



# Performance at a Glance

## Vibrant Healthy Supported Community

### Highlights

- Volunteers provide an invaluable service to the community, supporting a range of Council managed activities. Over the year, 285 volunteers gave a significant 34,162 hours of their time.
- The Drum Theatre provided new opportunities to experience the arts in a range of forms. It is quickly becoming a strong regional attractor with 10,231 on the mailing list, an increase of 3,418 from 2006-2007. It attracted 90,106 attendances throughout the year, an increase of 14,059 attendances and 46 major touring shows were hosted, including Bell Shakespeare, Opera Australia and TV Star David Hobson, Bangarra Dance Theatre, The Fairies and many other popular and challenging works.
- An important community service provided by Council is Citizenship ceremonies. During 2007-2008, seventeen (17) ceremonies were held at which 2,231 Greater Dandenong residents became Australian citizens.
  - Throughout the year, 388,438 people visited the Springvale Library, 432,398 people visited the Dandenong Library and there were 133,555 visits to the library section on Council's website.
  - Diverse range of around 30 festivals and events were staged in Greater Dandenong in 2007-2008. Some of the larger annual events were Springvale Lunar New Year with 70,000 attendances and the Tet Festival which attracted 35,000 people.
  - Thirteen community festivals held, providing community members with a variety of vibrant and diverse events to get involved in.
  - Extensive progress made in planning the development of a range of community facilities, including the Dandenong Community Facilities Plan and the Springvale Children's Service Centre.
  - 17,867 immunisations administered at seven infant sessions and 23 schools. This significant increase resulted from the introduction of the cervical cancer vaccine.
- Council's Maternal and Child Health Service consulted 26,857 families, an increase of 4% from 2006-2007. The number of families seen by Enhanced (Outreach) team totalled 394, an increase of 18% from last financial year. Additionally, 147 English speaking baby parenting groups were held.



### Challenges

Caring for our ageing community will require a focus on leisure and accommodation needs of people in retirement, concerns for the isolation that often affect older individuals and finding the right mix of professionals and volunteers to support them.

### The Year Ahead

- Continue work on the Lightwood Road Integrated Children's Services Centre and form new governance group to deliver quality and relevant children and family services.
- Develop the Library 2020 Strategy to ensure residents receive relevant and up to date library services.
- Adopt and implement an Animal Management Strategy.
- Develop and implement the Aquatic Feasibility Plan.

# Environmentally Active City

## Highlights

- Activities undertaken as part of the Local Waste Minimisation and Environment Education Plan included:
  - Collection calendars distributed to all householders during October 2007.
  - Kerbside recycling bin audits were conducted.
  - Signage installed at 20 multi-unit sites.
  - CALD group education sessions and Material Recovery Facility (MRF) tours conducted.
  - Classroom school sessions conducted.
  - Green Dream competition completed - Winner: Oakwood Park Primary School.
    - Developing waste & recycling fact sheets for CGD website.
  - Waste minimisation display at Dandenong Show & Dandenong, Springvale & Parkmore Shopping Centres.
  - Public Place Recycling (PPR) at Dandenong Basketball Stadium launched. Result: improved waste to landfill diversion rate of 66% after final waste audit in December 2007.
- A total of 23,923 seedlings planted, an increase of 5,703 in 2006-2007.
- Council organised 31 community tree planting events throughout the city, an increase of 20 in 2006-2007. Additionally, Council recorded an increase of 989 residents involved in these events this year. A total of 1,482 residents were involved in 2007-2008.

## Challenges

Creating a sustainable balance between the need for economic growth and protection of the environment needs to be achieved by challenging ourselves, residents and industry to actively find ways to reduce reliance on finite natural resources, create infrastructure that supports clean energy, determine efficient ways to use land and implement changes to reduce pollution, waste and litter.

## The Year Ahead

- Develop environmentally sensitive design guidelines for residential and non-residential developments.
- Reduce water usage on sports fields.
- Implement Council's Sustainable Water Plan.



## Well Planned Liveable City

### Highlights

- Council began the process of gazetting the Springvale and Noble Park Structure Plans.
- Development and implementation of an on-line statutory planning application system.
- Design and construction improvements to 10 local neighbourhood parks across the city.
- Leisure Strategy 2007-2008 action plan implemented:
  - Lawn Bowls/Croquet Plan - Adopted by Council on 26 May 2008.
  - Tennis Plan - Adopted by Council on 26 May 2008.
  - Sport and Recreation Victoria Minor Facilities Grants 2008-2009 - EastLink Shared Trail; Noble Park Tennis Club Court Upgrade; Springvale North Tennis Club Court Surface Upgrade successful.
- A number of improvements and installations at Tattersson Park.
- 1,611 trees planted in line with the Leafy Legacy Strategy.
- Several significant and interesting arts projects:
  - Installation of the Oakwood Park project.
  - Railway Art Treatments - Proposal developed for a series of art treatments along the Dandenong Rail corridor.
  - Public Art Strategy - Review undertaken with the Public Art Reference Group.
  - Noble Park Underpass - Official launch by the Minister for Public Transport Lynne Kosky MP on Thursday 24 April 2008.
  - Table of Knowledge Restoration - Restoration of the artwork with a new rendered and painted finish.

### Challenges

The community's need for infrastructure and buildings that have capacity to handle current and future demands requires all levels of government working together to plan and design assets that allow for future growth, develop assets with whole of life costing considered and maintain assets to a safe and presentable standard.

### The Year Ahead

- Develop a Greater Dandenong Housing Strategy which also addresses the issue of affordable housing.
- Redevelop community and civic buildings (libraries and civic offices) for improved service delivery.
- Review the 2008-2011 City Improvement Program and adopt and publish the 2009-2010 program.
- Investigate a closed circuit television (CCTV) proposal to promote community safety.

# Prosperous Dynamic City

## Highlights

- New investment in residential, commercial, and industrial properties by building approvals reached \$377,670,128.
- Council attracted business investments and fostered promotional activities, publications and partnerships through the following:
  - Four editions of Stakeholder magazine were produced and distributed.
  - A number of forums for developers and real estate agents were held. A wrap feature “Futuremakers” was produced in conjunction with The Star and targeted local employment opportunities for residents.
  - The business pages of Council’s website had nearly 30,000 visits during the year with the most visited pages being shopping and the local business directory.
- Council completed an occupancy review of licensed and BYO restaurants operating in central Dandenong. Data collated showed that there were 28 dining, 55 speciality and cafe premises and 16 hotels/clubs and bars.
- Under Council’s Shop Front Improvement Scheme two projects were initiated: The Walker Street Shop Front Improvement Scheme (SFIS) as part of Revitalising Central Dandenong; and a new shop front program was trialed in Noble Park that offered business owners’ access to Visual Merchandising training and resources to improve the overall appearance and presentation of their stores. An initial 11 Noble Park shop owners participated in the program and a further eight participated in the second stage of the program.
- Food Lovers Tour - promoted on Council’s website and brochures printed for general distribution and through Customer Service Centres. Promotional support was provided for Little India and Afghan precincts, Bridal group and Noble Park traders.

## Challenges

Encourage manufacturing, trades and service industries to re-invent their organisations with new business models that will assist them to address emerging skills shortages and develop abilities to remain relevant and grow in increasingly competitive global markets.

## The Year Ahead

- Business investment attracted and fostered through promotional activities, publications and partnerships.
- Establish a system of recording and monitoring occupancy levels in commercial and retail activity centres.
- ‘Manufacturing Week in Greater Dandenong’ to be organised and promoted.
- Greater Dandenong will sponsor the South East Architecture Awards.

## Regional Capital of the South-East

### Highlights

- Revitalising Central Dandenong 'Refresh' 2007-2008 program achieved the following:
  - Little India Tours held monthly. Coxy's Big Break filmed in June to be screened in 2008-09.
  - Afghan Bazaar held monthly.
  - Alfresco Dining - New Urban Space Guidelines presented to Council and now being developed into coloured publication.
  - Floral Displays throughout the city.
  - Walker Street Improvements with Visual Merchandiser and selected shops. Pavement repairs complete, traffic signage consolidated and street furniture repainted.
  - Art in the City projects undertaken in Ewart Lane, Pearce Lane, Thomas Street car park, Walker Street, Dandenong Station, Lonsdale Street and Palm Plaza.
  - Gateway Lighting completed and fully operational in April 2008.
  - Grenda's project completed. ABC Sunday Arts show screened the project on 20 April 2008.
- Major Infrastructure Projects
  - EastLink - The tollway opened to traffic in June.
  - George Street Bridge planning continued.
  - Metro 3175 - Cheltenham Road re-alignment close to completion.

### Challenges

Creating positive images and perceptions about Greater Dandenong and inspiring confidence in everyone about how great our city is, will require a marketing focus aimed at minimising potentially damaging press and maximising constructive media coverage.

### The Year Ahead

- Ongoing implementation of Strategic Marketing and Media plan promoting Greater Dandenong in conjunction with VicUrban and Dandenong Development Board.
- Revitalising Dandenong centre through the implementation of the Urban Master Plan initiatives.
- Reinforcing Council's pivotal role in the partnership to ensure key projects are advanced.



# Recognised Leading Organisation

## Highlights

- The Budget 2008-2009, revised Council Plan 2006-2010, Corporate Plan 2008-2009 and Strategic Resource Plan 2008-2012 were presented to Council and adopted.
- Positive results for Greater Dandenong in the Local Government Sector Annual Community Satisfaction Survey.
- Two 'Councillor Community Networking' activities held. The Mayor and Councillors met with community members to discuss issues of interest at six shopping venues.
- Council completed and reported on 22 audits on external contracts.

## Challenges

Prioritising the needs and growing demands of our community against the limited resources available will require us to re-design our services to ensure they remain relevant in meeting the changing needs of the community.

## The Year Ahead

- Ten year financial plan review and implement.
- Develop and adopt a Community Vision and Council Plan.
- Manage the Council elections and establish a new Council.
- Investigate and develop Service Improvement model and framework.

