



## >GREAT PLACE

- Dynamic and diverse city
- Recognised as 'Melbourne's 2nd City'
- Victoria's manufacturing heartland
- Home to 7,000 businesses
- 170 parks & reserves
- Home to Sandown International Raceway
- Multi-million dollar performing arts centre opening 2005
- Land area of 129.5 square kilometres



## >GREAT PEOPLE

- 125,000 residents
- People from 151 nations
- Half our residents born overseas
- 70,000 people employed locally
- 150 local community groups and service clubs
- An active and committed volunteer community
- National women's basketball champion team

## >GREAT SHOPS

- A thriving and bustling Dandenong Market
- Modern shopping complexes at Dandenong & Keysborough
- Wide variety of fresh produce, seafood and meat
- Over 50 Asian restaurants & specialty supermarkets
- Extensive range of factory outlets
- Monthly Springvale craft market



## >GREAT TIMES

- Festivals held monthly
- Sandown Racing – cars, horses and greyhounds
- Scenic bike paths stretching from Jells Park to Carrum beach
- 200 active sports clubs
- Indoor & outdoor swimming pools
- Largest basketball stadium in the southern hemisphere
- Victoria's largest Lunar New Year festival





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## OUR VISION

>A GREAT CITY IN WHICH TO LIVE AND WORK WITH GREAT PEOPLE FOR NEIGHBOURS AND FRIENDS WHERE:

- People from all cultures and walks of life are welcomed and involved.
- All residents are proud of their city.
- Plans are in place for a dynamic sustainable future.
- Achievements are recognised and celebrated.
- Environmental, economic, social and civic well-being is a reality.

## OUR MISSION

>TO ACHIEVE THE VISION FOR GREATER DANDENONG THROUGH EFFECTIVE LEADERSHIP, GOOD GOVERNANCE AND THE DELIVERY OF HIGH QUALITY SERVICES.

- In achieving the mission the council will:
- Provide people focused customer services.
  - Be responsive to local needs.
  - Plan for a better future.
  - Give strong expression to local identity.
  - Be democratic, effective and efficient.
  - Be highly accountable for its actions.
  - Advocate in the interests of the whole community.
  - Ensure the continued economic development of the city.
  - Improve the health and well-being of the community.
  - Improve the quality of the city's environment.
  - Manage the city's assets in a sustainable manner.
  - Provide a safe city.
  - Work constructively towards common goals held with the Commonwealth and State Governments.
  - Be both a good corporate citizen and a good employer.



## THE COUNCIL

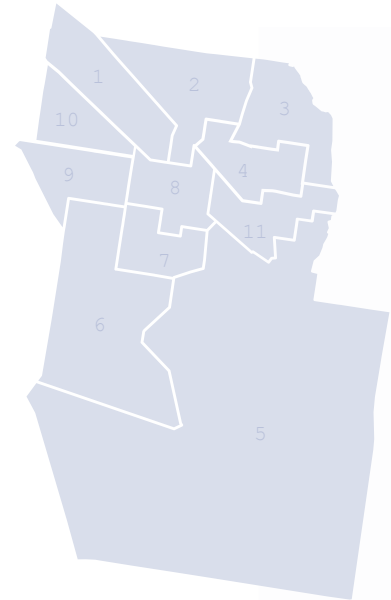


The City of Greater Dandenong's 11 councillors are elected as representatives of all residents and ratepayers within the city.

Their key responsibilities include:

- establishing the strategic direction of the city
- advocating a broad range of issues
- management of the community's assets
- ensuring the delivery of quality services
- providing fair and equitable representation of all constituents
- enforcement of local laws

Greater Dandenong Council was elected on 14 March, 2003 and will retire in November, 2005.



### Ward Boundaries

- |                     |                       |
|---------------------|-----------------------|
| 1 Springvale North  | 7 Keysborough         |
| 2 Noble Park North  | 8 Noble Park          |
| 3 Dandenong North   | 9 Springvale South    |
| 4 Lyndale           | 10 Springvale Central |
| 5 Dandenong         | 11 Cleeland           |
| 6 Keysborough South |                       |



### >CLEELAND

Cr. Paul Donovan  
Phone: 0408 251 926

Cr Paul Donovan joined the Greater Dandenong Council in 1997 and served as mayor in 2002-2003.

Cr Donovan is committed to improving his local area and to the continued growth of Greater Dandenong.



### >DANDENONG

Cr. David Kelly  
Phone: 0417 307 455

A former mayor of the City of Dandenong and councillor for nine years, Cr Kelly was elected to the City of Greater Dandenong in 2003. Cr Kelly enjoys working for the good of the entire community as well as delivering facilities that residents can use and enjoy.



### >DANDENONG NORTH

Cr. John Kelly  
Phone: 0418 350 743

Cr Kelly has served as a councillor for more than 12 years and is committed to ensuring the Greater Dandenong Council is open and transparent in its operations with increased community consultation in decision-making.



### >KEYSBOROUGH

Cr. Roz Blades  
Phone: 0417 053 612

Cr Blades served as Mayor of the former City of Springvale in 1992 and was elected Mayor of Greater Dandenong in 1998. Currently serving her fourth term on Council, Cr Blades has always been an active participant in community programs and her greatest passion is people.

**>KEYSBOROUGH SOUTH**

Cr. Peter Brown  
Phone: 0408 138 939

Cr Brown was elected to the City of Greater Dandenong in 2003 following seven years as a councillor with the City of Springvale. He is motivated by a desire to improve the quality of life for residents in terms of care and management of the physical environment. The future sustainable development of Keysborough South, balancing residential needs and protection of the natural environment will represent one of the most significant challenges for the next council.

**>LYNDALE**

Cr. Angela Long  
Phone: 0408 251 910

Elected to the City of Greater Dandenong in 1997 and serving as mayor in 2000-2001 Cr Long has years of community involvement behind her. Cr Long continues to work with the community to achieve better outcomes for the city and is committed to future development.

**>NOBLE PARK**

Cr. Kevin Walsh  
Phone: 0438 800 034

Driven by a desire to serve his community, Cr Walsh was elected in 2000. His goal is to see the revitalisation of the Noble Park precinct within a vibrant Greater Dandenong as well as urban renewal and maintaining value for money for ratepayers.

**>NOBLE PARK NORTH**

Cr. Maria Sampey  
Mayor, November 2004 - current  
Phone: 0438 800 027

A perseverance to achieve positive results and the ability to listen to residents resulted in Cr Sampey joining the council in 2000. She is passionate about ensuring local parkland is retained and upgraded to be more user-friendly for families and youths.

**>SPRINGVALE CENTRAL**

Cr. Youhorn Chea  
Phone: 0417 320 645

Cr Chea has been a councillor since 1997 and was mayor of the city in 2001-2002. He believes it is important for the council to maintain a strong focus on facilities for young people, job creation and increased community safety.

**>SPRINGVALE NORTH**

Cr. Naim Melhem  
Phone: 0407 451 916

A councillor for the former City of Springvale, Cr Melhem has served as a councillor of Greater Dandenong since 1997 and was mayor during 1999-2000. He is the Council representative on the EastLink Freeway Committee and the board of directors of the Municipal Association of Victoria. He has an extensive history of involvement with local community organisations.

**>SPRINGVALE SOUTH**

Cr. Clare O'Neil  
Mayor, March 2004 - Nov 2004  
Phone: 0400 599 342

Cr O'Neil was elected to the Council in 2003 and became Mayor in March 2004. Cr O'Neil brings a deep passion for the city's vibrancy and growth to her role as a councillor.

**>COUNCILLOR'S OFFICE**

Tel: 9239 5230

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## MESSAGE FROM THE MAYOR

The City of Greater Dandenong has experienced a truly formative year, building a strong foundation for future growth. The results detailed in this Annual Report reflect the strength of our achievements – at the centre of which, are key partner relations. It is the combined efforts of our residents, diverse community organisations, businesses and government allies that are drawing together the resources of our community to create a vibrant, prosperous city of regional significance.



### Major Projects

For the second consecutive year, council has backed its commitment to growth through record spending on its city improvement program (CIP). It has pledged \$36.9 million to complete major projects started in the past year. This includes the redevelopment of the Dandenong Town Hall into a performing arts centre; the upgrade of the Dandenong Market; refurbishment of Dandenong Basketball Stadium to house Victoria's state volleyball centre; a new Community Services Centre and Aged Care facility at Noble Park, named after Paddy O'Donoghue; the development of the Metro 3175 inner city residential estate; the conversion of Armytage Hall to a premier youth music venue known as The Castle, and adjoining Hemmings Park youth precinct including a skate park and BMX tracks; the development of Tatterson Park, which will eventually include sports fields, walking tracks, education facilities and family health services.

### Economic

With council driving change through its on-the-ground city improvements, confidence in the region has surged immensely in the past year and Greater Dandenong is now recognised as Melbourne's preferred industrial development zone. Building commission figures also showed the city is among the fastest 10 growing municipalities in terms of building activity. To support ongoing growth, council has worked closely with partners VicUrban to deliver Metro 3175 – a 1400-dwelling inner city residential development. We've supported Theiss John Holland to begin initial works on the \$1.2 billion EastLink road project. With our transit city partners – the

Dandenong Development Board – we've prepared a Retail Revitalisation Strategy and other key regional growth plans. An umbrella Economic Development Strategy for the city is also nearing completion, and moves to join forces with a private sector partner to deliver more efficient services are underway. Together these projects, plans and partnerships are forming the cornerstone to our city as an emerging regional power.

### Community

A \$3 million commitment was made to Home and Community Care Services, which returned to council in the past year. Work began on our new youth precinct at Hemmings Park, which will house council's successful Muso network and provide a skate park and BMX tracks. The Paddy O'Donoghue community services centre at Noble Park is now under construction. It will include a child care centre, maternal and child health centre and senior citizens centre. Council funded a weekend bus service to help residents access major facilities across the city. We also invested \$1.6million back into the community as part of Victoria's largest Community Grants scheme. To consolidate and grow our investment in the city's people, we have also pledged more than \$18 million to older people, families, young people and arts and libraries in the coming year.

### Environment

The city's largest tree planting effort marked the beginning of major redevelopments at Tatterson Park. Two litter traps were installed next to Stud Road, marking the beginning of a \$3 million redevelopment masterplan, which will convert the Greater Dandenong wetlands into a high quality recreational and educational destination. A new park opened in Lonsdale Street in central Dandenong and plans have been laid for parkland in central Springvale. An Open Spaces strategy, which aims to consolidate parklands and create better connectivity between the city's amenity is also underway. A new state-of-the-art council operation centre, which uses passive heating and water recycling technology, was built in the past year – providing an

excellent environmental precedent for other council buildings in terms of energy efficiency. Along with developing amenity and our human resources, council remains committed to positive environmental outcomes, in line with its triple bottom line objectives.

I feel privileged to be mayor at such a turning point in Greater Dandenong's history. The results in our annual report are the outcome of the dedicated efforts of staff, councillors, residents and all of our strategic partners. The past year's accomplishments lay the bedrock for even greater things to come and are something to be truly proud of.

*Maria Sampey*

Cr Maria Sampey  
Mayor







## CEO'S OVERVIEW



The City of Greater Dandenong is Victoria's premier transit city and this year we have moved steadily closer to cementing that vision. As the economic hub of the south east region, Greater Dandenong is set for significant growth over the next 20 years. The state government is continuing to back the city's evolution, with a further \$52 million investment in the latest state budget.

The council has thrown its weight behind this vision with a commitment to invest more than \$36.9 million in capital works improvements in the city for the second year running. Together, we can ensure that Greater Dandenong is a thriving community, a preferred residential address and a much sought after business location.

### Highlights

There have been a number of milestones reached in the past financial year that have seen us make significant progress. The council adopted over \$370 million worth of building approvals, leading the way for economic development in the city. This far exceeded our initial target of \$220 million for the financial year. The city is now among the top 10 council areas in terms of building activity and part of Melbourne's fastest suburban growth corridor. Together with our Retail Revitalisation strategy and Economic Development strategy, we are well placed to build on the great strides forward we have taken in the last twelve months.

Our Capital Improvement Program is on track, with work beginning on several important projects such as the \$13 million Drum Theatre at the Dandenong Town Hall. This

project is now nearing completion, with performances already booked for the theatre's first season due to begin in February 2006. The theatre will be a catalyst for revitalisation in the city centre and is one of the council's great successes for the year.

Work has also begun on a \$5.8 million community centre at Noble Park, cementing our commitment to improving services to older people, youth, families and children. Our 'Connected Seniors Program', implemented late last year, is already working to alleviate social isolation amongst our older residents. Youth are high on our list of priorities, with our successful youth leadership program delivering opportunities to the business leaders of tomorrow.

We have also taken great strides in community safety, with nearly 96 per cent of our residents telling us they feel safe in their homes during the day and 90 per cent during the evening, exceeding our expectations. Our community education and graffiti removal and prevention programs have contributed significantly to this, with council receiving 1,116 requests to remove graffiti.

We have made significant progress in the environment with the adoption of the Environmental Strategy. The strategy focuses on promoting the environmental impact

on residents' quality of life and the benefits of an improved environment on the city's economic vitality. This follows the planting of 20,000 seedlings throughout the city. More than 1,160 residents have been involved in tree planting this year, almost double our target of 600. Combined with the adoption of the Green Office program, council is leading the way in planning for a sustainable and environmentally friendly future. Waste to landfill was reduced, with an average of 4.9 kilograms of domestic recycling recovered per household per week in the municipality.

The council continued to advocate for improved transport options for residents, introducing a pilot Weekend Bus Service.

The results from the annual community satisfaction survey also ranked Greater Dandenong at the top of its local government group in the areas of advocacy, community engagement, enforcement, and town planning and policy. Statistically, the council remained largely consistent with last year's efforts, despite it being a year of major change.

### Financial Performance

Despite these significant capital projects, the council achieved an operating surplus of \$5.21 million for 2004-2005. Cash held at year-end was \$3.7 million and council has maintained a healthy financial position.

Our five year Financial Plan is also structured to ensure that services to the community are maintained at least to the standard that they are now, whilst giving it the capacity and flexibility to create infrastructure improvements that assist in enhancing the lifestyle of the community.

### Future Challenges

The council is looking towards the future with the investigation of a Strategic Service Partnership (SSP). The SSP will join the council with a private sector partner to deliver council services. The model will deliver high quality services and efficiencies and attract business from outside the city to grow Greater Dandenong both geographically and financially.

Our challenge as we head into these truly exciting waters will be to continue to build on our past successes and continue to foster the partnerships we have built between the councillors, our community and staff.

On behalf of the Executive team, I would like to take this opportunity to thank the councillors, staff and the community who have assisted in achieving the results of the past twelve months. In the next twelve months, these partnerships will become even more important.



Carl Wulff  
Chief Executive Officer

