



Dandenong Activity Centre Profile





Overview

“An engine room of Victoria...a progressive and entrepreneurial city, a centre for business and knowledge”

> The area in which Greater Dandenong is now located was for tens of thousands of years the territory of the Wurundjeri and Boonerwung (or Bunurong) tribes of the Kulin Nation; nestled in the foothills of the Dandenong Ranges.

As the regional capital of the southeast, the City of Greater Dandenong today is a progressive, culturally diverse place to live, work and visit. It has a vibrant economy in both retail and manufacturing sectors and provides lifestyle choices for people interested in: historic markets; cultural precincts; horse and car racing; water sports; performing arts; street and community festivals and distinct produce and products not readily found elsewhere in Melbourne. It is celebrated as having some of Victoria’s most culturally exciting and characteristically distinctive places that the people are proud to live in.

Located approx 35km from Melbourne CBD and encompassing an area of 129 square kilometres, Greater Dandenong has a population of approximately 156,000, with residents from over 150 different birthplaces; making it the most multicultural municipality in Victoria.

Dandenong

Dandenong’s early 1800s rural character and market town origins are evident in the layout and scale of streets and landmarks. Today it is the regional capital for the south-east and civic heart of Greater Dandenong. A cosmopolitan metropolitan activity centre, with benchmark urban design and award winning public spaces it has undergone a significant transformation since the State Government’s \$290 million funded Revitalising Central Dandenong initiative which has created a fresh new lifestyle offer.

Dandenong has Victoria’s second oldest and largest market and is renowned for an amazing global food scene. It features a traditional street based retail and government services centre with extraordinary diversity, unique cultural precincts, four day week produce market and hard top shopping centre.

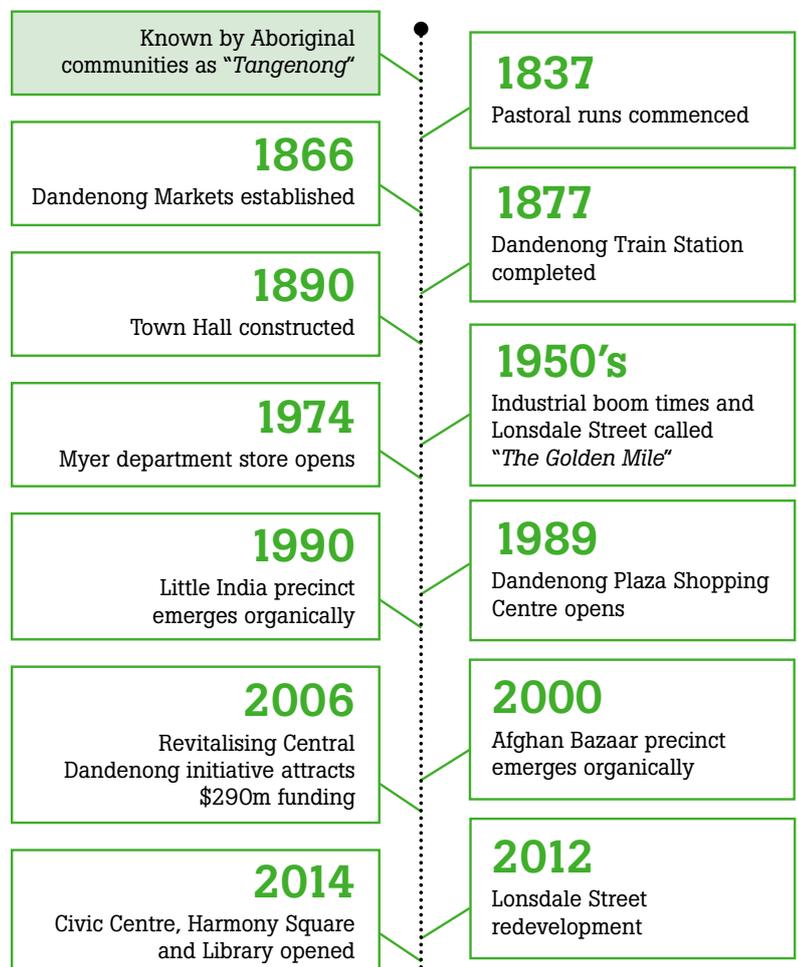
The fusion of food, culture and diversity can be experienced in the Afghan Bazaar and Little India – recently recognised as Victoria’s first Indian Cultural Precinct.

With an expanding government office precinct and jobs in public administration, health care, and retail trade, Dandenong is a self sufficient city centre. It is complemented by a 520 seat performing arts theatre, gallery, museum, public square and an impressive main street boulevard.

Dandenong is the largest of Greater Dandenong’s three activity centres spanning 800 metres from the railway station to the market. Its rapidly growing residential apartment market supports a well connected catchment of approximately 29,500 residents.

Dandenong is just 35km from Melbourne’s CBD with easy access to major transport arterials including; Monash Freeway, Eastlink, Princes Highway and Pakenham Cranbourne Rail Line.

Dandenong Activity Centre History





Contemporary yet historic

Regional civic capital of the south-east

Little India Cultural Precinct established 1990

Afghan Bazaar Cultural Precinct established 2000

Caring with abundant social services

Expanding arts and cultural scene

Impressive Main Street boulevard

One of the oldest markets in Melbourne



The People of Dandenong

In 2015 there were an estimated 29,500 residents in the Dandenong suburb catchment from 132 birthplaces including India (11%), Afghanistan (7%) and Sri Lanka (6%).

A total of



speaking a language other than English, making Dandenong the third most culturally diverse suburb in Victoria – after Melbourne and Clayton.



67%

OF RESIDENTS BORN OVERSEAS

Between 2006 and 2011

- The population increased by 8,191 people
- The Indian born population increased from 6.3% to 11.2%
- The Afghanistan born population increased from 4.8% to 6.6%

Dandenong Population Forecast:

- By 2024 the population is forecast to increase 44% or 9,695 people
- The number of 10-14yrs is forecast to increase by 110%.
- From 2014-24 the number of 40-44yrs is forecast to increase by 108%.

Population current and forecast in Greater Dandenong and suburbs
www.socialstatistics.com.au

Movement and Access

Dandenong is a very walkable activity centre, with an approximate walk time of 8 minutes from its centre to the train station and the market and a 15 minute walk time from end to end.



Dandenong has a Walk Score that ranges between 96 out of 100 at the Post Office*

*Walk Scores in the 90-100 range are considered; a walkers paradise, where daily errands do not require a car.

The Dandenong Station is a premium-staffed station, with an annual patronage of approximately 2.7 million people.

There are 21 bus routes that interface with the station, plus 2 V/line coach services and airport bus links. A centrally located and dedicated bus interchange operates from Langhorne Street, behind the Drum Theatre.

Approximately 28.5% of people in Dandenong walk to the station – PTV Commuter Stats 2013-14

28.5%

Movement and Access Fast Facts

*(Dandenong Area of Interest Parking Survey 2012 – Area 1&2)



12,014

Total car spaces in the Dandenong Activity Centre



6,322

Total number of on-street parking spaces



5,692

Total number of off-street parking spaces

Shopping and Trade

Dandenong offers a traditional main street shopping environment comprising a total of more than 900 businesses. It is supported by a regional hard top shopping centre containing 180 specialty shops and major tenants including Target, Kmart, Coles, Aldi, Woolworths, in addition to Reading Cinema complex with 6 screens.

The iconic Dandenong Market is one of the oldest markets in Victoria, with over 18,000 square metres of space providing a range of fresh fruit and vegetable stalls along with seafood, butchers, baked goods and an assortment of clothing, toys, home wares and jewellery.

Dandenong's retail offer is embellished by two long standing and renowned cultural precincts; Little India (established 1990) and the Afghan Bazaar (established 2000). These precincts are valued community, social and cultural hubs as well as economic centres that provide employment and support businesses that are family owned and operated. Dandenong was formally acknowledged by the State Government as Victoria's first Indian cultural precinct in 2015.



Shopping and Trade Fast Facts

336,560m² Total floor space

107,678m² Retail floor space

186,090m² Commercial floor space



Total number of businesses



Vacancy rate



Businesses open after 6pm

*2016 Business Audit and Analysis Essential Economics

Dwellings and Residential Investment Fast Facts

Nearly half (48%) of the 8,400 homes in Dandenong are flats, twice the proportion across Greater Dandenong and four times the metropolitan percentage.

Nearly half (45%) of homes in the suburb are owned or being purchased by their occupants – less than the metropolitan level of 71%.



Median house prices



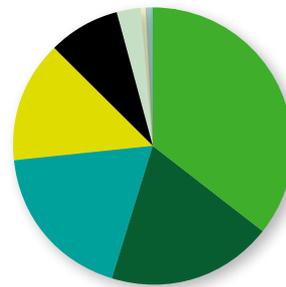
Median unit prices



Median house rental prices

* www.realestate.com.au/neighbourhoods/dandenong-3175-vic

Community, Amenity and Investment



\$182.7m

- \$65m Library/Square/Civic Offices
- \$35m Lonsdale Street Boulevard
- \$34m Dandenong Plaza Shopping Centre Redevelopment
- \$26m Dandenong Market Redevelopment
- \$15m Drum Theatre Redevelopment
- \$5m Urban Realm and Placemaking
- \$1.2m Afghan Bazaar Cultural Precinct Thomas Street Streetscape
- \$1m Pop Up Park Investment
- \$500k Indian Cultural Precinct

Community, Culture and Leisure

The historic Dandenong Market established in 1866 is a cultural icon for Dandenong, a popular destination and a point of difference in the broader south east region.

Dandenong's cultural precincts: Little India and the Afghan Bazaar service the needs of expanding local and regional cultural groups, providing a focal point for culture, employment, commerce, social interaction and community celebration.

Integrated and site specific public art installations provide meaningful everyday encounters for pedestrians. Dandenong houses the municipality's arts and cultural venues including; Walker Street Gallery, Dandenong Community Arts Centre, The Drum Theatre – a regional performing arts venue, The Castle – music venue, Heritage Hill – social history museum, Historical Society rooms and the Dandenong Library.

Within easy access to the activity centre is Dandenong Park and Hemmings Park where structured sports such as cricket and football occur alongside informal leisure activities, including skate parks, BMX and playgrounds. The Pop Up Park at the western edge of the activity centre is a successful youth focused recreation and soccer space. There is a network of high quality inter-related urban public spaces in central Dandenong combining civic spaces, small green parks and outdoor malls.

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