



# Springvale Community Precinct

Strategic Plan / 2020-2025



## Vision

Encouraging active participation in cultural exchange, creative celebrations and life-long learning, through a welcoming community-led hub that inspires learning and creative living.

# Background



## The Springvale Community Precinct

is located on the eastern side of Springvale Road and nearby the Springvale retail precinct. It is the former location of the City's Civic Precinct and was flagged for development in Council's Springvale Civic Master Plan in 2012-13.

The precinct has been developed to build on the unique strengths of the Springvale community and its surrounds, aimed at creating a Community and civic heart in Springvale.

The development seeks to strengthen community connections and improve educational outcomes while addressing the need for new and improved facilities.

The community can connect to develop lifelong learning, engage with one another, celebrate and embrace with pride its rich cultural heritage and unique strengths. This will be achieved through the provision of an integrated and flexible space that meets the needs of current and future generations.

# Consultation

The following key principles were identified as priorities from the feedback:



Three significant community consultations were undertaken which led to the development of the Springvale Community Precinct:

- Greater Dandenong Community Plan Imagine 2030 (Last updated 2016)
- Springvale Community Infrastructure Plan Community Service Provider Consultation 2012–2013
- Springvale Civic Masterplan Community Consultation 2012–2013

## Learning

- Education and information
- Pathways to jobs, information for personal and community wellbeing, and for literacy

## Engagement

- Area should have plenty of open spaces for all ages
- The civic area should be a key attraction in Springvale, providing facilities for cultural and community programs

## Inspiration

- Important to build a place which builds community pride and celebrates all the cultures of Springvale
- Important to provide strong integration of multilingual and multicultural components

## Safety

- Safety in streets and public spaces, and improving perceptions of safety

## People

- Friendly and helpful people

## New Library

- Springvale Library is very important to the community, a library to stand the test of time
- A cafe component would add value to the building and precinct

# Council Strategic Objectives

The objectives, delivery and programming within the Springvale Community Precinct will be informed by relevant Council Documents. This includes the following strategies, plans and frameworks.



- Imagine 2030 Community Plan
- Council Plan 2017–2021
- Community Wellbeing Plan 2017–2021
- Create and Connect – Arts and Cultural Heritage Strategy 2016 and Action Plan 2016–2018
- Library Strategy 2018–2023
- Activity Centre’s Placemaking Framework 2016
- Greater Dandenong People Seeking Asylum and Refugees Plan 2018–2021
- Multi-purpose Use of Community Facilities Policy 2018
- Community Facilities Management Policy 2016
- Community Engagement Policy and Framework 2018
- Community Hub Framework 2006
- Community Development Framework 2016
- Youth Strategy Action Plan 2016–2019
- Open Space Strategy 2009
- Sustainability Strategy 2016–2030
- Waste and Litter Strategy 2015–2020

These plans guide the City of Greater Dandenong’s strategic framework. The Council Plan outlines six strategic objectives that sit under the three key priority areas of;

## People, Place and Opportunity >

The Springvale Community Precinct responds to the objectives relating to;

- a vibrant, connected and safe community,
- a creative city that respects and embraces its diversity,
- a healthy, liveable and sustainable city,
- a city planned for the future,
- and a diverse and growing economy.

<b>People</b> 	<b>Place</b> 	<b>Opportunity</b> 
<p><b>A vibrant, connected and safe community</b></p> <ul style="list-style-type: none"> <li>• Community safety</li> <li>• Learning and literacy</li> <li>• Community participation</li> <li>• Health and wellbeing</li> </ul>	<p><b>A healthy, liveable and sustainable city</b></p> <ul style="list-style-type: none"> <li>• Parks, reserve and sportsgrounds</li> <li>• Environmental sustainability</li> <li>• Roads, traffic and parking</li> <li>• Trees and our natural environment</li> <li>• Streetscapes and public places</li> </ul>	<p><b>A diverse and growing economy</b></p> <ul style="list-style-type: none"> <li>• Jobs and business</li> <li>• Tourism and visitation</li> <li>• Activity centre revitalisation</li> <li>• Investment</li> </ul>
<p><b>A creative city that respects and embraces its diversity</b></p> <ul style="list-style-type: none"> <li>• Cultural diversity</li> <li>• Community arts</li> <li>• Cultural heritage</li> <li>• Positive ageing</li> <li>• Access and equity</li> </ul>	<p><b>A city planned for the future</b></p> <ul style="list-style-type: none"> <li>• Urban design</li> <li>• Asset management</li> <li>• Residential, commercial and industrial development</li> <li>• Place making</li> <li>• Transport advocacy</li> </ul>	<p><b>An open and effective Council</b></p> <ul style="list-style-type: none"> <li>• Advocacy and community engagement</li> <li>• Transparency and accountable decision making</li> <li>• Digital innovation and leadership</li> </ul>

# Springvale Community Precinct Strategic Objectives



## Engagement & Activation

The precinct is a gathering place where everyone feels welcome and engaged, spaces and outdoor areas will promote learning, participation and engagement through stimulating programs and activities.



## Connectedness

The community is connected, people participate, celebrate and embrace their cultural heritage with pride and feel like they belong.



## Learning & Creative Living

The precinct will provide pathways for lifelong learning, literacy and the love of reading, through a contemporary leading library, digital engagement and flexible adaptable community programs.



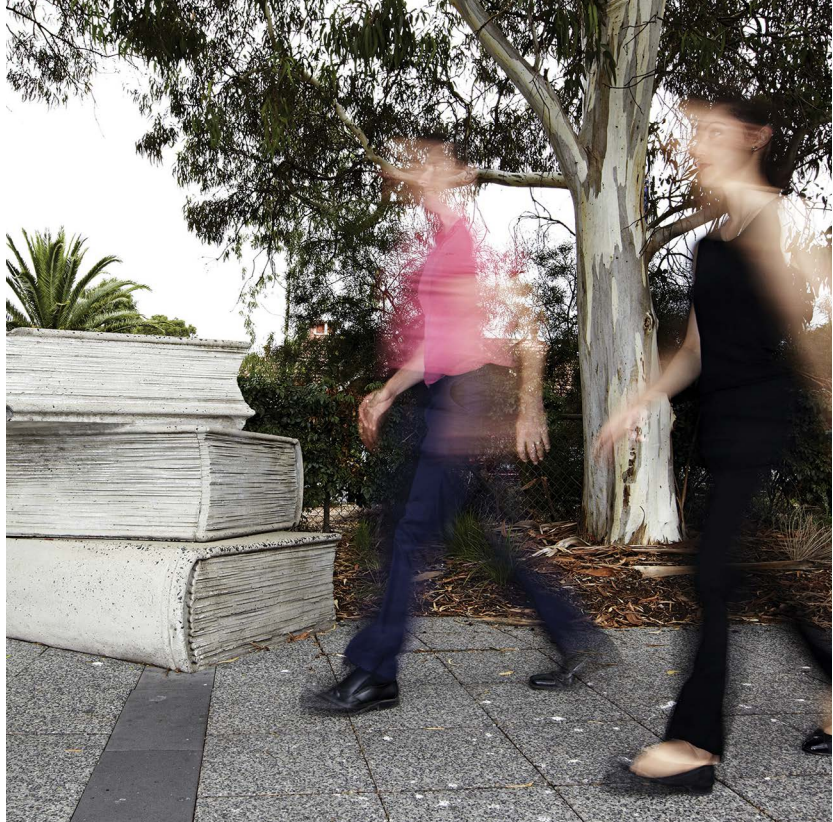
## Safety & Sustainability

The precinct will engage in proactive programs that reduce anti-social behaviours and promote more sustainability practices.

## Strategic Objectives

# Engagement & Activation

The precinct is a gathering place where everyone feels welcome and engaged, spaces and outdoor areas will promote learning, participation and engagement through stimulating programs and activities.



## We will:

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Provide welcoming and inspiring places and programs for the community to connect.

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Develop effective partnerships with stakeholders to deliver increased opportunities for the community.

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Develop a year-round calendar of programmed activities across the precinct.

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Seek to identify sponsorships or grants to broaden service offering and programs.

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Engage with visitors to support programming and identification of needs for services and programs.

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Provide opportunities and programs within the open space that enhance health and wellbeing opportunities for the community.

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Provide opportunities for Occasional Care to operate from the precinct.

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## How will we know we have been successful:

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Collaborative programs delivered (internal and external partners) that cover all demographics and age groups.

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Identify and encourage community to apply for grants to deliver inclusive programs, events and services each year to support strategic priority.

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Grants applied for to support that the delivery of programs at the precinct.

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Feedback mechanism for community suggestions on programs and activities delivered.

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Programs and opportunities that increase health and wellbeing opportunities delivered.

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Implement a process that enables community groups to identify programs and services that they can deliver collaboratively or independently at the precinct each year.

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Identify and encourage positive informal activation of the open space area and specific areas of the building.

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Identify and support agencies or groups that will operate Occasional Care services from the precinct.

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## Strategic Objectives

# Connectedness

The community is connected, people participate, celebrate and embrace their cultural heritage with pride and feel like they belong.



### We will:

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Connect people to Council customer service, Council information, events and services and Libraries through up to date information and responsive practices.

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Promote and enhance opportunities for community participation, including those that support connections and reduce isolation and exclusion.

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Provide multi-purpose spaces that enable a range of programs, services and venue hire options for the community.

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Provide opportunities to learn about, celebrate and honour the rich cultural heritage of the local community.

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Extend current and support volunteering options within the precinct.

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Connect with youth population in the area, leading to stronger engagement opportunities for this demographic and recognising the strengths of young people as engaged citizens.

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Increase connections and activities that support both the precinct and the broader Springvale Activity Centre.

### How will we know we have been successful:

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Number of support groups that provide services to the community with access for pop up, outreach or interview services for the community.

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Number of community participation opportunities offered.

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Enable delivery of programmed events or exhibitions that celebrate diversity.

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Celebrate cultural and positive connection stories by submitting articles to local media outlets, Council publications and social media that connect to local culture and history.

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Volunteer participation increased.

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Deliver programs for Youth, Children and Seniors.

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Engage with Youth to assist in programming / implementing youth events.

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Establish connections and cross promotional opportunities to the Springvale Activity Centre (retail precinct).

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Deliver at least two heritage exhibitions or programs annually.

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Enhance links between Springvale District Historical Society and the broader community.

## Strategic Objectives

# Learning & Creative Living

The precinct will provide pathways for lifelong learning, literacy and the love of reading, through a contemporary leading library, digital engagement and flexible adaptable community programs.



## We will:

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Deliver a dynamic library service that responds to community feedback, trends and needs.

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Develop partnerships that assist in delivering literacy, learning and creative opportunities.

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Extend and encourage learning opportunities within the open space aspects of the precinct.

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Connect the community with lifelong learning opportunities within the precinct and broader community.

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## How will we know we have been successful:

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Learning and creative opportunities delivered in the open space of the precinct.

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Learning and creative opportunities delivered in the buildings of the precinct.

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Increase connection of the community to external lifelong learning and creative opportunities.

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Increase the number of physical visits to the library and overall precinct by 5 percent per annum.

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## Strategic Objectives

# Safety & Sustainability

The precinct will engage in proactive programs that reduce anti-social behaviours and respond to safety concerns.



## We will:

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Address safety concerns and any vandalism immediately.

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Engage in proactive programs and security measures to reduce anti-social behaviours.

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Identify programs and outreach providers that can assist with public health and welfare.

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Ensure the site is always presented to a high standard.

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Achieve a 5 star Green Rating and aim for a 6 star Green Star Rating.

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## How will we know we have been successful:

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Develop strong partnerships with Victoria Police and security personnel.

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Develop a sense of pride and ownership of the site within the local community, by delivering community connectedness goals and aspirations.

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Maintain a high level of security presence, CCTV and removal of vandalism and graffiti immediately.

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Monitoring presence of programs and outreach providers within the precinct.

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Develop measures and mechanisms to identify the community's views on the presentation of the site.

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Actively measure the deliverables of the Green Star Rating and community benefit.

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