

Precinct Objectives

The Indian Cultural Precinct Framework highlights six objectives which will be at the heart of the Victorian government and Council approach to supporting the precinct.

1 PRESENTATION & CURATION

To uplift the Precinct's appearance and presence with a program of introducing colour and vibrancy through maintenance and upgrade opportunities, establishing distinct visual markers of cultural expression, and curating the adjacent public realm.

2 TRADE EXPERIENCE

To increase Precinct commerce by promoting greater diversity in retail offer and cultural representation, balancing traditional with contemporary culture, adopting the public realm in and around Foster Street for an active street culture, and encouraging a growing cultural offer around the Precinct's periphery.

3 MARKETING & PARTNERSHIPS

To establish comprehensive Precinct marketing and promotion through an active and continually updated online presence that advertises all offers and events, partners with cultural initiatives beyond the Precinct, provides practical information such as access and parking, and seeks links with the broader Indian and Subcontinent community locally, state wide, nationally and internationally.

4 FESTIVALS & EVENTS

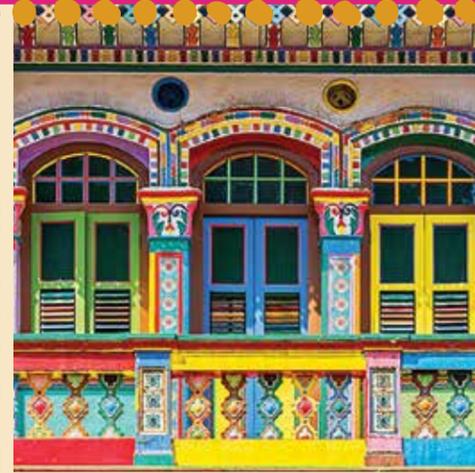
To attract the vitality of festivals and events into the Precinct, program accompanying events to mark the beginning and duration of others held elsewhere, and use the Precinct's adjacent public realm for a high level of social activity.

5 COMMUNITY HUB

To establish a place of constant cultural activity in, or close to the Precinct through programming an existing venue, with a view to establishing a purpose-designed venue to accommodate a range of cultural activities that consistently attracts high visitation to the Precinct.

6 DEVELOPMENT

To secure greater confidence in the Precinct's sustained future through a collaboration between authority stakeholders to investigate and encourage future development that embraces the Precinct's cultural offer.



Download a copy of the Indian Cultural Precinct Framework from www.greaterdandneong.com

Request a hard copy of the Indian Cultural Precinct Framework from business@cgd.vic.gov.au

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DANDENONG INDIAN CULTURAL PRECINCT FRAMEWORK SUMMARY

2018



Context

Greater Dandenong is located approximately 35km from Melbourne CBD and is the regional capital of the southeast. In addition to playing an important strategic role in Melbourne, it is also the most culturally diverse local government area in Victoria.

Within the City of Greater Dandenong municipality, central Dandenong is a metropolitan activity centre with a civic and administrative focus. The Revitalising Central Dandenong initiative has seen an unprecedented investment of \$290 million by the State Government since 2006 – with the aim of attracting 5000 new jobs, 4000 new residential dwellings and \$1.2 billion in private sector investment.

Melbourne's Little India Cultural Precinct has been in central Dandenong for over 25 years. The precinct is a dense cluster of retail and food outlets with over 30 businesses, which have an Indian or South Asian appeal.

- More than 12,400 Indian born residents currently live in the City of Greater Dandenong
- The regional population of Indian born residents in Melbourne's south east reached 52,000 in 2016 (living in Greater Dandenong and adjacent municipalities)
- Victoria's Indian born population has grown to 170,000 in 2016 representing 37% of Australia's Indian population
- With small beginnings in the early 1990s, the Little India Cultural Precinct has sustained its reputation as a hub of Indian culture and commerce

Authentic Indian Precinct

The City of Greater Dandenong is home to a large number of Indian businesses, especially in central Dandenong where 62 shops have an Indian cultural offering. Of these, 33 businesses are clustered in the Little India Cultural Precinct. It is home to a variety of established specialist traders providing goods and services to the Indian and subcontinent community and broader community including; fashion, eateries, groceries, general retail and a museum.

Victorian Government Recognition

In 2015 the Victorian government initiated a process, to develop an Indian Cultural Precinct in metropolitan Melbourne. Later that same year the Andrews Labor Government announced Dandenong as home to Victoria's first ever Indian Cultural Precinct. Minister for Multicultural Affairs Robin Scott was joined by Member for Dandenong Gabrielle Williams to announce the transformation of Little India in Dandenong.

Indian Cultural Precinct Taskforce

In 2016 an Indian Cultural Precinct Taskforce was established in Greater Dandenong, comprising five government representatives and ten community leaders in the areas of business, community, festivals and youth. The Taskforce has led the development of an Indian Cultural Precinct Framework to inform future investment, business and cultural expression in support of central Dandenong's Indian offer. It will continue to have an overseeing role and provide advice and strategic input on Melbourne's first Indian Cultural Precinct.



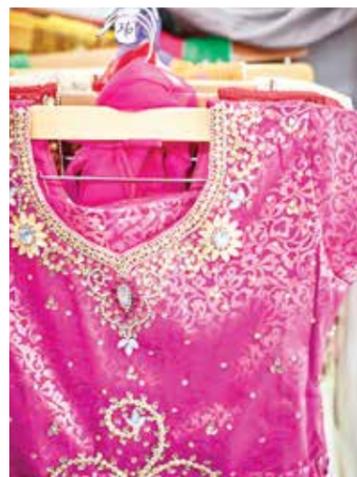
“There is a lot of potential – this is a prized location.”



“... don't need to do anything major, put up marquees in the car parks, start like that, and every year you build on it, and then you start having permanent structures.”



“It's not just for the Indian community; the idea is to bring in the rest of the Victorian and the Australian community.”



Dandenong Indian Cultural Precinct Framework

In 2017 the City of Greater Dandenong set about developing an Indian Cultural Precinct Framework to capture community aspirations and assist in guiding future investment in the precinct. A series of workshops, as well as online engagement were carried out with a range of identified stakeholders resulting in a shared vision for Melbourne's Premier Indian Precinct. The engagement process produced 140 initiatives categorised under the six Precinct Objectives: Presentation & Curation; Trade Experience; Marketing & Partnerships; Festivals & Events; Community Hub; and Development.

The Precinct Framework sets a strategic direction for the partnership between the City of Greater Dandenong, Victorian Government, Multicultural Affairs and Social Cohesion Division, Development Victoria, and the Indian Cultural Precinct Taskforce to deliver the shared vision over the short, medium and long term. Immediate action will focus on short term initiatives that best use the funds allocated in the Victorian Budget (\$500,000) through the Multicultural Affairs and Social Cohesion Division of the Department of Premier and Cabinet (DPC).

Vision

Dandenong's Indian Cultural Precinct is a colourful and vibrant area synonymous with Indian and Subcontinent cultures. Precinct presentation, street art, and cultural expression in all its diversity, welcomes thousands of pedestrians from the immediate station and Halpin Way precincts. It entices local employees and residents, and reaches out to visitors from abroad. People will return to enjoy a great variety in cultural offerings including retail, food and cuisine, daily street culture and programmed activities, events and festivals. The lively hub promotes an inclusive and representative place for cultural interests dispersed across the Activity Centre and Melbourne.

Melbourne's Indian Cultural Precinct in central Dandenong will build on its foundation as the nation's first Indian and subcontinent Cultural Precinct to have naturally evolved over almost 30 years. Greater Dandenong's demographic standing as a municipality with a high Indian and subcontinent representation at a local, regional and national scale; and its location in context of other significant populations across greater Melbourne, reinforce Dandenong's position to become Victoria's first formal Indian Cultural Precinct and its potential for progressing as one with broad appeal.