Mental Health Hub will have a huge positive impact for our community, providing mental health treatment, care and support across Lilydale.

## **Work with landowners and local businesses to promote re-investment in buildings, connecting to incentives and funding support**

Lilydale's town centre needs considerable investment and development to support the community's revitalisation efforts and growth expectations.

The Board recommends encouraging re-investment in commercial buildings across Lilydale from both government and private developers. This would transform several strategic sites into fit-for-purpose venues and provide community spaces.

This process would include working in collaboration with landowners of Lilydale's historical sites to ensure these sites can be repurposed and modernised.

Development will need additional incentives and funding support.

### **Priority action: Launch an investment prospectus to promote private investment opportunities in Lilydale**

The Board recommends developing an investment prospectus to promote the exciting opportunities for private developers in Lilydale.

The prospectus will outline sites for development and solicit interest from private developers to invest in Lilydale.

It would include encouraging mixed-used developments and infrastructure upgrades in the town's civic heart.

It would also outline several market gaps across Lilydale's tourism sector that, if filled, would enable further development of the visitor economy.

### **Priority action: Build a strategy and vision for strategic sites across Lilydale**

Lilydale's main strip needs to be further revitalised, which would include identifying strategic sites that could be developed for mixed-use purposes.

Reviving Lilydale's main strip is a significant task, and beyond the resources of Lilydale's small businesses.

118-132 Main Street is a strategic site ideal for redevelopment, given its central location and the need for the current business to expand its foothold in Lilydale to meet population growth and concentration of trades.

The Board recommends repurposing the 118-132 Main Street site and developing it into a commercial hub, providing offices for Lilydale's businesses, community services and even hospitality venues.

The site could be multi-storey, with the potential to inspire development of the broader strip.



## **Promote connections and wayfinding throughout Lilydale's town centre and into the Yarra Valley (for example, via the Warburton trail)**

Lilydale's proximity to the Yarra Valley creates exciting opportunities to develop our community as a commercial hub and health precinct with a visitor economy.

Lilydale's range of amenities, clear walkability and historical sites such as the Old Kiln provide it with a unique advantage over other locations across metropolitan Melbourne.

The Board recommends undertaking projects to position Lilydale as complementary to the Yarra Valley. For example, we could collaborate with wineries across the Yarra Valley to host events for them or provide additional commercial space.

With the right support, there is an opportunity to develop Lilydale's reputation as the gateway to the Yarra Ranges.

## **Priority action: Build a digital identity for Lilydale that brings residents and businesses together**

The Board recommends developing a consistent digital identity for Lilydale that brings its residents and businesses together.

A strong digital identity will support Lilydale to be seen as the gateway to the Yarra Valley. It will further activate the visitor economy and additional commercial opportunities for our community.

The digital identity would share Lilydale's uniqueness and support Lilydale as it continually grows.

This priority action would require delivery from external consultants but should be undertaken collaboratively with the community and local businesses to ensure a community-led identity that everyone can feel connected to.

The digital identity would translate to both a website and an ongoing marketing campaign to support local businesses and act as digital 'wayfinding' for residents and visitors alike.





LILYDALE

# Suburban Revitalisation



**VICTORIA**  
State  
Government