

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

## Welcome to 2020!



Dandenong's New Year's Eve event at Harmony Square and Halpin Way is gaining popularity every year, with a record 16,000 people attending to enjoy food, rides, our multicultural community and of course fireworks.

## Wildflowers at Little India's Gateway

Conceived and seeded by the City of Greater Dandenong's Parks team, the patch of open space at Settlers Square has come into bloom with a stunning display of wildflowers.

Opposite Dandenong Railway Station and at Little India's northern approach, the wildflower garden is proving a welcome surprise for commuters and visitors to our city.



## Give your social media a health check

In October 2018, we started tracking the social media performance across 20 businesses in the Indian Cultural Precinct which have Facebook pages.

The primary metric being measured is "number of likes", though other parameters such as visitor ratings and the date of the most recent post are also recorded.

We now have two more sets of data collected on 1 June and 31 December 2019. This makes it possible to reveal trends and get an indication of how much traders are using their Facebook pages.

### The good news

Although the growth in "likes" was minimal over 1 October 2018 to 1 June 2019 (4.5%), there was a major rise during the final six months of 2019, with an increase of 30.2% counted amongst the top 10 most followed precinct Facebook pages.

The Shopping Festival in October is likely to have contributed, and there were two premises whose "likes" grew significantly, contributing to the overall count. This means more people are interacting with the precinct on social media and taking notice of Little India!

### Room for improvement

On the other hand, 50% of Facebook pages had a growth of less than 5%, and of the 20 pages in the survey, six had not published a post for over two years.

Social media is an important part of promoting both your business and marketing the precinct as a whole.

### Does your social media need a health check?

## QUICK TIPS for Facebook

- Regularly take photos of your products, ingredients, customers, precinct artwork or even yourself.
- Post them frequently on your page. Often words are not necessary – good photos can be the story.
- Use these hashtags when posting: #littleindia #littleindiadandenong #dandenong #mydandenong #discoverdandenong
- If someone leaves a positive comment, respond and thank them!
- If someone leaves a negative comment, don't ignore it! Respond with an apology, explanation or a discount – whichever seems most appropriate.

## Precinct Artist gains Multicultural Award

Sohail Yamin, one of the four artists who created power pole artworks along Foster Street, Dandenong, received the Award for Meritorious Service to the Community at the Victorian Multicultural Awards for Excellence 2019 held at Government House on 19 November.



*Sohail Yamin being presented his award by Vivienne Nguyen, Victorian Multicultural Commission Chairperson. (Photo: Artificial Studios)*

Sohail was recognised for “promoting acceptance, unity, harmony and multiculturalism” through art and cultural festivals.

His highly successful fundraising efforts have targeted a range of needs and issues, including as a response to the Pakistan earthquakes, for the construction of the Islamic Museum of Australia, and the Acid Victim Attack Awareness Project.

21 others received the award in the “Individual Volunteer” category. Congratulations Sohail!

## Photo competition

The City of Greater Dandenong is running a photography competition to replenish the Garner Lane Display Boxes.

Photographs must feature a woman or women contributing to our community and who live or work in Greater Dandenong. Seven winners will be selected, each gaining a prize of \$500.

Submissions close on 21 January.

## Cricket! – The ICC T20 World Cup

The best cricketers from around the world are in Australia this year for fixtures in the ICC T20 World Cup 2020.



The ICC T20 Men’s World Cup will be held late in the year, on 18 October to 15 November. But the women’s tournament is not far off, starting on 21 February to 8 March.

Here is a selection of women’s tournament dates:

### Playing against Australia

21 February: India vs Australia, Sydney Showground

24 February: Sri Lanka vs Australia, WACA Perth

27 February: Bangladesh vs Australia, Canberra

### Playing in Melbourne

29 February: Bangladesh vs NZ, Junction Oval St Kilda

29 February: India vs Sri Lanka, Junction Oval St Kilda

2 March: Bangladesh vs Sri Lanka, Junction Oval St Kilda

Visit [www.cricket.com.au](http://www.cricket.com.au) for full detail

## REMEMBER ....

Use these hashtags with your social media

#littleindiadandenong #littleindia #dandenong  
#mydandenong #discoverdandenong

**Enquiries** - Speak with Council’s Place Manager

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