



CONCEPT IMAGE OF ENTIRE DEVELOPMENT

sunshine rising revitalising our town centre

SUNSHINE RISING IS AN INITIATIVE OF BRIMBANK CITY COUNCIL . ISSUE 8, SPRING 2012

Construction to start on Foundry Towers

The owners of the Foundry Towers site located at the corner of Hampshire and Foundry Roads have announced that construction of this project will start later this year.

The \$150 million Foundry Towers project is the first major development of this type in the Sunshine Town Centre and will help launch Sunshine onto the private investment radar.

Establishing the Sunshine Town Centre as a great place to live, Foundry Towers will set a benchmark for quality development in the Centre. The first stage will deliver 119 apartments and 13 shops.

There are further stages earmarked for development in the future.

Council identified the potential of the centre to grow and accommodate higher density mixed use development and welcomes the start of works. The size and the scale of the development is another signal that the revitalisation of Sunshine is well underway.

Melbourne's west is the fastest growing region in Australia and Sunshine is particularly attractive given its proximity to the Melbourne CBD (11km), central location in Melbourne's west, and the availability of land in the centre which is close to public transport, community and recreational facilities and shops and services.

Council hopes this quality development will be the first of many as investors discover the enormous potential and investment opportunities in Sunshine.

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Bản tin "Sunshine Rising" (Sunshine Vươn lên) được Hội đồng Thành phố Brimbank ấn hành mỗi ba tháng là một phần trong chương trình "Sunshine Vươn lên", một sáng kiến nhằm cải tiến khu Trung tâm Thành phố Sunshine. Bản tin đăng tải các đề án, công tác phát triển, doanh nghiệp, những sự kiện quan trọng và các công tác trong Trung tâm thành phố.

Muốn được thông dịch viên Việt nam giúp đỡ, xin gọi số 9209 0139.



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Council recently appointed a Development Facilitator for Sunshine, who works proactively with property owners and developers to facilitate development in the centre. Council also engages specialist advisors to assist with the assessment of major projects.

Other major projects currently underway in the Sunshine Town Centre include:

Visy Cares Hub, 80B Harvester Road - \$5.8 million

Currently under construction with anticipated completion late 2012, the development will accommodate an expanded and comprehensive range of youth programs and services as well as community meeting rooms. The hub will also feature a 150 seat room in the atrium and provide other facilities to the broader community. The project is funded by Brimbank City Council, Youth Junction Inc, the Department of Planning and Community Development, the Federal Government (Youth Spaces), the Pratt Foundation and local community agencies.

Sunshine Library and Learning Centre (Stage 1), 301 Hampshire Road - \$4.3 million

Design work is underway with construction expected to start in early 2013. The redevelopment will extend the existing building and provide new community learning spaces and facilities as well as integrate Council's Customer Service Centre within the Library. The project is funded by Brimbank City Council, the State Government's Living Libraries Infrastructure Program and the Community Support Program.

Victoria University Trade Training Facility, 460 Ballarat Road - \$44.2 million

Currently under construction with anticipated completion late 2012 the development will provide a state of the art training facility to service the new and emerging education requirements of the building and construction industries in Melbourne's west. The project is funded by Victoria University and the federal government's Education Investment Fund.

Regional Rail Link - over \$4 billion (approx \$880 million to be spent in Sunshine)

The Regional Rail Link separates regional trains from metropolitan trains, giving Geelong, Bendigo, and Ballarat trains their own dedicated tracks through the metropolitan system from Sunshine to Southern Cross Station. This will enable increased capacity to serve the population growth projected in the western region of Melbourne.

The project will contribute significantly to the revitalisation of Sunshine through construction of a new station, new bus interchange, new station car parking and new public forecourts. Two road rail grade separations are also included at the intersection of Anderson Road with the Ballarat railway line and the Sydenham railway corridor. Work is already underway along the rail corridor with major construction expected to start in the coming months. The project is funded by the Federal and State Government.

Hampshire Square, adjacent Sunshine Plaza - \$3.2 million

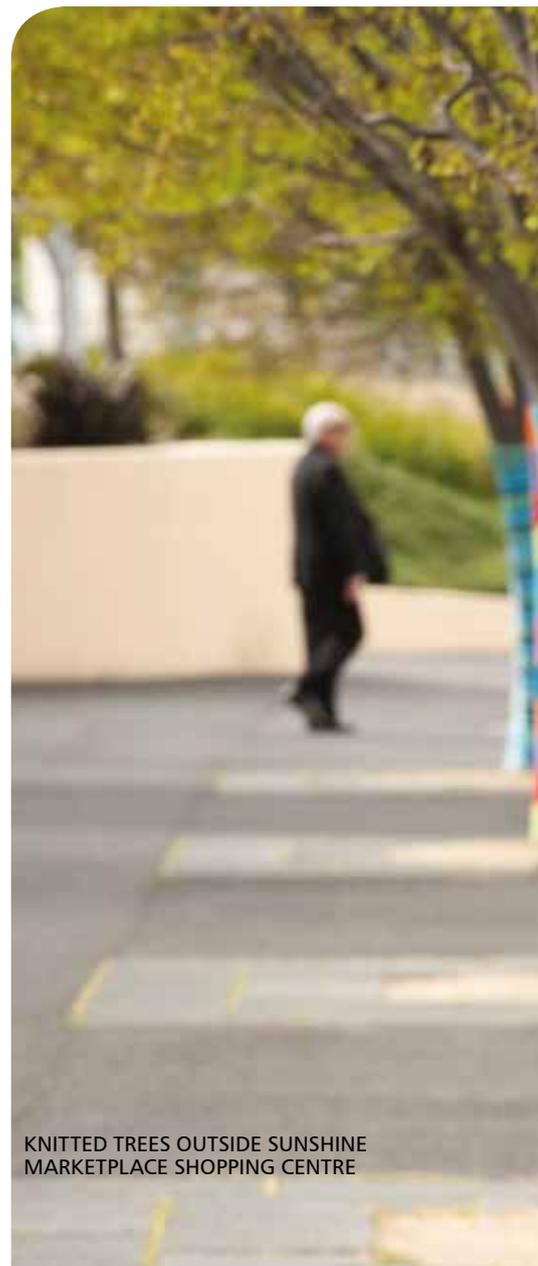
Stage 1 was completed in early 2012 delivering a new high quality public space and entrance to Hampshire Road. Plans for a future second stage will include connecting the space to the west side of Hampshire Road. Stage 1 was funded by Brimbank City Council, State Government's Creating Better Places Program and Sunshine Plaza.

For further information contact Simon McCuskey, the Sunshine Development Facilitator on 9249 4355.

Surveyors in Hampshire Road

Many business operators have noticed surveyors undertaking work along Hampshire Road. This relates to the design work currently being undertaken as part of the Library and Learning Centre development and in preparation for a Streetscape Masterplan design work which will commence later this year. Updates about both projects will appear in forthcoming newsletters.

For further information contact the Sunshine Town Centre Manager on 9249 4355.



KNITTED TREES OUTSIDE SUNSHINE MARKETPLACE SHOPPING CENTRE

September – the month for events in Sunshine

Spring has sprung and the festival season is well and truly underway with a range of activities and events already held in September including:

Brimbank Writers Festival

The Smith Family with Brimbank Council developed a unique event “Random Acts of Reading” which took place on Wednesday 26th September 2012.

This event was part of the Brimbank Writers Festival running from 17th – 28th September 2012 and celebrated a love of writing and literature, diversity and creativity and promoted life-long learning.

A key activity was held outdoors on Hampshire Road Sunshine in front of the Sunshine Marketplace Shopping Centre beside the library.

Events held in the Sunshine Town Centre included:

Random Acts of Reading - Wednesday 26 September

- Little Random Acts at the Granary Cafe. 2 Devonshire Road, Sunshine. Involved activities and entertainment for pre-school children at the cafe and courtyard, complete with giveaways and surprises.
- Random Acts of Reading at ‘The Lounge’. Marketplace Forecourt, Hampshire Road Sunshine. Featured reading from the Hot Seat, entertainment by storyteller and singer Jan ‘Yarn’ Wositzky’s Australia in a Suitcase, the whimsical work of the Melbourne Street Knitters, and a live weather cross with Channel 10’s Mike Larkan.
- Random Bookmaking at Sunshine Library. 301 Hampshire Road Sunshine. Involved how to make your own storybook.



The festival provided a program of skill development involving a mobile classroom that was located in various places including the Sunshine Town Centre. The event also allowed promotion of the centre across a range of mediums and delivers a positive message about Sunshine.

Organisers, Sunshine Business Association (SBA) and Victoria University have worked tirelessly and pulled off a fantastic event which attracted a huge audience to the red carpet event at Village Cinema’s on Friday 14 September 2012.

Congratulations go to the winners of the following film categories:

Mobile Phone Category sponsored by “VodaPhone”

Film title: We live in a wonderful time
Film maker: Isabel Le

A montage capturing wonderful moments in a wonderful time.

Schools Category sponsored by “Victoria University”

Film title: The Bird
Film maker: The Zakanjs
(A home school project)

Things go awry at the station when that larrikin cockatoo decides he wants an ice cream.

General Category sponsored by “Village Cinemas”

Film title: Man vs Sunshine
Film maker: Michael Sandic

Seasoned adventurer Payne Bills comes face to face with the gruelling task of navigating Sunshine, sharing invaluable survival strategies along the way.



Sunshine Full Moon Celebration Friday 28 September

Sunshine community celebrated Têt Trung Thu in the Sunshine Town Centre.

The all day event started with the Sunshine Street Market and featured lion dances, dragons, moon cakes, lantern decorating, fairy face painting, a jumping castle, and stilt walkers. The event ended with the Lantern Parade which departed from Hampshire Square that evening.

This event was proudly organised by the Sunshine Business Association and supported by Brimbank City Council, Victoria Police and Victoria University.

Sunshine Short Film Festival

Over 20 short films were screened as part of the inaugural Sunshine Short Film Festival. The event was well received by film makers in Melbourne’s west as well as the community that flocked to see them.

The event delivered a fantastic opportunity to promote the talent of young film makers in the West.

Regional Rail Link Update

Many people would have noticed that works on the Regional Rail Link (RRL) Project have already started in Sunshine and this has mainly been focused around the removal of the two level crossings on Anderson Road.

The RRL team has also established a site compound at the rear of Chaplin Reserve (home of the Sunshine George Cross Soccer Club) and there will be increased movement in and out of the reserve. Changed traffic conditions are expected on Anderson Road and the surrounding local road network for the duration of the project.

Sunshine Railway Station will soon undergo a major redevelopment. Throughout September 2012, there was increased construction activity within the station precinct to prepare for major works in October. These works include construction of a new platform for the regional trains, a new pedestrian overpass and station facilities as well as reconfiguration and improvements to the bus interchange. During construction there will be temporary changes to access around the station precinct and on station platforms, as well as short-term car park closures.

For further information, please visit www.regionalraillink.vic.gov.au, or phone the Regional Rail Link Community Information Line on 1800 107 925 and ask to speak to a member of the Footscray-Deer Park project team. Alternatively, you can email info@rrlfdp.com.au and request project updates.

Language Link

9209 0131	Arabic	عربي	9209 0135	Macedonian	Македонски	9209 0139	Vietnamese	Việt-ngữ
9209 0132	Croatian	Hrvatski	9209 0136	Serbian	Српски	9209 0140	All Other Languages	
9209 0133	Greek	Ελληνικά	9209 0137	Spanish	Español	9209 0141	English	
9209 0134	Italian	Italiano	9209 0138	Turkish	Türkçe		local call costs apply	

SBA to pursue marketing program

The Sunshine Business Association is working with Council to examine a sustainable funding model that will enable it to implement a regular program of marketing and promotional events and initiatives in the Sunshine Town Centre.

The initiative was identified in the business plan prepared for the SBA in 2010 and is intended to improve the economic performance of the centre over time. The type of activities that would be delivered as part of the marketing and promotional program includes:

- Advertising, promotions, competitions, catalogues, entertainment, festivals and special events including the Sunshine Short Film Festival and Sunshine Full Moon Celebration.
- Communications including regular business newsletters, website development, new business kits and business directories.
- Engaging a marketing coordinator to work with SBA to deliver the marketing and development program.

The concept is based on a special rate or charge scheme where Council collects a fee from each property via the rates notice and provides this back to the SBA to spend on agreed marketing and promotional initiatives. The advantage of this concept is that everyone within a defined area contributes to the program and the funds are redirected to SBA to enable a regular program of events and activities that will attract more customers and generate more business.

These types of schemes have become an essential ingredient for town centres like Sunshine to revitalise and maintain ongoing viability. There are approximately 80 schemes operating in Victoria including Sydney Road in Coburg, High Street in Preston and Puckle Street in Moonee Ponds.

The combined effects of these programs have contributed to:

- Increased patronage and expenditure
- Improved business performance
- Reducing vacancies
- Improved business mix
- Improved centre image and identity
- A greater sense of community.

The SBA have formed a sub committee to conduct further work with Council on this concept and plan to engage with local businesses about a proposal later this year.

For further information contact the Sunshine Town Centre Manager on 9249 4355.



Welcome to new businesses

I Caffe – 24 Devonshire Road

Century 21 Real Estate, 26 Devonshire Road

Hoa Lan Restaurant, 233 Hampshire Road

New World Travel and Mobile Phones, 282 Hampshire Road

E build it Learning Centre, Harvester Road

