

Noble Park Revitalisation Report

2021-22



Acknowledgment of Bunurong country

The Noble Park Revitalisation Board acknowledges the traditional owners of the lands and waters we call Noble Park the Bunurong people.

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

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Contents

What we're delivering

About the Noble Park Revitalisation Board	7
Our vision for Noble Park	8
What we've delivered for Noble Park	12
What we're delivering for Noble Park	14
Case studies	23

Our work context

About Noble Park	31
Program evaluation	35

Strategic Directions

Our forward look	37
Vision objectives	40



Foreword by the Chair

I am proud to present the Noble Park Revitalisation Board's inaugural end-of-term report.

The Noble Park Revitalisation Board's vision is for a safe, vibrant and accessible community, which is set up to support future generations.

This report sets out how the Board has set in motion revitalisation initiatives that align with this vision. It highlights the Board's achievements in its first term and identifies the future direction for the ongoing revitalisation of Noble Park.

The Board was appointed in early 2021 to guide social and economic support delivered in Noble Park as part of the Victorian Government's Suburban Revitalisation Program. The Program supports and delivers local economic and community renewal opportunities that are unique to the local community.

To date, the Noble Park Revitalisation Board has invested \$2.5 million in 24 projects. This has leveraged a further \$4 million in partner contributions, to deliver a suite of projects valued at over \$6.6 million for the Noble Park community.

We have consciously worked towards developing a range of initiatives for the short, medium and long term that align with our vision – such as physical infrastructure upgrades, placemaking, essential planning for future works to enable shovel-ready projects, community capacity building, and events and activations to foster community connection and pride.

My proudest achievement so far is the establishment of the Noble Park Youth Committee, made up of 13 diverse and impressive local young people. Guided by the City of Greater Dandenong, the Youth Committee identified issues most important to them, identified potential solutions and delivered on initiatives that address these matters. The Youth Committee is about empowering young people to get involved in Noble Park, in real and tangible ways, which may encourage them to become future ambassadors.

I'm also proud of the strong partnerships we have formed with the City of Greater Dandenong and our other delivery partners, including:

- Noble Park Community Centre
- AMES Australia
- South East Local Learning and Employment Network
- Chisholm TAFE
- South East Community Links
- Reclink Australia
- Greater Dandenong Chamber of Commerce
- YMCA
- Melbourne City Football Club
- Shredability (skatepark events and coaching organisation).

The Board is stronger and more effective because of these partnerships and our collaboration across sectors, with the common goal of making Noble Park a better place to live, work and play.

I'd like to congratulate the Members of the Noble Park Revitalisation Board for everything they have achieved in their first term, and for their continuing commitment to the revitalisation of Noble Park.



Lee Tarlamis OAM MP

Chair Noble Park Revitalisation Board
State Member for South East Metropolitan Region



**What
we're
delivering**

About the Noble Park Revitalisation Board

The Noble Park Revitalisation Board identifies the priorities and aspirations of community members and co-invests with local partners to deliver renewal works and other local initiatives.

Noble Park'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 Lee Tarlamis OAM, State Member of Parliament for the South Eastern Metropolitan Region.

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

- Lee Tarlamis OAM MP, Chair
- Cr Jim Memeti, Mayor, City of Greater Dandenong
- John Bennie PSM, CEO, City of Greater Dandenong
- Andrew Simmons, CEO, South East Local Learning and Employment Network
- Roz Blades AM, Vice-President, Noble Park Community Centre
- Karen Eager, English Language Studies Manager, Chisholm TAFE
- Jayne Ho, Finance Manager, AMES Australia

You can read the biographies of our board members by visiting [Noble Park's Suburban Revitalisation website](#).



Our vision for Noble Park

We are committed to a safe, vibrant and accessible community that is set up to support future generations.

We'll 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 people have opportunities to interact
- a community that is equipped to meet the changing needs of its residents into the future.

Our strategic objectives

- Create an environment in the centre that encourages both the growth of local business and attracts people to the area.
- Focus our work, initiatives and investments to be inclusive and reflective of the many different people in our community and celebrate this diversity.
- Prioritise the safety, trust and sense of community of all of our residents.
- Build a green and environmentally sustainable Noble Park to the point that we are seen as a leader in this space.
- Focus on closing the digital divide among 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:

- advocate for relevant and ongoing support services for all residents, but with a particular focus on vulnerable women and families
- 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 the below 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 (for example, 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, for example through social enterprise.

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.

Safety

- People feel physically safe in public spaces and have an improved perception of safety.
- 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 (for example, old and young; different cultural groups).

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, for example free Wi-Fi.
- Noble Park is a 'digital village', for example 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, for example community batteries, 100 per cent renewable energies.

We are committed to supporting women and young people, two groups of community members that we have 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.

It is through this theory of change that we have approached our work for Noble Park's revitalisation.

The following table provides an overview of the projects being or already delivered by the Board, and their alignment with the Board’s vision objectives as set out in the previous section.

Project	Safety	Inclusion	Local Businesses	Community Connectedness	Digital	Environmental	Young People	Women
All-Abilities Playground Stage 1B	✓	✓		✓		✓	✓	✓
Douglas Street Streetscape Improvement	✓	✓	✓	✓		✓	✓	✓
Ian Street Streetscape Improvement	✓	✓	✓	✓	✓	✓	✓	✓
Frank Street Open Space Redevelopment	✓	✓	✓	✓	✓	✓	✓	✓
Noble Park Youth Engagement Project	✓	✓		✓			✓	
‘Our Space’ Community Garden		✓	✓	✓		✓	✓	✓
ReLink activations and Street Games	✓	✓	✓	✓			✓	✓
Skateboarding Masterclass Program		✓	✓	✓			✓	
‘City in the Park’ Community Soccer Clinics		✓	✓	✓			✓	
‘Keep Calm and Yoga On’ Yoga in the Park		✓	✓	✓				✓
Transformed Temporary Public Art	✓	✓	✓	✓		✓		
Seasonal Crate Displays	✓	✓	✓	✓		✓		

Project	Safety	Inclusion	Local Businesses	Community Connectedness	Digital	Environmental	Young People	Women
Interpretive Signage Program	✓	✓	✓	✓		✓		
Tree Planting		✓	✓	✓		✓		
NPCC Community Engagement Program	✓	✓		✓			✓	✓
Business Plan – Blueprint for Future of NPCC	✓	✓		✓			✓	✓
NPCC Facility Upgrades	✓	✓		✓			✓	✓
Library Lounge Feasibility Study		✓		✓	✓		✓	
Leonard Avenue and Buckley Street Designs	✓	✓	✓	✓		✓	✓	✓
Pedestrian Counters – Smart City Step	✓		✓		✓			
Consultation with NP local traders		✓	✓	✓				
Youth Committee: Noble Park Big Day Out	✓	✓	✓	✓			✓	
Youth Committee: 'Students Connect'		✓		✓			✓	
Noble Park Branded Pack		✓	✓	✓			✓	✓

What we've delivered for Noble Park

In our first year we have kicked-off Noble Park's revitalisation with the delivery of a number of projects.



All-Abilities Playground (Stage 1B)

Completed in August 2021, Stage 1B delivered additional play elements to the All-Abilities Playground including nine seats, two picnic tables and other supporting infrastructure.

The Suburban Revitalisation Program contributed \$190,000 to the project, with \$3.05 million in co-funding from Sport and Recreation Victoria for the overall project and \$20,000 in co-contributions from the City of Greater Dandenong which delivered the project.

Douglas Street Streetscape Upgrade

Delivered in November 2021, these streetscape works improved the main street's footpaths and provided safer vehicle and pedestrian crossing at the newly created intersection at Leonard Avenue, Link Road and Douglas Street as a result of the level-crossing removal project. The project works have increased the number of street trees, public seating options and public lights, in addition to the renewed landscaping, signalised intersection, and improvements to better support safe pedestrian movement.

The Suburban Revitalisation Program contributed \$310,000 to the works and the City of Greater Dandenong co-contributed \$858,000 and delivered the project.

Youth Engagement Project

The project established a short-term Youth Committee to consider key challenges experienced by young people in Noble Park and develop potential solutions that respond to any issues identified. The Committee proposed and delivered two projects, working with the City of Greater Dandenong Youth Services: the Noble Park Big Day Out and Noble Park Students Connect.

The Suburban Revitalisation Program contributed \$4,400 in funding towards the Youth Engagement project, which the City of Greater Dandenong delivered, co-contributing \$15,954.



Noble Park Big Day Out

Held in March 2022 at Ross Reserve, the all-ages festival featured attractions and activities for all. A suite of free activities and outdoor workshops were delivered. The day celebrated Noble Park's rich diversity and offered an array of cultural foods and performances.

The Suburban Revitalisation Program contributed \$42,850 to the project and the City of Greater Dandenong co-contributed \$48,581 which the Council's Youth Services and the Youth Committee delivered together.

Interpretive Signage Program

Three interpretive signs were created for significant places and stories associated with the history and evolution of the Noble Park activity centre. Interpretive signs provide photos and text to educate audiences.

The signs create a connected trail across three sites:

- Copas Park story with rose garden
- JC Mills Reserve
- Noble Park Public Hall

The Suburban Revitalisation Program contributed \$26,500 in funding towards the Program, with the City of Greater Dandenong co-contributing \$6,750 and delivering the works.

What we're delivering for Noble Park

There are several projects still underway as we continue to deliver our vision for Noble Park.



Ian Street Streetscape Upgrade

The level-crossing removal project has transformed the Noble Park activity centre. Ian Street, which runs north–south between Heatherton Road and Mons Parade where Noble Park railway station is located, will be upgraded to reflect the changed land use resulting from the project.

Upgrades include the installation of new street furniture and surface treatments, in addition to the planting of new trees. The works will lift the amenity and function of the street.

The Suburban Revitalisation Program has contributed \$680,000 to the project, the City of Greater Dandenong co-contributed \$120,000 and expects to complete the project in mid-to-late 2022.

Frank Street Open Space Redevelopment

The land abutting the Uniting Church at 2A Frank Street is being developed to create a green corridor connecting Ross Reserve, Aubrey Moss Memorial Gardens and Copas Park. The works are intended to complement the activity centre and increase the time visitors spend there.

The Suburban Revitalisation Program contributed \$425,000 to the redevelopment, with a co-contribution of \$75,000 from the City of Greater Dandenong which is delivering the project.

'Our Space' Community Garden

AMES is designing, delivering and will manage a community garden in collaboration with the local community as a pilot project with the broader aim of creating an environmental sustainability precinct within the open spaces at AMES Noble Park.

The Suburban Revitalisation Program contributed \$74,000 to deliver the garden, with a co-contribution of \$65,750 from AMES which is delivering the project.

Reclink Activation and Street Games

A six-month program of pop-up sport and socially inclusive recreation activities delivered by Reclink Australia for the Noble Park community. The Program targets hard-to-reach young people and adults with mental health, physical health, drug and alcohol harm problems, and those in isolation as well as people experiencing disadvantage in the community. Reclink's programs are all designed to support physical and mental health and reduce social isolation.

The Suburban Revitalisation Program contributed \$55,000 to the Program of activities, with a co-contribution of \$10,000 from Reclink which is delivering them through to July 2022.

Boss Your Board Skateboarding Masterclass Program

Twelve free skateboarding masterclasses provided for young people aged 12 to 25 years of all skill levels.

The project aims to increase positive social activity and activate Noble Park Skate Park. Each masterclass will run for one hour and will accommodate up to 10 young people. Two sessions provided weekly for five weeks, to accommodate beginner and intermediate participants. A set of new entry-level skateboard and pads will be provided to participants to ensure young people do not face a barrier to participation and can continue to enjoy skateboarding beyond the masterclasses with confidence at the local skatepark.

The Suburban Revitalisation Program contributed \$15,200 in funding to support the masterclass, with a co-contribution of \$2,000 from the City of Greater Dandenong which is delivering the classes.





Soccer Smarts Community Soccer Clinics

Eight free soccer clinics (two-hours per session) provided for young people aged 12 to 25 years where they will learn soccer skills with Melbourne City players.

The Program attracted over 100 participants. This program aids in increasing the uptake of physical activity participation, create activity in local parks, reconnect young people to their community and provide pathways to local clubs. The Program offers young people an opportunity to connect, socialise and learn new skills.

A start-up kit of a soccer ball, water bottle and shin guards will be provided to participants, ensuring there are no barriers to entry.

The Suburban Revitalisation Program contributed \$11,000 to support the clinics, with the City of Greater Dandenong co-contributing \$4,000 and delivering the Program.

Keep Calm and Yoga On

A free program of yoga classes, two sessions per week over nine weeks, was run during autumn at the Noble Park Community Centre in Ross Reserve. All participants were provided with a start-up kit of a yoga mat, sweat towel and drink bottle, to ensure no one faced any barriers to participating.

The Suburban Revitalisation Program contributed \$13,400 in funding to support the sessions, with the City of Greater Dandenong co-contributing \$4,500 and delivering the classes.

Transformed Temporary Public Art

Artists have been commissioned to transform key public sites with the installation of up to three public art works. The artists will each respond to their allocated sites, creating work that explores that place and encourages dialogue and discussion among locals and visitors alike.

The Suburban Revitalisation Program contributed \$75,600 in funding to support the installations, with the City of Greater Dandenong co-contributing \$4,500 and delivering the works.

Seasonal Crate Displays

Two decorative seasonal displays are being created to add colour and vibrancy to the streets of Noble Park activity centre. Constructed with bases made from crates, tall sculptures are inserted into the bases, with creative elements designed to reflect the spring and autumn seasons. They have been fabricated to endure outdoor use for 12-week intervals over five years.

The Suburban Revitalisation Program contributed \$22,250 in funding to support the displays, with the City of Greater Dandenong co-contributing \$15,000 and delivering the displays.

Tree Planting Program

The City of Greater Dandenong are planting at least 50 new trees, in line with the Council's tree planting plan, with the intent of addressing heat island effects and increasing canopy coverage over the next 10 years.

The Program is delivering underground service assessments, soil preparation, tree species selection and planting of up to 50 trees in the Noble Park activity centre. Noble Park's entire activity centre is registered as a thermal hotspot because of the highly urbanised and densified nature of the area. This project will greatly increase the tree canopy area.

The Suburban Revitalisation Program has contributed \$50,000 in funding to support the plantings, with the City of Greater Dandenong co-contributing \$7,500 and delivering the work.





Noble Park Community Centre (NPCC) Community Engagement Program

NPCC's programs have been expanded to increase participation and social connection within the local community. Programs to be delivered include capacity-building art and gardening workshops, pop-up outdoor events, art exhibitions for public enjoyment, an artist in residence opportunity, and the development and delivery of indoor family-fun days for people of all ages and abilities. A social media campaign will also be developed to support the Program of activities.

The Suburban Revitalisation Program is contributing \$46,000 to the Program, with the Noble Park Community Centre co-contributing \$15,855 and delivering the engagement work.

Blueprint for the Future of the Noble Park Community Centre

A business plan is being developed for the NPCC by engaging the community to determine their needs and the current demand for services. The process will identify service gaps and deliver a five-year plan for the centre that:

- outlines future directions and programming needs
- examines the economic sustainability model for the NPCC
- investigates the building requirements to respond to future needs

The Suburban Revitalisation Program is contributing \$50,000 in funding to support the blueprint, with the City of Greater Dandenong co-contributing \$7,500 and delivering the work.

Noble Park Community Centre Facility Upgrades

Improvements to the NPCC building are being delivered to ensure the centre can continue to serve the needs of the local community. The works will also modernise the centre's facilities to work into the broader Ross Reserve Master plan.

The Suburban Revitalisation Program is contributing \$184,000 in funding to support the upgrades, to which the City of Greater Dandenong is co-contributing \$27,600. The Noble Park Community Centre is delivering the works.

Library Lounge Feasibility Study

The City of Greater Dandenong is developing a feasibility study for the development of a library lounge at the Paddy O'Donoghue Centre. The study will provide detail on the design, operational cost implications, probable project costs for building alterations and timeframes to deliver the space. An architect, structural engineer, site surveyor and an estimator will be engaged to produce the study.

The Suburban Revitalisation Program is contributing \$50,000 in funding to support the upgrades, to which the City of Greater Dandenong is co-contributing \$7,500 and delivering the study.

Streetscape Concept Designs: Leonard Avenue and Buckley Street

The City of Greater Dandenong has engaged a landscape designer and other contractors to undertake site and feature surveys, consult with local community members and develop detailed designs for new streetscapes.

The design work will seek to revitalise the street for local traders, including a refresh of footpath frontages on Leonard Avenue and Buckley Street.

The design's completion will make the works shovel-ready. It will visually align the streetscape with recent works completed in Douglas and Ian Streets.

The Suburban Revitalisation Program is contributing \$100,000 in funding to support the design work, to which the City of Greater Dandenong is co-contributing \$15,000 and delivering the work.

Pedestrian Counters

Five pedestrian counting devices are being installed by the City of Greater Dandenong in key locations across the Noble Park activity centre.

The data collected will provide insights on footfall and pedestrian activity. Examples include real time statistics on when the centre becomes busy, the gender distribution of visitors and the number of children walking through the area.

The Suburban Revitalisation Program is contributing \$20,000 in funding to support the installation of the counters, with the City of Greater Dandenong co-contributing \$5,000 and delivering the work.



Noble Park Retailers Hub

The Greater Dandenong Chamber of Commerce has established a Noble Park Retailers Hub to support local retailers and, working with a youth employment services provider, connect local young people into employment opportunities.

The hub will:

- strengthen the networks of retailers in Noble Park, including membership to the Greater Dandenong Chamber of Commerce
- provide business training to support retailers, following consultations to identify their unique needs
- engage with young people in Noble Park to provide career counselling support and connections to local businesses and career opportunities.

The Suburban Revitalisation Program is contributing \$10,000 in funding to support the project, with the City of Greater Dandenong co-contributing \$5,000 and delivering the work.

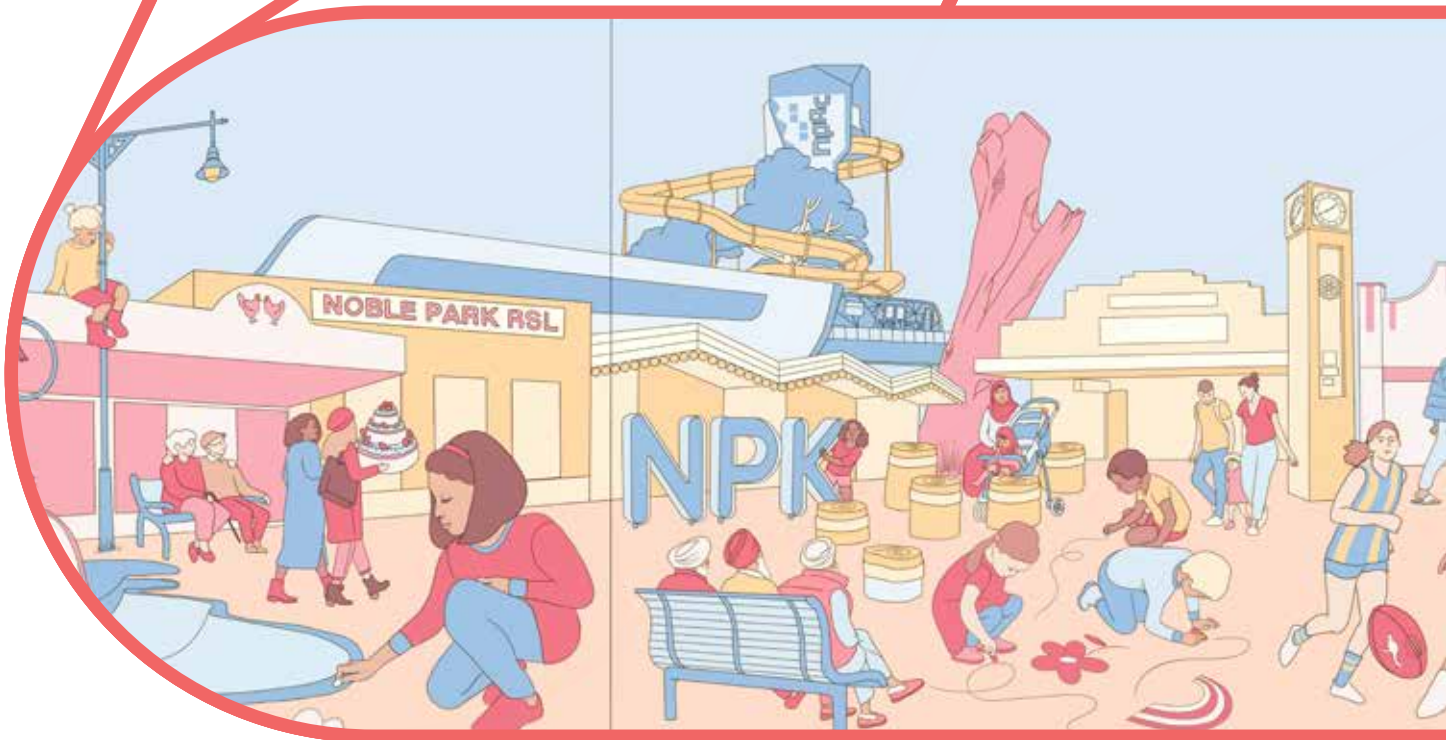
Noble Park Students Connect

A 12-month trial of community-based tutoring and study support is being delivered one evening a week during school terms. The learning support for young people aged 12 to 20 will complement practical workshops delivered through the Program that will aid young people's engagement in education, training, voluntary work, and employment support options.

The project model features pro-social recreational activities provided in-kind by Youth and Family Services to foster increased socialisation and encourage connectivity for isolated or newly arrived young people.

The Suburban Revitalisation Program is contributing \$21,850 in funding to support the project, with the City of Greater Dandenong co-contributing \$31,956 and delivering the work. The funded pilot program will run for six months, followed by an additional six months funded by the City of Greater Dandenong.





Noble Park Branded Pack

The Noble Park Branded Pack project will deliver a trader-focussed promotional campaign and merchandise to encourage people to shop locally, and to promote the Noble Park business community.

This project will incorporate a mural celebrating Noble Park's unique local character and landmarks, which is being delivered by the Board-funded Transformed Temporary Art Program. The design will specifically represent the unique land, food, retail mix, and intimate village atmosphere of Noble Park.

The Noble Park Branded Pack project will be translated onto reusable tote bags and other items. These items will be supplied to businesses (at no charge) for distribution to the local community. This promotional campaign is designed to encourage residents and visitors to rediscover Noble Park businesses and get their 'special edition tote bag, etc' when they purchase goods at various stores/businesses.

The Suburban Revitalisation Program is contributing \$22,950 in funding to support the project, with the City of Greater Dandenong co-contributing \$3,450 and delivering the work.



ections

Case studies

Douglas Street Streetscape Upgrade

Delivered:

April 2021 – November 2021

Suburban Revitalisation contribution:

\$310,000

Delivery partners:

Greater Dandenong City Council

Outcomes:

- Improved connectivity to key destinations in the activity centre for pedestrians, commuters, visitors, residents and students.
- Improved physical safety for pedestrians and motorists.
- Improved access for walking, cycling and vehicles.
- Increased lighting to support the thriving night economy.
- Greater accessibility for people living with a disability.
- Greater amenities have increased visitor numbers and linger time, resulting in greater economic activity for local traders.

The streetscape works have improved and enhanced the amenity of the activity centre with new footpaths and carparking spaces, street furniture, tree plantings and safer pedestrian crossings at key intersections.

The project sought to support local traders by attracting more visitors and increasing the time they spend in the activity centre, while maintaining and building upon Noble Park's sense of community spirit and much-loved village character.

In addition to the significant improvements to Douglas Street's footpaths, the works complemented the recent level-crossing removal project by creating safer pedestrian crossings at the newly created intersection at Douglas Street, Leonard Avenue and the new link road to Ian Street. In addition to new traffic lights at the intersection, amenity improvements include new street trees, more public seating options, improved public lighting and road threshold treatments to manage traffic and support safe pedestrian movement.



Renee Frans grew up in Noble Park and has worked as a Property Manager at LJ Hooker Noble Park on Douglas Street for the past three years.

She said the Douglas Streetscape Upgrades 'make Noble Park look like a new place.'

Since these works have been completed, she says, 'People's perception of Noble Park has changed, Noble Park definitely feels safer than what it used to.'

Kebebush Eleso opened Versatile Collections clothing store in 2018 and she has also noted the improvements the Douglas Streetscape Upgrades have made.

Kebebush says, 'Now it's good for our customers, the footpath is big and wide, before it was very closed. Even the car parks that are next to us were not good, they were very narrow – but now it's very good!'



Students Connect Homework Club

Delivered:

Jan 2022 – July 2022
(with Council continuing the Program until Dec 2022)

Suburban Revitalisation contribution:

\$21,850

Delivery partners:

Greater Dandenong City Council and South East Community Links

Outcomes:

- Improved access to free and locally available homework and learning support for young people aged 12–20 connected to Noble Park.
- Enhanced access to information, resources and supports that strengthen young people's connection to their community and improves their health and wellbeing.
- Improved information, assistance and referral for young people who require timely assistance to support their continued education, training, and employment goals, before they disengage.

The project has delivered a six-month pilot for a community-based tutoring and study support program one evening a week during school terms at the Noble Park Community Centre and via Zoom. Called Students Connect, the homework club has supported young people aged 12 to 20 with tutoring, alongside practical workshops on engaging with education, training, voluntary work and employment support options.

South East Community Links were appointed to deliver the homework and learning support component of the project. The Students Connect program also features a calendar of workshops and recreational activities, delivered every second week, to support young people in navigating education and employment pathways. It also aims to foster increased socialisation and encourage connectivity for isolated or newly arrived young people.

Tutor and mentor Michael Goldman assists participants from years 7 to 12 across a wide variety of subjects, including Mathematics, Chemistry and French.



Michael says, 'The great thing about the kids is how eager they are to learn. Most realise that the key to progress in Australia is through education and they, and often their parents, are really keen to do as well as they can and have very positive attitudes.'

Student Omotesho Aduragbemi, who also goes by the name Bemi, is a year 11 student at Carwatha College who attends the homework club. The club has helped Bemi understand difficult subjects better and assisted her preparing for tests at school.

Bemi says, 'I would love to gain enough knowledge to be able to pass my VCE and ATAR exams and also to apply it in the real world. I would love to be a doctor who touches lives and solve people's problems.'



Keep Calm and Yoga On

Delivered:

December 2021 – June 2022

Suburban Revitalisation contribution:

\$13,400

Delivery partners:

Greater Dandenong City Council and YMCA



Outcomes:

- Improved mental and physical wellbeing.
- Opportunities for locals (particularly women) to connect and relax while utilising the Ross Reserve precinct.
- Cross-promotion of other services and programs available through the Noble Park Community Centre.
- Encourage economic activity at local businesses.

The City of Greater Dandenong and the YMCA hosted a free nine-week yoga program running two sessions per week at the Noble Park Community Centre in Ross Reserve. The Program was open to all ages and abilities, but was primarily initiated to support local women (a key focus of the Board) to be active, reduce stress and find community connection in a fun local environment.

Participants were provided with a start-up kit of a yoga mat, sweat towel and drink bottle, removing barriers to taking part and supporting participants to continue their yoga at home, or to pursue other activities delivered in the community.

Yoga participant Mayam has greatly enjoyed the Keep Calm and Yoga on Program.

She says, 'The people in the class are friendly and we engage in conversations and a laugh at times. Classes like this definitely benefit the local community. It's an opportunity to socialise with other people, get fit and feel connected to the community.'



All-Abilities Playground

Delivered:

November 2021

Suburban Revitalisation contribution:

\$190,000

Delivery partners:

Greater Dandenong City Council

Outcomes:

The DJPR Design and Evaluation team conducted a survey of Noble Park community members and found:

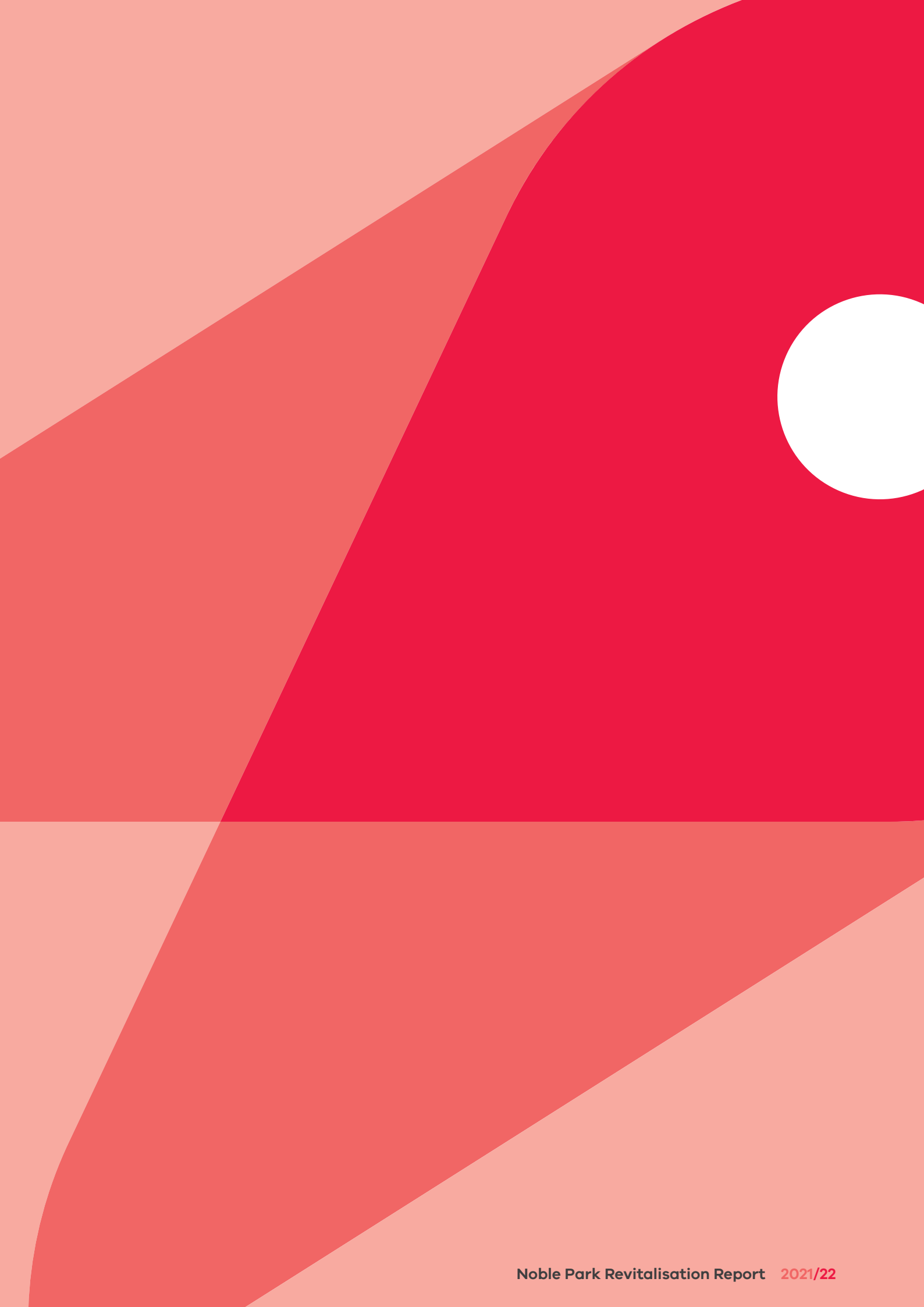
- 43.8 per cent visit the playground at least once a week.
- 52.7 per cent live less than 5km away from the playground (meaning one in two travel to access it).
- 43.9 per cent surveyed said that regular playgrounds are often unsuitable for their needs.

The Noble Park Revitalisation Board funded the expansion of the All-Abilities Playground to add more inclusive play equipment, park seats and picnic tables.

The playground provides a much-needed and loved facility for locals and visitors to Noble Park. Of those surveyed at the park by the department, almost one in two people said they had travelled more than 5 kilometres to visit the park.

The facilities enable families with children with disability the opportunity to gather and enjoy their time in the park – almost half of those surveyed said that other playgrounds were not accessible to them.





Our work context



About Noble Park

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

Just 25 kilometres 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 per cent 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 railway 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.

Key strategic context

Our vision for Noble Park’s revitalisation has been developed within the context of the strategies and plans already undertaken by our stakeholders. We have summarised them here.

Noble Park Major Activity Centre Structure Plan 2021¹

Adopted by Greater Dandenong City Council on 24 May 2021, the Noble Park Major Activity Centre Structure Plan 2021 sets out the long-term vision, planning and design framework for Noble Park. The Structure Plan manages and guides the future development of the activity centre for the next 20 years.

The Structure Plan has the following vision for Noble Park:

In 2040, Noble Park will be:

- a thriving, high-quality centre that meets the day-to-day needs of its residents, workers and visitors
- a centre that protects its ‘village character’ and compact size with high-quality development in the right places
- a pedestrian oriented centre that is safe and easy to navigate
- a centre with well-designed ‘green’ streetscapes and pedestrian connections linking key community nodes.

The Structure Plan is based on four key directions:

- land use and economic activity
- built form and urban design
- access and movement
- public realm.

Over the past decade, Noble Park has experienced significant change, the most notable of which has been the removal of the rail level-crossing at Heatherton Road and the subsequent elevation of the rail line. This has resulted in a new railway station, bus interchange, station civic space, leisure and exercise area within Ross Reserve, and the construction of the Djerring Trail (a new shared walking and cycling path running from Caulfield to Dandenong).

These changes and upgrades have been transformational for the activity centre. As a result, Council developed and adopted a new Structure Plan to manage and guide the future development of the activity centre for the next 20 years.

¹ [Noble Park Major Activity Centre Structure Plan 2021](#)

Make Your Move Greater Dandenong Physical Activity Strategy 2020–2030²

In August 2020, Council endorsed the Make Your Move Greater Dandenong Physical Activity Strategy 2020–2030.

The strategy will guide the provision of services, programs and infrastructure over the next 10 years with the goal to increase the physical activity levels of the Greater Dandenong community.

Noble Park has received a significant sporting infrastructure 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.

The Noble Park Revitalisation Board recognises the need to activate this precinct, and in alignment with Council's Make Your Move Strategy, has invested in several sport and recreation projects.

Greater Dandenong Open Space Strategy 2020–2030³

The Greater Dandenong Open Space Strategy 2020–2030 provides the strategic framework to inform the design of open spaces, and the decision-making processes and activities in relation to open space management and planning across the municipality.

The strategy recognises and responds to a range of key issues including population growth, cultural diversity, climate change and increasing residential densities.

Key implementation strategies include:

- increasing the quantity of publicly accessible open space (owned by either Council or other public authorities) by delivering well-designed new spaces in areas of identified need, extending existing spaces and improving access to open space
- improving and maintaining the quality of existing open space and connections, ensuring they provide the appropriate standard of facilities for each suburb, especially in higher density residential neighbourhoods.

The Noble Park Revitalisation Board has invested in the redevelopment of new open space in Frank Street and has invested in a new community garden facility at the AMES site on Douglas Street.



² [Make Your Move Greater Dandenong Physical Activity Strategy 2020–2030](#)

³ [Greater Dandenong Open Space Strategy 2020–2030](#)



Climate Emergency Strategy and Action Plan 2020–2030⁴

In January 2020, Greater Dandenong City Council joined a growing number of cities around Australia and declared a ‘climate and ecological emergency’, committing us to emergency action on climate change.

Council has developed a Climate Emergency Strategy and Action Plan 2020–2030 to help the City of Greater Dandenong become a resilient, net zero carbon emission city with an active community prepared for the challenges of a changing climate.

The Noble Park Revitalisation Board’s vision includes a desire for:

- improved greenery and streetscapes
- renewable energy increasingly leveraged to power more services, buildings etc.
- Noble Park to be seen as a demonstration village – showcasing cutting-edge environmental initiatives, such as community batteries, 100 per cent renewable energies.

⁴ [Climate Emergency Strategy and Action Plan 2020–2030](#)

Investments in Board priorities by other parts of government

Level-Crossing Removal – Heatherton Road, Noble Park

The Heatherton Road level-crossing was removed in January 2018, delivering a new station and elevated rail line. The elevated rail line has also enabled the connection of Douglas and Ian Streets, benefiting local traders. The works were completed as part of the Caulfield to Dandenong Level Crossing Removal Project, which removed nine level crossings and built five new stations. By constructing an elevated rail line, the Caulfield to Dandenong Level Crossing Removal Project has opened up 22.5 hectares of open space and parkland for the community.

Department of Justice and Community Safety – Empowering Communities Grant

The City of Greater Dandenong is one of the local government areas (LGAs) approved for funding through the second round of the Department of Justice and Community Safety's Empowering Communities Grant, with forums to be held locally in 2022. Greater Dandenong and other recipient LGAs were selected based on a targeted expression of interest process, due to their identified need and opportunities to improve community safety and address crime across the municipality. Greater Dandenong has been provided with \$700,000 of funding from the grant.

Action groups will be established in each LGA, bringing together local community expertise with the shared interest of improving safety and addressing crime in their area. A Building Safer Communities forum will be held early in the initiative to consider local crime and community safety issues and to inform future activity. Drawing on the outcomes of the forum, the action group will develop an agreed common goal, proposed activities to achieve the goal and an evaluation method to be used throughout the initiative and to measure ongoing success.

Ross Reserve Precinct

The Ross Reserve precinct has received a large amount of investment into sport and recreation infrastructure in recent years. This includes the new synthetic soccer pitch, the new Health and Wellbeing Gymnasium at Noble Park Aquatic Centre, the All-Abilities Playground, new Sports Pavilion and the Skate Park. These updated amenities provide a balance between sports and community spaces and also allow for increased use of the reserve by the community.

Transport Accident Commission (TAC) – Local government grant

In 2021, City of Greater Dandenong received a grant of \$27,000 to undertake the Noble Park to Parkmore Strategic Cycling Corridor project. This grant program encourages Victorian local governments to improve road safety issues in their local communities, as set out in the [Victorian Road Safety Strategy 2021–2030](#).

The focus of this grant round was on local road safety analysis and infrastructure projects that consider Safe System principles, and focus on reducing exposure, as well as the likelihood and severity, of fatal and serious injury crashes for pedestrians and cyclists. Greater Dandenong has completed the analysis, and the outcomes of the project are awaiting release.

Program evaluation

An evaluation of the Suburban Revitalisation Program (including the work of the Noble Park 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.

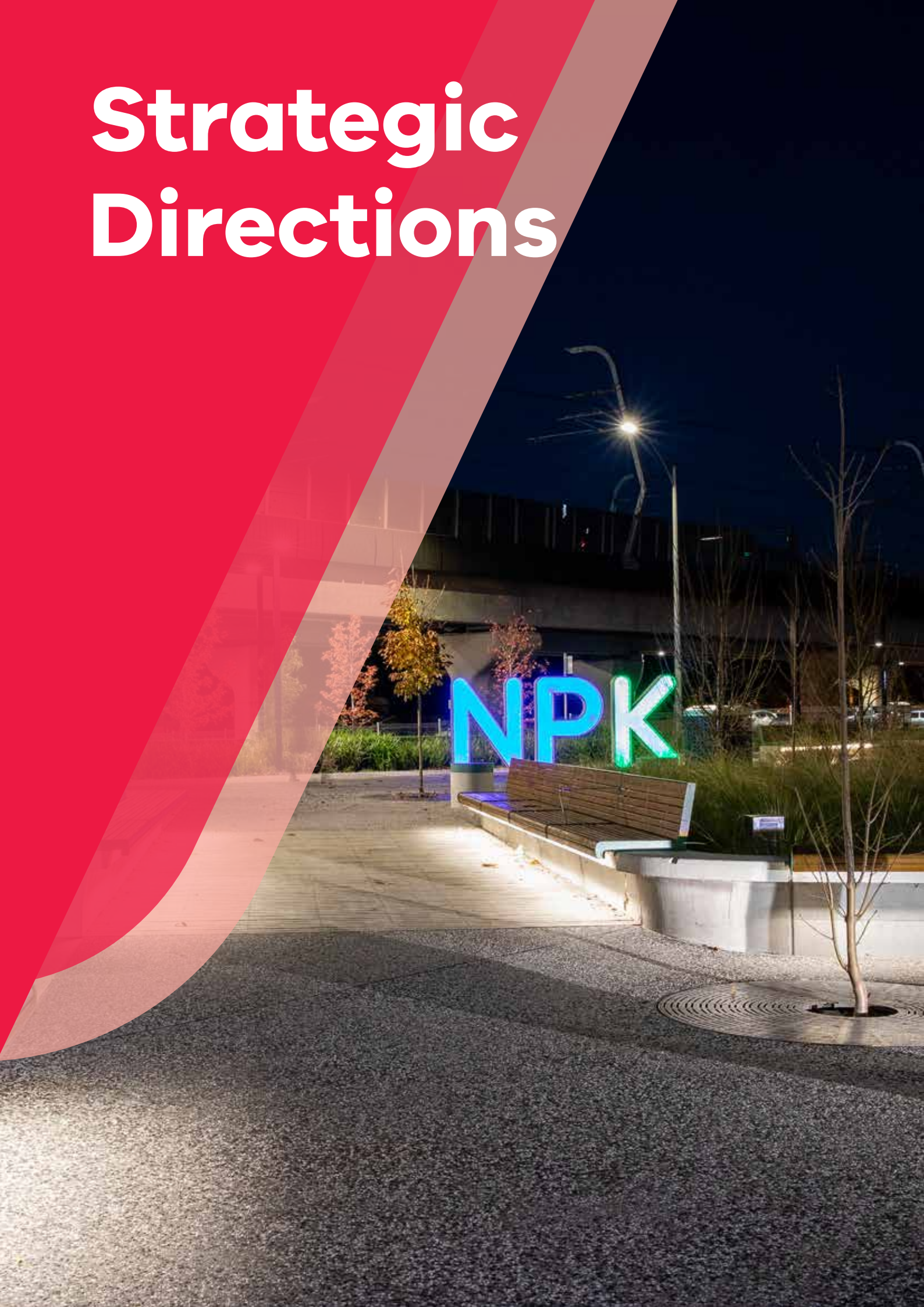
The evaluation was informed by an interview of Board chairs, survey of Board members and outreach to subject matter experts on place-based reforms, key staff and executives in DJPR and Department of Environment, Land, Water and Planning (DELWP) and delivery partners.

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



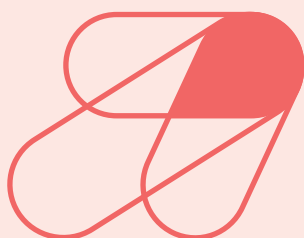
Strategic Directions



Our forward look

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.



Build on Noble Park's reputation as a destination for innovation

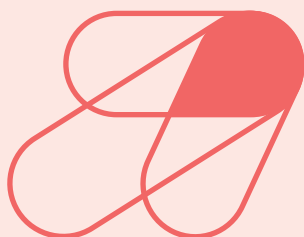
Noble Park has the potential to be a destination for innovators and entrepreneurs to pilot, grow and develop.

The Board aims to continue to work with the entrepreneurship and start-up community to attract them to Noble Park.

In particular, there are opportunities for Noble Park to become a place where innovators can demonstrate 'proof of concept' and for Noble Park to be considered a demonstration village in this respect.

The Board recommends capitalising on the demonstration village concept to secure support from organisations such as LaunchVic to realise the vision of Noble Park as a destination for innovation.

Increased focus on and support for innovation will enable Noble Park to develop an incubator and cultivate homegrown talent and ideas.



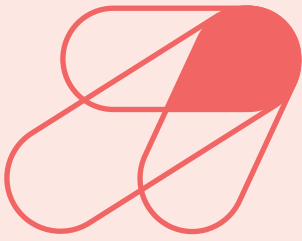
Advocate for targeted investment to boost active transport connections and improve road safety

Noble Park needs additional active transport infrastructure to connect to the surrounding regions and the Melbourne CBD – especially given that many Noble Park residents are reliant on fairly limited public transport for access to work, education, family and recreation.

This includes developing active transport connections, such as shared-use bike paths for safer pedestrian interface with road infrastructure.

The Board recommends looking at the existing active transport routes between Noble Park and surrounding areas and considering what changes are needed to increase usage.

For example, this could include building or expanding additional bike paths directly from Noble Park's civic heart to factories in Dandenong South, where many Noble Park residents work. It might also include increased lighting and wayfinding on existing bike paths.



Advocate for opportunities with key stakeholders to promote visitor attraction and economic stability ahead of any longer-term Sandown redevelopment

The development of Sandown would present both a challenge and opportunity for Noble Park. There would be potential for Sandown to receive updated amenities and services, leaving Noble Park with ageing infrastructure which would reduce its appeal to visitors and businesses. New amenities at Sandown may also draw visitors away from Noble's Park civic precinct, which could result in less foot traffic for Noble Park's businesses, creating the potential for additional disadvantage.

While any development is a longer-term prospect, there is opportunity for existing key businesses (such as Coles, Noble Park) to redevelop sites to improve amenity and appeal for existing businesses, future businesses and visitors.

Improved amenities and services in Noble Park village ahead of any Sandown development will encourage retention of community members within the Noble Park civic precinct.

There is also an opportunity to promote Noble Park's character as a 'village' to encourage people to shop locally.

The Board recommends building strong active and public transport infrastructure between the two communities should any development proceed.

The Board will also advocate with government and private organisations to create greater synergies so that both communities can co-exist and collaborate. This includes ensuring equal access to necessary services including grocery stores, public transport and local parks.



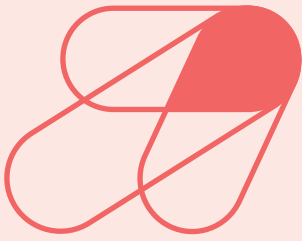
Improve transport connectivity between Noble Park and Dandenong South

There are limited employment opportunities available in Noble Park.

This means most of Noble Park's residents must travel to work in key employment hubs such as Dandenong South – which is poorly served by existing public transport links.

The Board recommends investigating options for improved connectivity, such as an on-demand bus service that connects Dandenong railway station and Dandenong South.

This could be similar to the FlexiRide service that is currently being trialled in Mornington Peninsula, as a result of the Southern Metropolitan Partnership's advice to government.



Explore opportunities to advocate for strategic sites to be converted to new public spaces

The Board recognises that there is opportunity for improved amenity and functionality of the activity centre through the conversion of key strategic sites.

The Board would like to explore and identify potential strategic sites that could contribute to mutually beneficial outcomes that improve the overall use of the activity centre.



Explore opportunities to further promote environmental initiatives

The Board aims to make environmental sustainability a crucial component of all its work.

This could be progressed through support for the future stages of the AMES environmental sustainability precinct, as well as projects like solar banks, tree planting, streetscapes and pop-up parks.

Vision objectives

These vision objectives are the Board's recommendations for 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 Noble Park.

Encourage local business and attract visitors and residents

The Board believes that to bring new businesses and people to Noble Park, the suburb needs to take a stronger stance on sustainability and bridging the digital divide.

There are also opportunities to share Noble Park's unique cultural diversity with visitors – for example, running events such as a food festival to attract visitors.

The Board recommends working with local businesses to understand their needs and perspectives, and to develop targeted solutions.

Priority action: Create a consistent physical and digital brand identity for Noble Park

Noble Park does not have a consistent brand and vision that represent the entire community.

The Board recommends developing a physical brand, supported by a digital brand.

The brand would honour Noble Park's cultural diversity and continue to represent the suburb's stories.

The physical identity will include traditional branding across Noble Park, with digital branding featuring a website and online space where Noble Park residents and businesses can exchange ideas, stories and promote upcoming community events.

This investment needs to be sustainable for the long term and, where possible, moderated to protect the integrity of the brand and the community.

All events held across Noble Park, including the proposed food festival, should be aligned with the unique brand identity.

Priority action: Progress the Library Lounge Feasibility to fit out stage

In its first term, the Board undertook a feasibility study to determine the viability of constructing a Library Lounge service within the Paddy O'Donoghue Centre.

The Board recommends seeking funding to progress this to fit out stage, as an important community service currently not provided in Noble Park.

Priority action: Advocate for and support the Noble Park Community Centre

The Board supports advocacy for additional investment into the Noble Park Community Centre, in line with the Noble Park Community Centre Business Plan (Blueprint for the Future).

The Board also recommends supporting smaller-scale initiatives and programs (such as digital literacy programs) that add capacity to the Centre's operations.



Celebrate Noble Park's history and diversity and ensure investments are inclusive of the whole community

The Board is committed to funding projects that celebrate Noble Park's diversity and encourage active participation in community life.

Celebrating the history of Noble Park through initiatives like the Interpretive Signage Program enables opportunity for the community to interact and share local stories, providing a sense of place and meaning for Noble Park residents.

More than 60 per cent of Noble Park's residents were born overseas – which means we need to engage with the community in tailored ways, such as providing community resources in languages other than English and funding events that mark different cultural occasions.

Priority action: Develop a calendar of activations to support Noble Park traders and showcase the cultural diversity of the precinct

Noble Park is proudly diverse, and the Board recommends showcasing the unique cultures of our community, as well as their cuisines and identities.

Previously, successful walking tours have shared Noble Park's unique culture, and this could be used as a model for future events.

The Board recommends developing a series of events in collaboration with local traders to showcase the community's unique cultural identities and cuisines.

This could include a food festival or cultural performances, coinciding with the opening of the Frank Street park.

It could involve multiple small events over a period that promote various aspects of the activity centre, without overwhelming the space.

A calendar of activation events would provide additional business for local traders, draw residents out into the community and bring in visitors to Noble Park.

Priority action: Continue to develop youth-led activities such as the Big Day Out and inclusive sporting programs

The Board recommends building on its work with the Youth Committee to continue co-designing and funding youth-focused community events.

The Youth Committee's Big Day Out showed the importance of empowering Noble Park's youth to deliver events. Providing them the space for the events they co-design allows them to act as ambassadors for Noble Park.

The Board will support the Youth Committee to lead similar events or sporting activities that encourage youth participation.

Priority action: Scale up the laptop refurbishment program for local students and explore training opportunities for digital literacy, particularly for new migrants

Noble Park has a digital divide, and there is a general need to improve digital literacy across the community, ranging from students to their grandparents.

The Board recommends expanding the existing laptop refurbishment program, which allows Noble Park businesses to donate used laptops that can be refurbished and provided to people who need them.

Extending this program will also provide opportunities to run classes for people to improve their digital literacy skills, and support new migrants to connect with the community and learn essential skills.

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

The safety and belonging of the Noble Park community is critical to any revitalisation work.

The Board recommends undertaking activities to boost the safety, trust and sense of community across Noble Park.

Examples of this include projects the Board has already funded, such as the Douglas Street Streetscape Upgrades and Frank Street Open Space redevelopments.

Priority action: Expand and coordinate public art and streetscape developments

Streetscape and public lighting work previously funded by the Board has improved the environment of Noble Park, increasing the community's perception of safety and connection.

The Board recommends funding additional public art installations that represent the diverse community of Noble Park, as well as streetscape developments that directly improve community safety and perceptions of safety.

There is also opportunity to progress streetscape improvement works to Leonard Avenue and Buckley Street, as Stage 2 of the initial design work undertaken by the Board.

These improvement projects should involve community consultation to ensure ownership and fit-for-purpose solutions.

Drive employment opportunities for Noble Park's most vulnerable residents

Local businesses can play a critical role in revitalising Noble Park and addressing some of the longstanding disadvantage its residents may face.

The Board recommends encouraging new services and businesses to enter Noble Park and act as a catalyst for improving outcomes for Noble Park's residents.

Specific programs are needed to achieve this, and it is vital that local and emerging businesses have opportunities to connect with Noble Park's most vulnerable jobseekers, in particular women and young people.

Many Noble Park residents must travel outside the suburb for employment opportunities, with a large cohort commuting to Dandenong South every day. Further work is needed to address this issue.

Priority action: Scope and pilot a second-floor revitalisation project, and establish a social services concierge

Many second floors across Noble Park's civic centre are underutilised and could be repurposed for community use.

The Board recommends investigating sites on Douglas Street for this purpose.

In addition, one of these repurposed second-floor spaces could be used for a pilot program to create a social services concierge.

This would operate once or twice a week and provide government agencies and community service organisations with a central venue to directly engage with the community.

The project will aim to improve access to critical services to address disadvantage in Noble Park, including mental health support, Centrelink and job agencies.





NOBLE PARK
Suburban
Revitalisation

