CITY SCENIE News from the Capital of Melbourne's New West

winter comes to werribee

Winter event a real crowd pleaser

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Winter is traditionally a quieter time of year – but not this year.

Watton Street was warmed with over 4,000 people attending 'winter' – a weekend of activities in Werribee City Centre. Roving entertainment, a film projector bike, lighting installations and theatre performances provided entertainment for all. A Kids Zone at the Wyndham Cultural Centre screened movies especially for kids.

The event drew people from across Wyndham and outside the area, giving them an opportunity to experience all the Werribee City Centre has to offer – from fantastic eateries to first class fashion retailers, as well as other essential services such as pharmacies and supermarkets.

'winter' also supported Wyndham's arts community, with the projector bike displaying 24 short films. Many were created by local artists, and 12 were award winning films.

'winter' not only provided entertainment for thousands of visitors, it was also a success for the Werribee City Centre business community. The event encouraged people to visit the range of shops and businesses on Watton Street, with shopfront displays and even the Tonia T fashion parade, featuring clothes sold at Werribee City Centre businesses.

Businesses who participated in the event extended their trading hours and created special offers including winter menus, discounts and colouring competitions with reported increases in sales and new customers. The WBTA doubled its membership and new relationships between traders were formed.

Visitors took to social media to praise the event and share their highlights of the night, with many attendees commenting on the family atmosphere, great bargains and performing artists. Surveys also showed extremely positive feedback for 'winter'.

The event was a partnership between Wyndham City and the Wyndham Business and Tourism Association (WTBA). For suggestions of future events in the Werribee City Centre, contact Wyndham City's Events and Activation Officer Georgina Pikoulas on 9742 0903 or georgina.pikoulas@wyndham.vic.gov.au.

The Gordon TAFE expands in Werribee

Gordon TAFE has arrived on Watton Street – firmly cementing Werribee's reputation as an education hub.

The education institution which turns 130 next year, is one of Victoria's oldest and largest regional TAFEs with over 15,000 students currently enrolled.

Gordon TAFE has new, custom fitted premises in Watton Street, which accommodate a blend of classwork and practical learning. The facility features 12 flexible learning and project spaces spread across two levels. These spaces can transform into a range of layouts to assist students honing their craft; including a practice aged care nursing ward, treatment and utility rooms, remedial massage room, and a practical space for Early Childhood Development training.

The facility extends beyond meeting the student's education needs, with a student lounge and Skills and Job Centre also provided.

The Watton Street location, which adds to the Gordon TAFEs existing Geelong campus, was chosen for its public transport, bicycle and pedestrian links, proximity to shops and cafes, street frontage and its ideal location between Melbourne and Geelong.

In October Gordon TAFE also opened a new training facility in Old Geelong Road, Hoppers Crossing. The facility has a focus on trades including carpentry, plumbing and electrical training.

What The Gordon TAFE is offering their students and the Wyndham community is more than just bricks and mortar. Gordon TAFE has also teamed up with education providers and employment groups in Wyndham to offer their students access to a range of opportunities across a number of areas. There is currently a long term partnership between Gordon TAFE and Deakin University, with the Werribee Learning Centre established in 2014. This Centre offers support and facilities to students studying at each institution.

The partnership with Melbourne University's Veterinary and Agricultural Sciences offers animal studies, veterinary nursing and work placements at the veterinary hospital. There's also collaboration with Parks Victoria at Werribee Park, offering Horticulture and Conservation and Land Management training. Gordon TAFE is also currently working with WynBay LLen (Wyndham and Hobsons Bay Local Learning and Employment Network) to deliver vocational education training in 8 schools.

The courses offered at Gordon TAFE provide alternative education options for young people and retraining those already in the workforce to meet employment needs in Community Services, Health, Construction and Design, as well as Business and Hospitality courses. With Wyndham's rapid population growth, further courses will be added in the future.

For further information visit The Gordon TAFE Werribee Campus, 24 Watton Street, Werribee, telephone 5225 0600 or visit www.thegordon.edu.au.







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Werribee City Scene is a quarterly publication containing the latest planning and development news from the Capital of Melbourne's New West. This and previous editions are available online at www.growwerribee.com.au. To receive a print edition in the mail call us on (03) 9742 0788, email info@growwerribee.com.au, or drop into the Werribee Development Centre at 2/10 Watton Street. Werribee.

news bite -Werribee City Centre Streetscape Masterplan

Wyndham City has commenced a project to masterplan the streetscapes and public spaces in the Werribee City Centre. The masterplan aims to enhance streetscape amenity, support activation and events, and encourage new development. An accompanying service infrastructure plan is also being developed to ensure that services are in place to support the additional buildings, jobs, services, attractions, activities and residences targeted as part of the growth of the City Centre.







Black Seed Cafe

In just two short years, Faye and Waleed Albaz have grown their Watton Street café into one of the best in Melbourne's west.

The Black Seed Café started serving its extremely popular coffee, after the Albaz's moved to Wyndham Vale in 2014.

Named after an ancient Egyptian herb, the Black Seed Café reflects the Albaz's heritage – Waleed's family is from Jordan, Faye's from Lebanon. The couple, who have five children, both work behind the scenes in the café kitchen. The Black Seed is also known for its modern Australian and Middle Eastern cuisine. While the menu is seasonally adjusted, favourites such as dukkha smashed avocado and chickpea battered cauliflower fritters are mainstays.

Praise for the café has come from far and wide with Black Seed being ranked number one in Melbourne's west on an online coffee review site. They were also finalists in the Wyndham business awards

With all this achieved in just 2 years, there's still plenty of good things to come from this Watton Street favourite.

Black Seed Café is open 7am-2.30pm Tuesday to Friday, 8am-2.30pm weekends.

5 minutes with Tonia Tribe from Tonia T Boutique



Tonia Tribe opened Tonia T Boutique in Watton Street just over 10 years ago. In that time the Boutique has gone from strength to strength by offering beautiful, quality, unique products combined with friendly, honest, fun customer service. Tonia is an executive member of the Wyndham Business & Tourism Association (WBTA), and was the driver of the recent 'winter' event.

Q1 – Can you tell us a little bit about yourself and your involvement with the WBTA?

From early on in my business life here in Werribee, I chose to become involved with the former Werribee Chamber of Commerce as I felt it was important to work together with other businesses for the betterment of our city. I am a founding member of the WBTA, chaired by Nick Christou, which is dedicated to improving and enhancing all that Wyndham has to offer businesses, residents and visitors alike.

My dedication to being involved with groups like these is born from the strong belief that you can't conduct a business in a community without doing all you can to give back to that community. I am very passionate about Werribee and I am keen to make it all that it can be. I know that as a business group, we have an ideal platform to be able to make a terrific contribution to both our business and our local community.

Q2 – What was your role on 'winter'?

My initial involvement with 'winter' was as the instigator ... I have always loved that particular time of year, and I wanted to create an event that would celebrate the season and give people a reason to come out of hibernation to experience all that helps make the Werribee City Centre special. By partnering with Wyndham City Council, my role on 'winter' became more of an advisory role, and one of a conduit between the council and participating

Q3 - What did you like most about 'winter'?

I loved 'winter' because it created a buzz, a sense of excitement and anticipation, and camaraderie between business owners, that we haven't really seen that often in our city. Over the weekend of the event, business owners and their staff and members of the public were chatting and laughing and interacting, and it was really wonderful to see. I loved 'winter' because it was exciting to see that those businesses who did participate and who went to lots of effort, were rewarded with excellent sales and new customers. And I loved 'winter' because it was different and exciting and hopefully just the start of something amazing for our city.

Q4 – What are the WBTA's goals for the future?

By instigating and helping stage events such as 'winter', the WBTA hopes to inspire greater community interaction and participation within the Werribee City Centre. We feel that by working together as a business association, we can promote all that our city already has to offer and hopefully enhance and develop further opportunities.

city scenes



Cherry Street Car Park

A new public car park opened in the Werribee City Centre in August 2016. The Cherry Street Car Park is stage one of Wyndham City's approach to improve car parking in the

The Car Park is designed to provide easily accessible parking for workers and long-stay customers, and free-up convenient central parking areas for shorter-stay customers. 155 parking spaces are provided: 118 spaces for business permit holders and 37 for general public use.

A new pedestrian crossing at Cherry Street is also being constructed to provide improved access to the heart of the City Centre.

Gracing the northern wall of the car park is a feature mural by acclaimed artist Justin Stone. The mural is vibrant and inviting, making it a perfect fit for the Werribee City Centre. It represents the next phase of a rolling program of artworks that will enhance the site while we await the future catalyst development of the Cherry Street Site.

contact

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