

**“A Town in Limbo”**

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**ABSTRACT**

The Greensborough Town Centre is a town in limbo. It consists of a major Lend Lease centre with over 200 businesses in the Greensborough Plaza and a large strip centre with just under 200 businesses. Greensborough has been in limbo waiting for a significant \$400 million revitalisation of the Town centre. It has been postponed many times in the past few years. The Greensborough Chamber of Commerce was concerned their large strip centre was looking tired and dirty with lots of vacancies created because of the future development of the Greensborough Project. It had no Pride of Place.

No funds had been allowed by Council or the new developer to maintain the town during this limbo period as large funds were already allocated to this future major Greensborough Project. Therefore, the Greensborough Chamber of Commerce decided to take control of revitalising their own town to assist their businesses for pre and during the construction stage. As their funds were also limited the Greensborough Town Centre Manager Noella Jacobs with the support of her committee convinced the Banyule City Council, Lend Lease, Correctional Services, local community groups, sporting groups and schools to come on board with various projects to create a “Pride of Place” within the community and businesses while their town was in limbo.

This presentation is inspiring. It will show you how passion, determination to succeed with a united vision plus a “hand on” leadership approach of Greensborough Chamber of Commerce created a “Pride of Place”.

**1. INTRODUCTION**

**1.1 Greensborough Project**

The Greensborough Town Centre consists of a major Lend Lease centre with over 200 businesses in the Greensborough Plaza and a large strip centre with just under 200 businesses. A significant revitalisation Greensborough has been planned for many years but postponed many times. Greensborough Chamber of Commerce was concerned their large strip centre was looking tired and dirty, not considered safe. Vacancies were increasing as shops closed for the future project were empty and other shops because of the uncertainty of the Greensborough Project. This project is an exciting \$400million project for Greensborough with Lend Lease and Banyule City Council. It will consist of a modern community hub that includes a regional activity leisure centre, council offices, community facilities and a town square which will provide an identifiable “heart” of the city. It estimated to take over 4 years once commenced including the redevelopment of Main Street. Greensborough has major opposition from two Westfield centres, Doncaster & Plenty Valley, Northland and University Hill.

## **1.2 Greensborough Chamber of Commerce Initiative**

No funds had been allowed by Council or Lend Lease to maintain the town pre and during the construction stages. Large funds were already allocated to the major Greensborough Project. Therefore, the Greensborough Chamber of Commerce decided to take control of revitalising their own town to assist their businesses for pre and during the construction stage. As their funds were also limited the Greensborough Town Centre Manager Noella Jacobs with the support of her committee convinced the Banyule City Council, Lend Lease, Correctional Services, local community groups, sporting groups and schools to come on board with the “Seeds of Growth” Project.

## **1.3 Objective of the Greensborough Chamber of Commerce**

The objective of the Greensborough Chamber of Commerce prior and during the early stages of development of the Greensborough Project was to breathe a fresh new life in the street. They wanted people to enjoy coming to Greensborough and feel safe. Greensborough had lost its life and soul. The Chamber of Commerce wanted to create a welcoming centre with their communities support. It was a temporary facelift for at least 4 years until the area was developed and maybe longer?

## **2. PROJECT DETAILS**

### **2.1 Presentation of centre**

Work first commenced on the presentation of the streets.

#### *Cleaning*

The Greensborough Chamber of Commerce firstly paid for all assets to be cleaned ready for painting.

#### *Painting*

Greensborough Chamber of Commerce arranged for all seats, seat surrounds pillars, poles (except light poles), rubbish bins, fences, bus shelters etc to be painted in the new colour scheme. The new colour scheme of Greensborough is now red and blue to add energy and life to the streets. Maintenance work was also carried out where necessary.

#### *Gardens*

The Greensborough Chamber of Commerce with the support of Banyule City Council, Correctional Services and Lend Lease have been able to create gardens they have added a fresh new welcoming environment to the centre.

### **2.2 New logo and Banners**

A new Greensborough Town Centre Logo was designed to show the “Seeds of Growth” This new logo shows a flower and waves of growth coming from it. The colours of the banners are in the new colour scheme of the centre.

### **2.3 Art features**

#### *Seat Sculptures*

A local craftsman was commissioned to create sculptures that represented the ‘waves of growth’ artwork on the banner. This artwork was placed on various seat surrounds throughout the town. The flower depicted in the new logo was also carved out and painted and placed on all outdoor tables near restaurants and other areas.. This work was completed in January 2009.

#### *Local School Sculptures*

One hundred and twenty 1.2 metres high wooden flowers were designed and carved by a local craftsman and given to five local secondary schools with materials by the Greensborough Chamber of Commerce. These flowers were painted and placed up on a long ugly green fence that separates Main Street from one side to the other. The community have taken an amazing ownership and pride in the work. Students have gained confidence in having their work showcased.

#### *Murals*

##### *Salute to Local Sports*

The Greensborough Chamber of Commerce worked with local sporting groups to create various murals as a tribute to them. Their original murals in a laneway developed a few years earlier have been

very successful. This artist was commissioned to create fun murals to “Salute local Sports” on the exit doors to Hoyts Cinema in the Greensborough Plaza. These ugly doors faced onto a large transport area with lots of youth and a local gathering people. The area looked tired and created a lot of security issues. The murals have only been damaged twice in this was in the first few weeks. 6 months on no damage occurs. Security cameras have now been placed in this area to create a safer environment.

## 2.4 Support

### Banyule City Council

Greensborough’s local councillor Cr Peter McKenna is passionate about Greensborough and assisting the Chamber of Commerce. He allocated \$20,000 from the 2007/2008 budget to support the revitalisation. Council also paid for replacement some rubbish bins and some of the planting of plants in difficult areas where volunteers can’t work. They also gave the Chamber their Maintenance funds of \$17,000 left for Greensborough to support the project.

### Correctional Services Workers

The Greensborough Chamber of Commerce with the support Correctional Service workers enabled the town to have gardens cleaned out and then replaced with red timber chip throughout the town. The Correctional Services assisted by the Banyule City Council Community Safety Officer agreed to support this revitalization project over a period of approximately 4 months. They worked each Saturday when available with the Town Centre Manager in making the town better. A sense of pride was developed by the many workers who returned each week to carry out the role. The Greensborough Chamber of Commerce paid for red timber chip and some of the plants.

### Community Groups

The BNLLLEN assisted the Greensborough Chamber of Commerce with the Co-ordination with the five local Secondary Schools of the “Seeds of Growth” wooden flower art program. BNLLLEN is a local learning and employment network who works with Secondary Schools in the area to help develop their skills for the future.

### Lend Lease Community Day

Lend Lease supported in kind and a donation of \$4,000 towards a planting of Main Street with the Greensborough Chamber of Commerce and Council as part of their Community Day.

### Local Sporting Clubs

Local sporting clubs worked with the Chamber of Commerce in the design of the various murals on Hoyts exit doors in Bus shelter.

## 2.5 Funding “Seeds of Growth Project” 2008/2009

Cleaning	\$ 1,500
Rendering	1,000
Painting	25,000
Gardens	16,000
Sculptures for seat surround	13,500
Murals “Salute to Local Sports”	5,000
Art project with schools	25,000
Celebration of project with local community	30,000
<b>TOTAL</b>	<b>\$117,000</b>

### Contributions:

Greensborough Chamber of Commerce’s	\$76,000
Banyule City Council	\$37,000
Lend Lease (Community Day funds)	\$ 4,000

### **3. CONCLUSION**

All objectives have been achieved in very short period of time. The various actions in the "Seeds of Growth Projects" have allowed a stronger relationship to be developed with all sections of the community. This project has developed a "Pride of Place" within the business and local community where people enjoy and feel safe.