

An information bulletin for the Indian Cultural Precinct's communities, traders, stakeholders and partners.

## Little India Shopping Festival

The delights of Little India Dandenong will be on show at the *Little India Shopping Festival* on Saturday 12 and Sunday 13 October.



Local traders have joined forces to hold this alcohol free family friendly event.

The festival promises tasty street food and outdoor trading, Diwali lights, Rangoli art, Bollywood music, fashion shows, cultural performances and free goodie bags.

In addition to enjoying the festival's "fun, food and fashion", some lucky visitors will walk away with raffle prizes, the top prize being a return trip for two to Fiji!

Visit the Little India Shopping Festival's Facebook page to learn more

[www.facebook.com/littleindiadandenongmelbourne](http://www.facebook.com/littleindiadandenongmelbourne)



For further information and to learn about sponsorship opportunities at the Little India Shopping Festival, contact:

- Hitesh Shah on 0413 782 164
- Shameela Singh on 0422 897 343
- Manmeet Kaur 0412 560 706

## Easy Parking

The Indian Cultural Precinct arguably has the best car parking options in central Dandenong.

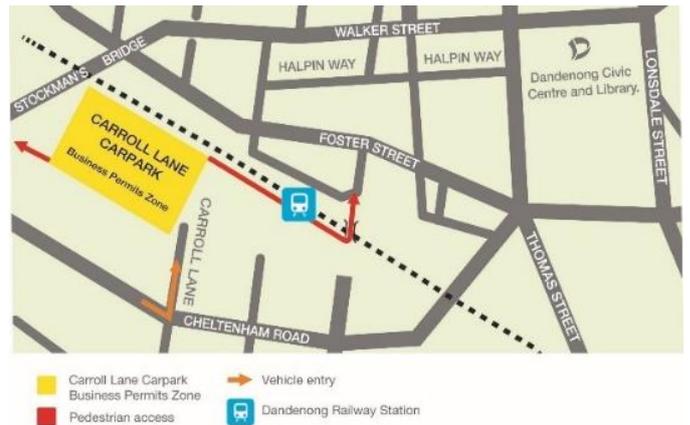
Not only does Foster Street have the lowest hourly paid parking rate of \$1 per hour, nearby parking options are constantly improving.

### Walker Street Multi-Deck Car Park

Free parking is now available at the Walker Street Car Park on Sundays and public holidays between 9am and 11pm.

This arrangement commenced on 1 September, aiming to support trade in Little India and the Afghan Bazaar, and to give Dandenong Library patrons more parking options.

### Carroll Lane Car Park



Carroll Lane car park off Cheltenham Road offers long term parking permits at highly affordable rates specifically for businesses and workers in central Dandenong.

With a new pathway now connecting Carroll Lane with Dandenong Railway Station (and to the CBD beyond), the car park is a cost effective and convenient option.

Purchase an annual permit for \$515 (equivalent to approximately \$2 per business day), and the next 12 months is free!

### Lonsdale Street parking

Also a reminder that time limited parking is free on both sides of Lonsdale Street for a trial period until 30 June 2020.

The south-western section from Foster to Walker Streets and a section near Dandenong Market offers two hour free parking, with the rest of Lonsdale Street offering one hour free parking.

## A Tamil Musical Night

Melbourne Kamal Haasan Welfare Association presents its annual musical night at the Drum Theatre Dandenong this month, in support of mental health awareness.



Join in an evening of music and dance with Indian Playback Singers Bamba Bakya and Aparna Narayanan, and local performing talent, and enjoy a mix of 20th century classics and 21st century hits.

Billed as an event to "break the stigma" about mental health, the night promises to be an entertainment highlight of the year, all for a good cause.

**When:** Saturday 12 October, 4.20 pm

**Duration:** 4 hours

**Where:** Drum Theatre, corner Lonsdale and Walker streets, Dandenong

**Price:** \$15 to \$22

**For bookings:** [www.drumtheatre.com.au](http://www.drumtheatre.com.au) or phone 8571 1666.

## The Power of Social Media

**It won't work if you don't work it!**

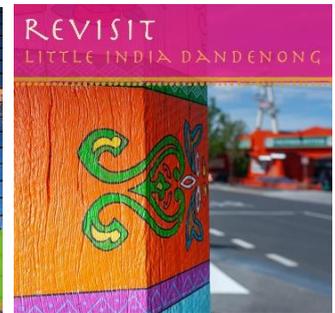
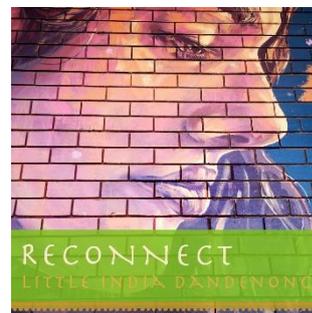
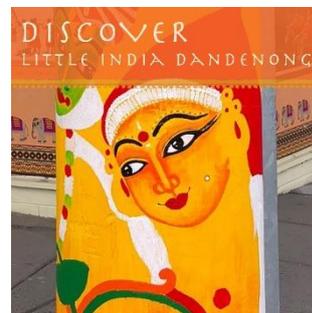
We've been conducting research on the use of social media by Little India traders, with interesting results.

Most businesses have Facebook and Instagram pages, but only a few appear to make best use of them. One way to measure this is by number of followers. The Little India business with the most traction has over 4,000 Facebook followers, while the majority have less than 300. Although most businesses have an Instagram page, very few seem to post on it regularly.

**Try our ready-made "tiles"**

In response Council has created a suite of "tiles", ready for traders to use on their social media pages to promote the Little India precinct.

These will soon be made available to all precinct traders – some examples are shown below.



**Use these hashtags with your social media**

#littleindiadandenong #littleindia #dandenong  
#mydandenong #discoverdandenong

**Enquiries** - Speak with Council's Place Manager  
**Jenny Pemberton-Webb**

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