



Springvale Community Hub

Strategic Plan / 2020-2025



Vision

Encouraging active participation in cultural exchange, creative celebrations and life-long learning, through a welcoming community hub that inspires learning and creative living.

Overview



The Springvale Community Hub is located on the eastern side of Springvale Road and nearby the Springvale retail precinct. It is the former location of the City's Civic Precinct and was flagged for development in Council's Springvale Civic Master Plan in 2012–13.

The Hub has been developed to build on the unique strengths of the Springvale community and surrounds, and aims to create a Community and civic heart in Springvale.

The development seeks to strengthen community connections and improve educational outcomes while addressing the need for new and improved facilities. This will be achieved through the provision of an integrated and flexible space that meets the needs of current and future generations.

The Springvale Community Hub will be a community centred place of connection. To achieve this Council will facilitate management of the Hub, working closely with local community. This will involve taking a proactive place based community development approach, working with individuals, community groups and other stakeholders to fulfil the vision of the Hub.

This Strategic Plan aims to provide a direction for the Hub over the first 5 years, incorporating goals, aspirations and expectations. This will be monitored through Annual Action Plans, and a report to Council every 12 months on the status of each goal and measure which will also be available via our website.

Consultation

The following key principles were identified as priorities from the feedback:



Three significant community consultations were undertaken which led to the development of the Springvale Community Hub:

- Greater Dandenong Community Plan Imagine 2030 (Last updated 2016)
- Springvale Community Infrastructure Plan Community Service Provider Consultation 2012–2013
- Springvale Civic Masterplan Community Consultation 2012–2013

Learning

- Education and information
- Pathways to jobs, information for personal and community wellbeing, and for literacy

Engagement

- Area should have plenty of open spaces for all ages
- The civic area should be a key attraction in Springvale, providing facilities for cultural and community programs

Inspiration

- Important to build a place which builds community pride and celebrates all the cultures of Springvale
- Important to provide strong integration of multilingual and multicultural components

Safety

- Safety in streets and public spaces, and improving perceptions of safety

People

- Friendly and helpful people

New Library

- Springvale Library is very important to the community, a library to stand the test of time
- A cafe component would add value to the building and precinct

Council Strategic Objectives

The objectives, delivery and programming within the Springvale Community Hub will be informed by relevant Council Documents. This includes the following strategies, plans and frameworks.



- Imagine 2030 Community Plan
- Council Plan 2017–2021
- Community Wellbeing Plan 2017–2021
- Create and Connect – Arts and Cultural Heritage Strategy 2016 and Action Plan 2016–2018
- Library Strategy 2018–2023
- Activity Centre's Placemaking Framework 2016
- Greater Dandenong People Seeking Asylum and Refugees Plan 2018–2021
- Multi-purpose Use of Community Facilities Policy 2018
- Community Facilities Management Policy 2016
- Community Engagement Policy and Framework 2018
- Community Hub Framework 2006
- Community Development Framework 2016
- Youth Strategy Action Plan 2016–2019
- Open Space Strategy 2009
- Sustainability Strategy 2016–2030
- Waste and Litter Strategy 2015–2020

These plans guide the City of Greater Dandenong's strategic framework. The Council Plan outlines six strategic objectives that sit under the three key priority areas of;

People, Place and Opportunity >

The Springvale Community Hub responds to the objectives relating to;

- a vibrant, connected and safe community,
- a creative city that respects and embraces its diversity,
- a healthy, liveable and sustainable city,
- a city planned for the future,
- and a diverse and growing economy.

People



A vibrant, connected and safe community

- Community safety
- Learning and literacy
- Community participation
- Health and wellbeing

A creative city that respects and embraces its diversity

- Cultural diversity
- Community arts
- Cultural heritage
- Positive ageing
- Access and equity

Place



A healthy, liveable and sustainable city

- Parks, reserve and sportsgrounds
- Environmental sustainability
- Roads, traffic and parking
- Trees and our natural environment
- Streetscapes and public places

A city planned for the future

- Urban design
- Asset management
- Residential, commercial and industrial development
- Place making
- Transport advocacy

Opportunity



A diverse and growing economy

- Jobs and business
- Tourism and visitation
- Activity centre revitalisation
- Investment

An open and effective Council

- Advocacy and community engagement
- Transparency and accountable decision making
- Digital innovation and leadership

Springvale Community Hub Strategic Objectives

The Strategic Plan will be accompanied by Annual Action Plan, and a report to Council every 12 months on the status of each goal and measure.



1. Engagement & Activation

The Hub is a gathering place where everyone feels welcome and engaged, spaces and outdoor areas will promote learning, participation and engagement through stimulating programs and activities.



2. Connectedness

The community is connected, people participate, celebrate and embrace their cultural heritage with pride and feel like they belong.



3. Learning & Creative Living

The Hub will provide pathways for lifelong learning, literacy and the love of reading, through a contemporary leading library, digital engagement and flexible adaptable community programs.



4. Safety & Sustainability

The hub will engage in proactive programs that reduce antisocial behaviours, promote awareness of environmental sustainability practices and programs and respond to safety concerns.

Strategic Objectives

1. Engagement & Activation

The Hub is a gathering place where everyone feels welcome and engaged, spaces and outdoor areas will promote learning, participation and engagement through stimulating programs and activities.



We will:

Provide welcoming and inspiring places and programs for the community to connect.

Develop effective partnerships with stakeholders to deliver increased opportunities for the community.

Develop a year-round calendar of programmed activities across the Hub.

Seek to identify sponsorships or grants to broaden service offering and programs.

Engage with visitors to support programming and identification of needs for services and programs.

Provide opportunities and programs within the open space that enhance health and wellbeing opportunities for the community.

Provide opportunities for Occasional Care to operate from the Hub.

How will we know we have been successful:

Collaborative programs delivered (internal and external partners) that cover all demographics and age groups.

Identify and encourage community to apply for grants to deliver inclusive programs, events and services each year to support strategic priority.

Grants applied for to support that the delivery of programs at the Hub.

Feedback mechanism implemented for community program and activity suggestions.

Programs and opportunities that increase health and wellbeing opportunities delivered.

Implement a process that enables community groups to identify programs and services that they can deliver collaboratively or independently at the Hub each year.

Identify and encourage positive informal activation and gatherings, through increasing awareness of spaces within the open space area and within the building including foyers and lounge areas.

Identify and support agencies or groups that will operate Occasional Care services from the Hub.



Strategic Objectives

2. Connectedness

The community is connected, people participate, celebrate and embrace their cultural heritage with pride and feel like they belong.



We will:

Connect people to Council and Community services, activities, events and information through up to date and responsive practices.

Promote and enhance opportunities for community participation, including those that support connections and reduce isolation and exclusion.

Provide multi-purpose spaces that enable a range of programs, services and venue hire options for the community.

Provide opportunities to learn about, celebrate and honour the rich cultural heritage of the local community.

Extend current and support volunteering options within the Hub.

Connect with youth population in the area, leading to stronger engagement opportunities for this demographic and recognising the strengths of young people as engaged citizens.

Increase connections and activities that support both the Hub and the broader Springvale Activity Centre.

How will we know we have been successful:

Number of support groups that provide services to the community with access for pop up, outreach or interview services for the community.

Number of community participation opportunities offered.

Enable delivery of programmed events or exhibitions that celebrate diversity.

Celebrate cultural and positive connection stories by submitting articles to local media outlets, Council publications and social media that connect to local culture and history.

Volunteer participation increased.

Deliver programs for Youth, Children and Seniors.

Engage with Youth to assist in programming/implementing youth events.

Establish connections and cross promotional opportunities to the Springvale Activity Centre (retail precinct).

Deliver at least two heritage exhibitions or programs annually.

Enhance links between Springvale District Historical Society and the broader community.

Provide affordable and accessible venue hire opportunities for all groups and individuals through fair and open process.

Strategic Objectives

3. Learning & Creative Living

The Hub will provide pathways for lifelong learning, literacy and the love of reading, through a contemporary leading library, digital engagement and flexible adaptable community programs.



We will:

Deliver a dynamic library service that responds to community feedback, trends and needs.

Develop partnerships that assist in delivering literacy, learning, arts and creative opportunities.

Extend and encourage learning and creative opportunities within the open space aspects of the Hub.

Connect the community with lifelong learning opportunities within the Hub and broader community.

How will we know we have been successful:

Learning, arts and creative opportunities delivered in the open space of the Hub.

Learning, arts and creative opportunities delivered in the buildings of the Hub.

Increase connection of the community to external lifelong learning, creative and arts opportunities.

Increase the number of physical visits to the library and overall Hub by 5 percent per annum.



Strategic Objectives

4. Safety & Sustainability

The Hub will engage in proactive programs that reduce antisocial behaviours, promote awareness of environmental sustainability practices and programs and respond to safety concerns.



We will:

Address safety concerns and any vandalism immediately.

Engage in proactive programs and security measures to reduce anti-social behaviours.

Identify programs and outreach providers that can assist with public health and welfare.

Ensure the site is always presented to a high standard.

Achieve a 5-Star Green Star rated and zero net carbon emissions building.

How will we know we have been successful:

Develop strong partnerships with Victoria Police and security personnel.

Develop a sense of pride and ownership of the site within the local community, by delivering community connectedness goals and aspirations.

Maintain a high level of security presence, CCTV and removal of vandalism and graffiti immediately.

Monitoring presence of programs and outreach providers within the Hub.

Develop measures and mechanisms to identify the community's views on the presentation of the site.

Achieve Green Star certification from the Green Building Council of Australia.

Measure achievements of the relevant Green Star initiatives with information displayed to building users.

Deliver practices and programs that promote environmental sustainability and community well-being.

