



REPORT TO  
**WYNDHAM CITY COUNCIL**  
SEPTEMBER 2017

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# INDIAN CULTURAL PRECINCT IN WYNDHAM



FEASIBILITY STUDY  
FINAL REPORT



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# C O N T E N T S

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# EXECUTIVE SUMMARY

ACIL Allen Consulting (ACIL Allen), in partnership with SGS Economics and Planning (SGS), were commissioned by Wyndham City Council to undertake a feasibility study on the potential development of an Indian Cultural Precinct in Wyndham.

## Overview

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The City of Wyndham is home to a number of significant Indian cultural celebrations which draw an audience from across Wyndham and the broader western suburbs. These events include Wyndham Diwali, Holi Fest and the South Asian Food Festival. In the 10 years to 2016, the Indian-born population in Wyndham has grown by more than fourteen-fold to more than 22,300 residents.

In recognition of the fast-growing Indian community in Wyndham, the Victorian Government has funded the City of Wyndham to undertake a feasibility study to assess the possibility of an Indian Cultural precinct in Wyndham. It has made a commitment to fund Wyndham \$500,000 for the precinct, should it be shown to be feasible and viable. This funding by the state government would need to be matched by an equal amount from Wyndham City.

Community consultations through an online survey and subsequent workshops/discussion groups have indicated that support for an Indian Cultural Precinct is strong among members of the Indian community in Wyndham. However, a significant proportion of the non-Indian community in Wyndham are not in favour of such a precinct, some of whom would prefer a multicultural precinct instead.

## Options

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For this study, an initial list of 8 options have been assessed against a suite of criteria centring on affordability, feasibility, authenticity and inclusiveness. These options are:

- a “traditional” street-based precinct
- a large outdoor open space precinct
- a smaller outdoor “precinct” or trail linked to existing greenspace
- an Indian-themed public plaza or park adjacent to an existing or planned shopping centre
- a community/spice/botanical garden and site for cultural cooking activities
- an educational museum/art gallery
- a community centre/auditorium to house cultural events and educational activities.
- a 'global village'

Four shortlisted options have been combined into three recommended options for Wyndham City's consideration. These recommended options were presented on 7 August 2017 to the Project Advisory

Committee. All members of the committee present at that meeting unanimously expressed a preference for recommended option 3.

### **Recommended option 1: Smaller outdoor “precinct” or trail linked to existing greenspace**

*The concept is a smaller outdoor “precinct” featuring Indian-themed public art or an interpretative cultural trail, which could potentially be located in an existing greenspace in Wyndham. The trail could explain the richness and diversity of Indian culture and highlight the stories of prominent members of the Indian community.*

*There would be landscaping and public benches, with an area potentially set aside for the practise of yoga and for meditation or reflection. A small spice garden could also be incorporated into the “precinct”*

### **Recommended option 2: An Indian-themed public plaza or park adjacent to an existing or planned shopping centre**

*The concept is an Indian-themed public plaza or park located next to an existing or planned shopping centre in Wyndham. As in the case of recommended option 1, the public plaza or park could feature Indian-themed public art or a small interpretative cultural trail. A water fountain could complement the public art.*

*There would be landscaping and public benches, with an area potentially set aside for the practise of yoga and for meditation or reflection. A small spice or flower garden could also be incorporated into the plaza or park.*

### **Recommended option 3 and preferred option: Multicultural sculpture and performing arts park**

*The concept is of a multicultural sculpture park with several Indian-themed sculptures installed at its inception, and the progressive addition of sculptures representing the many other communities in Wyndham (Chinese, Italian, Filipino etc.) in the following years. A suitable acknowledgement of Aboriginal culture as the culture of the first people of Wyndham would also be included.*

*Ideally the sculpture park would be located around a small body of water, so that an interpretive cultural trail could be established near the water’s edge alongside the sculptures. A stage could be erected to enable live performances, as could a musical fountain in the middle of the body of water. The fountain would be lit at night and be synchronised to recorded music as well as live musical performances.*

*The park could also feature an Indian-themed spice or flower garden (and similar gardens for other Wyndham communities). In addition, a nearby area could be set aside for food trucks.*

The multicultural sculpture and performing arts park is designed to promote community bonding and harmony. The first phase, with several Indian-themed sculptures, recognises the importance and aspirations of the large and fast-growing Indian community in Wyndham. At the same time, future phases of the park will offer similar opportunities for artistic expressions by other cultures and communities in Wyndham. The park respects the wishes of many Wyndham residents, conveyed through the community online survey and sequent workshops / discussion groups, for a multicultural precinct rather than an exclusively Indian precinct.

The musical fountain, spice/botanical garden and other features of the park will draw many members of the Wyndham community each weekend and during festivals and celebrations (such as Holi and Diwali), enhancing social capital and facilitating inter-cultural exchange.

A potential disadvantage of the multicultural sculpture and performing arts park concept is that it will be expensive, with the Victorian Government funding being able to defray only the cost of the first phase of the park. The concept will therefore need to be firmly supported by Wyndham City for an extended number of years for it to come to complete fruition. Council will need to be financially committed to the project and view it as an integral part of its vision and plans to deliver a major piece of recreational infrastructure for the enjoyment of the entire Wyndham community for many years to come.

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## Next steps

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At the Project Advisory Committee meeting on 7 August, the consensus was that the key strengths of recommended option 3 lay in its multicultural nature (an expression of 'unity in diversity') and its place within a longer term vision. Presidents Park also emerged as a preferred location, but it would still need to be subjected to further investigation and planning by Council. Other open spaces may also be considered.

The next step is for Council to formally endorse the multicultural sculpture and performing arts park as the preferred option and to negotiate with the Victorian Government on a funding agreement for the project. An in-depth study on the chosen location (including the identification and resolution of any planning and development issues), project costings and other details (such as the process for the commissioning of art works) would then need to be undertaken.



ACIL Allen Consulting (ACIL Allen), in partnership with SGS Economics and Planning (SGS), were commissioned by Wyndham City to undertake a feasibility study on the potential development of an Indian Cultural Precinct in Wyndham.

## 2.1 Background and context

The Victorian State Government made a commitment in 2014 to provide \$500,000 towards the creation of an Indian Cultural Precinct that would recognise and celebrate the contribution subcontinent communities play in Victoria.

An eight-member Advisory Panel was established to provide recommendations to the Minister for Multicultural Affairs in regards to the possible location of the Indian Cultural Precinct. The Panel comprised key representatives in the Indian community as well as an expert in Urban Planning. Three public meetings were held in Dandenong, Werribee and Melbourne CBD with 220 people attending and sharing their views on the location and what such a precinct could incorporate. In addition, 69 written submissions were received.

Based on this feedback, the Panel created a short-list of three locations to undertake a feasibility study including Dandenong, Melbourne CBD and the Wyndham Local Government Area (with a particular focus on Werribee).

In 2015, ACIL Allen (in partnership with SGS) was commissioned by the Victorian Office of Multicultural Affairs and Citizenship (OMAC), Department of Premier and Cabinet to assess the relative merits of the three shortlisted locations.

ACIL Allen and SGS recommended the \$500,000 Indian Cultural Precinct funding be provided to the City of Greater Dandenong. The municipality best met the assessment criteria, in particular demonstrating a strong readiness to commence.

ACIL Allen's and SGS' assessment of Wyndham City indicated that it would be premature for an Indian Cultural Precinct to be located at Wyndham because of the lack of a critical mass of Indian and South Asian themed businesses and because Council did not yet have a clearly developed concept for such a precinct.

Instead, ACIL Allen and SGS recommended a feasibility study be undertaken into a future Indian Cultural Precinct and/or community infrastructure in Melbourne's western region. Such a study would be timely given the rapidly growing Indian and South Asian communities in the region. The study would explore potential sites within the municipality and articulate a vision of the form that such a Precinct or community infrastructure could take. This could be significantly different from the Dandenong Indian Cultural Precinct given the demographic profile of Wyndham.

ACIL Allen and SGGs' assessment of Wyndham suggested that Council has the capability to support and/or deliver a future Indian Cultural Precinct, which would be economically viable given the growth of the Indian and South Asian communities in the region. The Precinct would also be viable from a planning perspective. The support of the Indian community in Wyndham for such a Precinct is likely to be strong.

The Victorian Government accepted ACIL Allen and SGS' recommendations in regards to Dandenong and Wyndham. On 2 December 2015, it was announced that two precincts would be supported: Dandenong would receive \$500,000 towards the first precinct in 2015/2016 and a commitment was made to fund Wyndham \$500,000 for a second from the Cultural Precincts Fund. This funding by the state government would need to be matched by an equal amount from Wyndham City.

OMAC offered Wyndham City \$50,000 to undertake a more detailed feasibility study to assess the possibility of a future Indian Cultural precinct. ACIL Allen and SGS were subsequently appointed by Wyndham City to undertake this feasibility study.

## 2.2 Study scope and objectives

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The feasibility study will consider the broader Wyndham community's views on, and support for, an Indian Cultural Precinct. It will assess potential options for such a precinct and present recommendations on the form and potential location of the precinct.

## 2.3 Study approach

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### 2.3.1 Desktop research

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ACIL Allen and SGS undertook a desktop update of relevant demographic, business and community sector information collected as part of the previous Indian Cultural Precinct Study undertaken for the Victorian Office of Multicultural Affairs and Citizenship in 2015. This included an analysis of the features of cultural precincts for different ethnic groups, particularly Indian and Asian precincts, in Australia and overseas.

### 2.3.2 Engagement with City of Wyndham

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ACIL Allen also sought information from Wyndham City in regards to Indian/South Asian businesses operating in Wyndham City, as well as existing cultural, community, religious, educational or sporting facilities or services predominately or extensively used by Indian or South Asian community members.

The ACIL Allen project team undertook internal consultations with a significant number of council staff from Wyndham City, including managers of Community Planning and Development; Libraries and Community Learning; Economic Growth, Industry Facilitation and Tourism; Service Planning, partnering and Reform; and Sport and Recreation and coordinators from Project Management Office; Neighbourhood Hubs; Events; and Strategic Planning.

The ACIL Allen project team also participated in meetings of the Council's Project Advisory Committee.

### 2.3.3 Community consultations

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Community views on a potential Indian Cultural Precinct in Wyndham were obtained in a two-stage process. The first stage of the community consultation process took the form of an online survey developed by ACIL Allen and SGS that was open to all members of the Wyndham community. Wyndham City promoted the survey through the Council's website and social media channels, and via emails to key groups within the Indian and South Asian communities in Wyndham.

The second stage of the community consultation process consisted of four workshops / discussion groups held in July 2017 in Wyndham City's premises on Princes Highway in Werribee. Respondents to the online survey who had indicated an interest in further participating in the community consultation process and others were invited to attend the workshops / discussion groups.



### 2.3.4 Develop of recommended options

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Following the workshops / discussion groups, ACIL Allen and SGS developed recommendations of precinct options for Wyndham City's consideration based on a number of assessment criteria, taking into account feedback from the community obtained through the online survey and workshops / discussion groups.

## 2.4 Report structure

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This report is structured as follows:

- Chapter 2 presents the views of the Wyndham community on an Indian Cultural Precinct, elicited via an online community survey and subsequent workshops / discussion groups
- Chapter 3 describes the options development process, where an initial long list of options was narrowed to a short list, which were then assessed based on a suite of criteria centring on affordability, feasibility, authenticity and inclusiveness
- Chapter 4 presents the options recommended by ACIL Allen and SGS
- Chapter 5 describes the next steps.



This chapter presents the views of the Wyndham community on an Indian Cultural Precinct, elicited via an online community survey and subsequent workshops / discussion groups. This is preceded by a definition of a cultural precinct and a discussion of the significance of the Indian community in Wyndham.

### 3.1 Definition of a cultural precinct

A cultural precinct is a defined geographical area that contains facilities and services related to artistic and intellectual activity. In addition to retail stores and cafes/restaurants, it might feature a museum, art gallery, performing arts centre and/or library. It is a place for a community to congregate and a destination for local, intrastate, interstate and international visitors.

Melbourne is host to a number of cultural precincts, including Chinatown, Little Saigon in Footscray, Eaton Mall in Oakleigh, Victoria Street in Richmond, as well as Lonsdale Street and Lygon Street which showcase Greek and Italian cultures respectively.

As well as preserving and promoting cultural heritage, cultural precincts are often a focus for commercial activity and entrepreneurship. They attract investment, draw tourism, stimulate local business and contribute to Victoria's economy. In addition, they reinforce Melbourne's international reputation as one of the world's truly successful multicultural cities.

People from Cultural and Linguistically Diverse (CALD) backgrounds can be found all across Victoria. CALD communities have brought, and continue to bring, rich traditions and perspectives to modern day Melbourne and Victoria. The communities and individuals who developed these areas influenced Victoria's culinary repertoire, design style and approach to community building at a social, cultural, environmental and economic level.

The Victorian Government has recognised the benefits of cultural precincts and has supported their development over the years. Their funding of cultural precincts is intended to support local investment as well as facilitate intrastate, interstate and international tourism. Cultural precincts also enable Victorians to celebrate their culture with pride and practice their traditions in peace, consistent with the tenets set out in the Victorian Values Statement.<sup>1</sup>

### 3.2 Significance of the Indian community in Wyndham

Wyndham City is home to a number of significant Indian cultural celebrations which draw an audience from across Wyndham and the broader western suburbs. These events include Wyndham Diwali, Holi Fest and the South Asian Food Festival. In 2015, for the first time, the Indian Film Festival of

<sup>1</sup> See <https://proud.vic.gov.au/victorian-values-statement/>

Melbourne held a number of screenings at the Wyndham Cultural Centre in recognition of the growing community at Wyndham. The City also has a large T20 cricket league with strong participation across South Asian communities.

A number of Indian and South Asian restaurants and grocery stores have opened in Wyndham in recent years. This reflects the growing population living in Wyndham from these cultural backgrounds, and the growing interest in the culture within the general Wyndham community.

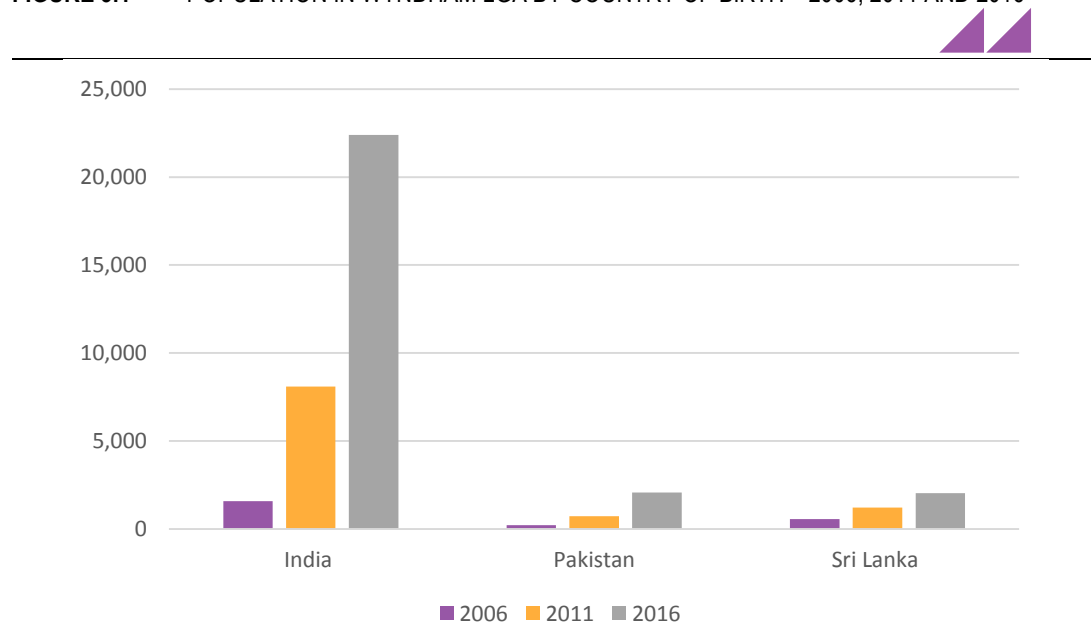
At least two manufacturers of Indian sweets/confectionary have established their businesses in Wyndham including retail outlets.

Wyndham is home to temples, gurudwaras (in Hoppers Crossing and Tarneit) and mosques (in Truganina and Hoppers Crossing, and a new one in development in Tarneit) as well as many other religious and community facilities, which provide places for people of Indian and South Asian background to meet and build a sense of community.

According to the Council, demand for use of the municipality's Encore Events Centre and Eagle Stadium for South Asian community events is steadily rising. Each year the Council's is receiving an increasing number of requests for the use of outdoor venues for the Diwali and Holi festivals.

In the past decade, the Indian-born (and more broadly, the South Asian born) population has grown rapidly in Wyndham. The number of Wyndham residents who were born in India rose from 1,574 in 2006 to 8,094 in 2011, and then to 22,392 in 2016 (see **Figure 3.1**). In the 10 years to 2016, the Indian-born population in Wyndham grew by more than fourteen-fold, while the Pakistan-born population grew by more than nine-fold and the Sri Lanka-born population grew by nearly four-fold.

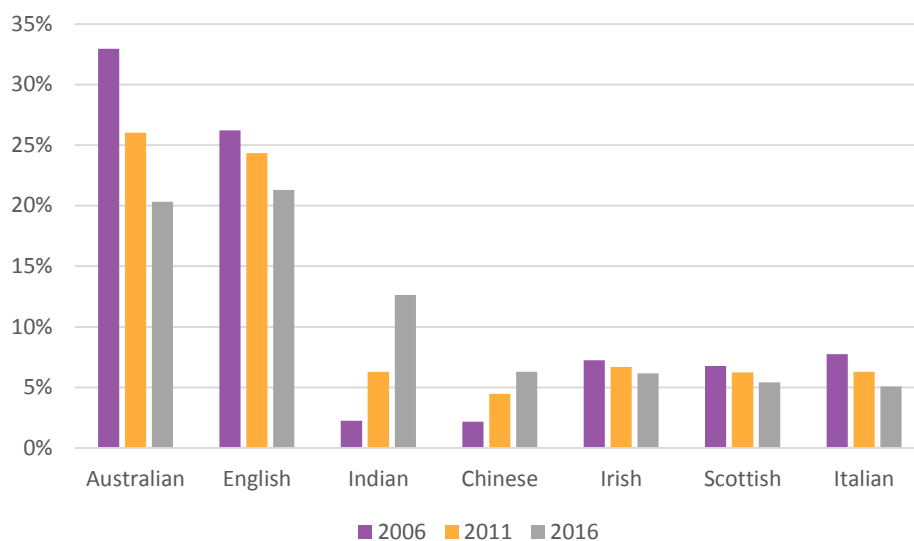
**FIGURE 3.1** POPULATION IN WYNDHAM LGA BY COUNTRY OF BIRTH – 2006, 2011 AND 2016



SOURCE: ABS, CENSUS OF POPULATION AND HOUSING 2006, 2011 AND 2016

The changing ethnic profile of the Wyndham LGA can be seen in **Figure 3.2**, which shows the proportion of the LGA's population by ancestry (that is, with one or both parents from a particular country) in 2006, 2011 and 2016. The proportion of the Wyndham population with Indian ancestry rose from 2.3 per cent in 2006 to 6.3 per cent in 2011 and 12.6 per cent in 2016.

The significance of the Indian community in Wyndham is also evident in the languages other than English spoken at home. According to the 2016 Census, in Wyndham 3.6 per cent of residents spoke Punjabi, 3.5 per cent spoke Hindi and 1.7 per cent spoke Urdu (compared with 3.5 per cent for Mandarin and 1.9 per cent for Arabic). In Victoria as a whole, only 0.6 per cent spoke Punjabi, 0.7 per cent spoke Hindi and just 0.3 per cent spoke Urdu.

**FIGURE 3.2** PROPORTION OF POPULATION IN WYNDHAM LGA BY ANCESTRY – 2006, 2011 AND 2016

SOURCE: ABS, CENSUS OF POPULATION AND HOUSING 2006, 2011 AND 2016

The size of the Indian community in Wyndham relative to that of the other South Asian communities suggests that it is appropriate for an Indian Cultural Precinct, rather than a South Asian Cultural Precinct, to be established in Wyndham.

### 3.3 Feedback from online community survey

As noted previously, the views of community members on the proposal for an Indian or South Asian precinct in Wyndham were sought using the following means:

- An online survey which was promoted on the Council website, through Council networks and communication channels.
- Three workshops / discussion sessions, each with up to 20 invited participants who were largely identified from those who responded to the online survey.

The community engagement processes and drafting of the online survey were informed by advice received at a meeting on 7 April 2017 with Council representatives from a range of areas.

#### 3.3.1 Overview of survey

The online survey comprised 14 questions, some of which included multiple choice options for responses. Most questions also provided scope for open ended or more general feedback. Around 740 responses were received, although some of those who provided responses did not address all of the questions. While 740 is a relatively small proportion of the population of the Wyndham City Council catchment area (population around 217,000 in 2016), it is still considered to be sufficient to gauge the general views of the local population on the proposed cultural precinct.

The questions included in the online survey were designed to elicit reactions to the proposal for an Indian or South Asian precinct, views on specific options and ideas for the location of the precinct, information on the person responding, and whether the respondent would be interested in participating in other engagement processes.

Information was also included on the background to the proposal. Respondents were made aware that the potential funding of \$500,000 from the State Government would have to be matched dollar-for-dollar by the Wyndham City Council.

### 3.3.2 Desirability of an Indian Cultural Precinct in Wyndham

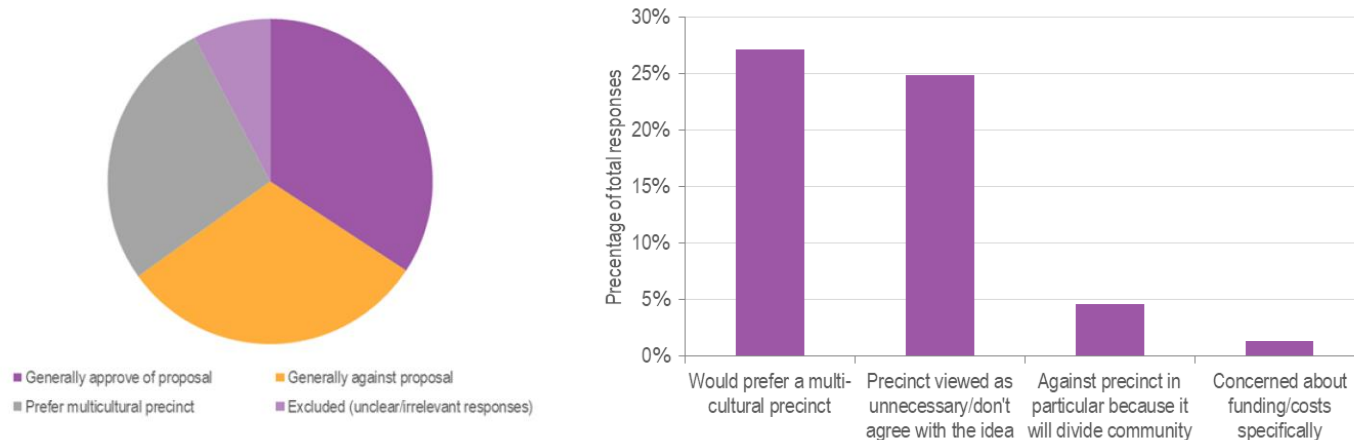
Around 33 per cent of those who responded to the survey voiced some level of disapproval for the proposed Indian or South Asian cultural precinct. Reasons for this included:

- Don't agree with the precinct as a concept in general or see it as unnecessary for Wyndham,
- Are against the proposal particularly because it is likely to divide the community
- Are concerned about public money being spent on the proposal.

A relatively high proportion of those who responded expressed a preference for the precinct to be a multicultural precinct rather than one focused on one particular ethnicity or group. This was despite the survey not specifically including this an option.

The distribution of responses is shown in **Figure 3.3**.

**FIGURE 3.3** VIEW ON THE DESIRABILITY OF AN INDIAN CULTURAL PRECINCT IN WYDNHAM



SOURCE: ACIL ALLEN CONSULTING AND SGS ECONOMICS AND PLANNING

Perhaps unsurprisingly, there were differing levels of support for the precinct amongst respondents from different counties of origin.

- There were relatively few people of Indian origin who objected to the concept, and of those who did, it was almost evenly split between those who were against the idea altogether and those who were supportive of a multicultural precinct.
- Among people of Australian origin, almost 60 per cent of responses were against the proposal and 10 per cent were supportive of a multicultural precinct instead.
- The majority of those of Chinese origin who responded to the survey were against the proposal in general, with 13 per cent indicating a preference for a multicultural precinct.

### 3.3.3 Indian or South Asian?

During the survey phase of consultations, the questions were framed to include both Indian and South Asian cultures. This was in line with the approach to the state-wide feasibility study which also explored South Asian cultures along with Indian culture. South Asia was understood to include Pakistan, Bangladesh, Sri Lanka, Nepal and the Maldives, in addition to India. Although there was mixed feedback on this, the emerging view was that defining the cultural precinct as "Indian" rather than "South Asian" would work best in Wyndham because:

- Indian was by far the most prevalent South Asian cultural background found in Wyndham, more so than other places in Victoria (such as Dandenong) where the mix of South Asian cultures was different.
- Some people held the view that it would not be possible for all South Asian cultures to be authentically portrayed in a single cultural precinct.
- Others held the view that most South Asian cultures emerged from Indian culture.

While the predominant view was that this cultural precinct should be Indian, there was a strong sense that it should be welcoming and inclusive, which would include being welcoming and inclusive of all South Asian cultures.

### 3.3.4 Form of an Indian Cultural Precinct

The online survey also sought comments on ideas for the form of a cultural precinct.

Around 23 per cent of responses to this question indicated support for one or all of the options suggested for the precinct. There was a relatively high level of support for a traditional street-based precinct, and for the two options identified for outdoor open space precincts (particularly if responses to these two options were combined).

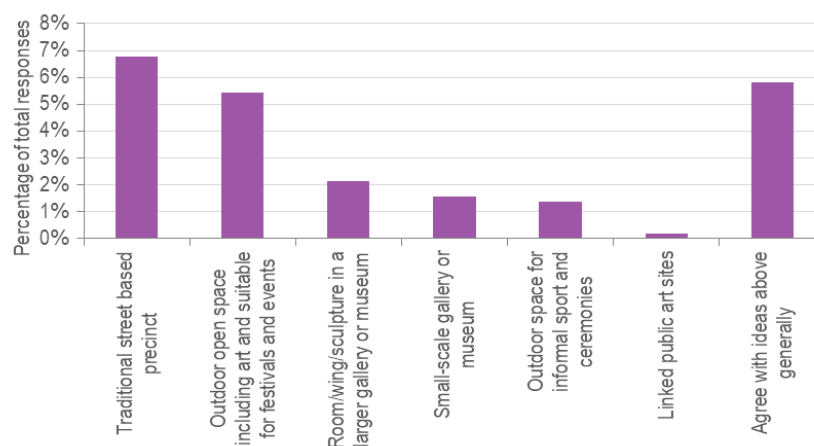
There was also some support for the options for the precinct to take the form of part of a larger art gallery or as a small gallery or museum space.

A number of responses suggested that having a mix of the indoor and outdoor options would be a good idea, such as a having a facility with both indoor and outdoor spaces for festivals and events, or for the retail street option to include open space with public art.

A number of responses also provided other ideas for the precinct. Common themes among these included the potential to focus on Indian or South Asian foods and cuisine, the establishment of a facility such as a library to showcase Indian and South Asian literature, and for general community spaces that could be used for a range of community activities including those suitable for children.

**Figure 3.4** shows how these responses were distributed.

**FIGURE 3.4** PREFERENCES FOR FORM OF INDIAN CULTURAL PRECINCT



SOURCE: ACIL ALLEN CONSULTING AND SGS ECONOMICS AND PLANNING

Another theme to emerge from the responses was that existing street-based precincts were allowed to develop over time organically, and did so without specific government intervention. There was a view that if a street-based cultural precinct was to be sustainable, it should evolve naturally.

When asked for other ideas, given the proposed capital funding and the need to fund future operating costs, the most popular response was for investment to be made into events and activities and suitable venues and spaces for these to occur in. Suggestions for on-going funding included having facilities for hire, crowdfunding and other community fundraising sources, seeking community donations or sponsorship from businesses, and potentially ticket sales from key events.

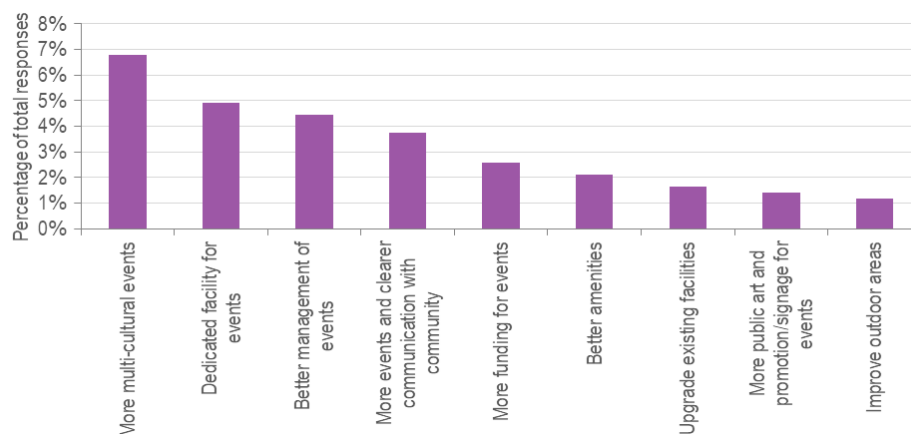
Many responses also identified that the amount of funding allocated to the precinct could be better utilised in other ways, such as in improvements to public transport and social infrastructure such as schools and community services.

### 3.3.5 Improved facilitation of cultural events in Wyndham

Around half of respondents to the survey indicated that they had not participated in any Indian or South Asian cultural activities in Wyndham. Many of these respondents also suggested that they were not interested in partaking in such events in future.

Those who had attended cultural activities or events made a number of suggestions for improvements to facilities, as indicated in **Figure 3.5**.

**FIGURE 3.5** POTENTIAL IMPROVEMENTS TO CULTURAL EVENTS IN WYNDHAM

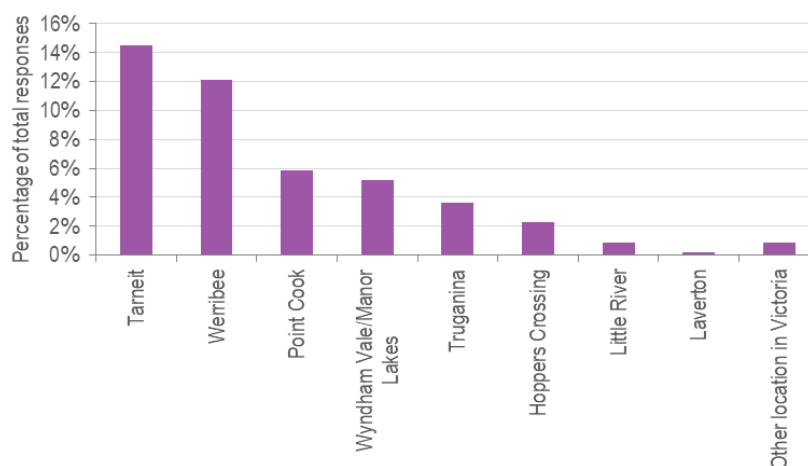


SOURCE: ACIL ALLEN CONSULTING AND SGS ECONOMICS AND PLANNING

### 3.3.6 Location for Indian Cultural Precinct in Wyndham

Around 46 per cent of survey respondents identified the best location for the proposed precinct as one of the major centres within Wyndham or a major location within Victoria (see **Figure 3.6**).

**FIGURE 3.6** PREFERRED LOCATION FOR INDIAN CULTURAL PRECINCT IN WYNDHAM



SOURCE: ACIL ALLEN CONSULTING AND SGS ECONOMICS AND PLANNING

Many survey respondents also made suggestions as to possible locations within these centres, including close by to existing retail and shopping areas and to public transport.

### 3.4 Feedback from workshops / discussion groups

Three workshops were held at the Wyndham Civic Centre, each with up to 20 invited participants who were largely identified from those who responded to the online survey. The workshops were held on the evening of Thursday 13 July 2017, the morning of Friday 14 July and the morning of Saturday 15 July, to enable as many of the selected participants as possible to attend. The selected participants were chosen on the basis of their interest expressed in the online survey, and to ensure that a broad cross-section of the population were represented.

Participants at the workshops were given information on findings from the online survey and updated demographic information for Wyndham from the 2016 ABS Census. Participants were then invited to provide further views on:

- the option for a street-based precinct, noting that there was no organic/obvious location
- the option for a proposed open space multicultural precinct, with the first stage focussing on Indian and South Asian cultures
- other options, e.g. an Indian / South Asian wing of a future art gallery in Wyndham
- proposed uses for the precinct, e.g. sculpture trail, festival space, ceremonial use, cricket
- options for location of the precinct
- other issues to be considered.

More than 30 community members participated over the course of three discussion group sessions. The majority of participants were of Indian background, with a small number from other South Asian backgrounds. In addition, there were participants who identified themselves as having Anglo-Australian, English, Ethiopian, Italian and Chinese backgrounds. Two councillors also participated in the workshops. The mayor of the City of Wyndham, Cr Henry Barlow, was able to attend all three sessions, and Cr Tony Hooper attended the first session.

A wide range of topics were covered in the workshop discussions, with differing views about the functions, focus and desirability of a proposed precinct. The comments and feedback from the discussions are summarised below.

#### 3.4.1 Indian cultural precinct or multicultural precinct

A diversity of views were aired on whether the cultural precinct should specifically be Indian-focused or a multicultural one.

- “Precinct” is being interpreted in different ways, with some members of the community seeing the proposed precinct as a potential enclave which is not consistent with goals for an inclusive community.
- Has to be of benefit to everyone and promote a sense of belonging.
- Note the historical contributions of other cultures in Wyndham. Wyndham wouldn't be what it is without the Italians and their market gardening.
- Council should promote the precinct in a positive manner that helps to integrate communities. It should project the Indian community as a successful multicultural community.
- Need to decide if it is Indian and/or South Asian and build the plan from there.
- Also want to see things for other cultures. If successful the Indian community can support others to develop their own precincts. Start with an Indian precinct and extend it to a global village.
- If we do a multicultural precinct, we're missing the point. Going multicultural could dilute the benefits.
- People's negative reaction is part of the cycle of learning and change. It is inevitable that there will be rejection initially. Community leaders need to stand strong.
- Online survey responses may have been biased by a negative social media campaign.
- Australia is losing its identity. We've already changed so much, why this too?
- Risk: Council will look like it doesn't support the Indian community if it doesn't implement an Indian Cultural Precinct.
- Risk: Start with the Indian community with the intent to extend to others, but never have the funding to do it.



### 3.4.2 Definition of Indian culture

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There was debate on what Indian culture is, its complexity and diversity, and what aspects of the culture should be showcased in the cultural precinct.

- Indian culture does not exist without spirituality. Spirituality is central to Indian culture, including the use of fire.
- We need to go back to basics with culture. It is not food, not Bollywood, not cricket, not film. It goes deeper than that.
- Culture can be better transmitted through live interaction than through something static.
- It is a challenge to communicate/represent the diversity of Indian culture.
- Consider the contribution of modern India: nanotechnology, space programs etc.
- Focus on education and learning, eg Jaipur astrodome showcasing the origin of horoscopes and navigation.
- Yoga is one of India's gifts to the world.
- There is a Hindi saying "The world is one" that can inspire this project. The intent is not to divide the community. Everyone is welcome.
- Other South Asian cultures were born out of Indian culture.
- Need to depict the culture and help to hand it on to the next generation.
- Showcase, celebrate, integrate, share, preserve – these are key words.
- So many events across Indian and South Asian cultures – how to prioritise which ones are celebrated at the precinct?

### 3.4.3 Form of the Indian Cultural Precinct

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Workshop participants shared their ideas for the form of the Indian Cultural Precinct in Wyndham.

- A place for sharing food, cricket, e.g. President's Park – include infrastructure to support food trucks.
- An indoor space for arts can be used all year around, as opposed to an outdoor space which is limited by weather conditions.
- An art museum with mini-library, café, educational space could provide economic benefits to the city through visitors.
- Shared garden with a place to cook. Could include a tandoor, a hangi etc. Add to the Karen garden at Werribee Park.
- Different things can happen across Wyndham – create a series or trail across a number of sites.
- It's OK to do something similar to Dandenong. There is room for two Indian Cultural Precincts in Melbourne in different parts of the city. There are different Vietnamese precincts.
- Start with just streetscaping and in future aim to add a museum or gallery.
- Something novel for Victoria
- Include a sculpture of great Indian warrior, Arjuna (this idea was included in a follow up email)
- Otherwise, general lack of support for a monument.
- Start small and grow. Have a staged plan for the precinct.

### 3.4.4 Other views and concerns

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Workshop participants also expressed views on other issues and concerns.

- Would upgrading President's Park mean that the Indian community would feel like they own it or have priority use?
- If it relies on money from the community it won't be sustainable or accessible – eg purchasing food from food trucks can be expensive for families.
- Shouldn't let the funding amount be a constraint. Let the ideas flow! Worry about the funding sources later.
- The community is keen to have more input

- Use the list of past Council candidates for engagement. They are citizens who are keen to participate in community.
- It's important to engage the young people in Wyndham.

### **3.5 Implications of community feedback for type and nature of cultural precinct**

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The community online survey and subsequent workshops / discussion groups have indicated that support for an Indian Cultural Precinct is strong among members of the Indian community in Wyndham. However, a significant proportion of the non-Indian community in Wyndham are not in favour of such a precinct, some of whom would prefer a multicultural precinct instead.

The community consultations also indicate that there is no clear consensus among the Wyndham community about:

- what is understood by the term "Indian Cultural Precinct"
- whether Council should continue to pursue the idea of an Indian and/or South Asian precinct
- if there is to be an Indian/South Asian or multicultural precinct, what form it should take, its purpose, what might it be used for and where might it be located.



This chapter describes the option development process for the Indian Cultural Precinct in Wyndham. It shows the evolution from the initial long list of options into a short list through the application of a suite of assessment criteria.

## 4.1 Initial list of options

An initial list of options identified in the online survey and following input from the community is as follows:

### **“Traditional” street-based precinct**

- A “traditional” street-based precinct. Could start with just streetscaping and in future aim to add a museum or gallery.
- Indian cultural precinct funding could be used for signage, public art, archways and landscaping, etc.
- Could include a significant sculpture, such as that of the great Indian warrior Arjuna.
- A street-based precinct could also be centred around a new privately-financed commercial development with a specialist travel agency, Bollywood cinema, authentic food court with hawkers brought in from India and other South Asian countries, and/or branches of famous restaurants in India/South Asia.

### **Large outdoor open space precinct**

- An outdoor, open space precinct that could be used for festivals such as Diwali, Holi, kite flying, etc. It could include sculptures, steps to a water feature, a musical fountain, architectural features, shelters, suitable landscaping and/or public art.
- Funding could also be used for the upgrading of infrastructure to support food trucks/food festivals.
- Presidents Park could be considered as a potential location.

### **Smaller outdoor “precinct” or trail linked to existing greenspace**

- A smaller outdoor “precinct” could be identified for smaller scale Indian cultural activities such as yoga and reflection. There could also be a trail with Indian-themed public art, seating, etc.
- A cultural trail could describe the contribution of a range of cultures – including Indian - to Wyndham over many years.
- It could be included in open space such as the Werribee River corridor.

**Indian-themed public plaza or park adjacent to an existing or planned shopping centre**

- Funding could be used to enhance the public space adjacent to one of the newer “big box” shopping centres in the LGA, e.g. a park with Indian-themed seating, mosaics, public art and landscaping, for intended use similar to the Japanese garden adjacent to the Wyndham Civic Centre.
- The public plaza could also include educational material, explaining the significance of the public art, the contributions of Indians to the arts and sciences, and information about the Indian community in Wyndham.

**Community garden / spice garden / botanical garden and site for cultural cooking activities.**

- Could include a tandoor, a hangi etc., and add to the Karen garden at Werribee Park.

**An educational museum / gallery**

- A small-scale art gallery or museum could include changing exhibits from major Indian/South Asian museums, complemented by virtual reality (VR) experiences, such as a walk-through of a sculpture gallery or a motorcycle ride between major cultural and historical attractions in an Indian city.
- The museum could also tell the stories of recent Indian/South Asian migrants to Wyndham.
- Funding could also be used for an “Indian and South Asian” room, wing or sculpture garden as part of a larger regional art gallery or museum.

**Community centre/auditorium to house cultural events and educational activities.**

- The centre could include a library as part of the space for educational activities.

**'Global village'**

- The global village could house pavilions for a range of cultures, offering retail, cultural and entertainment experiences. (See <http://globalvillage.ae/en/> for an example of a large-scale 'global village', this one being located in Dubai, United Arab Emirates and operating 5 to 7 months a year).

## 4.2 Assessment criteria

Through the discussion groups, a number of factors emerged as important criteria for consideration when investigating the feasibility of an Indian/South Asian precinct in Wyndham. These criteria can be grouped as follows:

**Financial viability and affordability**

- Cost to design and construct
- Cost to operate and maintain
- Potential for other funding sources

**Feasibility**

- Eligible for Victorian Government cultural precinct funding
- Suitable location exists (it would be advantageous if the precinct could enhance an existing asset rather than starting from scratch)
- Can be delivered within any timing constraints.

**Authenticity**

- Enables authentic cultural exchange or learning
- Can support the diversity within Indian culture

**Inclusiveness**

- Accessible to people of all backgrounds, consistent with the Victorian Values Statement (in particular, the need to promote inclusion and participation and to reject exclusion)
- Contributes to social cohesion / is not divisive in the Wyndham community.

The above criteria were applied to the initial long list of options to reduce it to a short list.

## 4.3 Assessment of options

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### 4.3.1 A “traditional” street-based precinct

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#### Financial viability and affordability

This option is financially viable if the funding is used to enhance the streetscape around the precinct, such as building an arch over the main street of the precinct. The Indian community could potentially make a financial contribution to augment Victorian Government and City of Wyndham funding.

#### Feasibility

As noted in the original study undertaken by ACIL Allen and SGS for the Victorian Government, there is currently no significant cluster of Indian themed businesses in Wyndham to enable the immediate development of a traditional street-based precinct. In addition, no planning approval is currently sought for a privately developed Indian or South Asian commercial hub in Wyndham.

Where there are a number of Indian businesses in close proximity (such as in Werribee), there are also a significant number of businesses specialising in food from other cultures. This suggests that an Indian street-based precinct is not practical in the foreseeable future.

#### Authenticity

Depending on the nature of the street-based precinct, it could potentially enable authentic cultural exchange or learning and could support the diversity within Indian culture.

#### Inclusiveness

A street-based precinct that has evolved organically is likely to be viewed as inclusive, examples being Chinatown in Melbourne CBD and the Italian precinct in Lygon Street, Carlton. However, a street-based Indian Cultural Precinct imposed on the Wyndham community by the state and/or local government is likely to engender hostility by some members of non-Indian communities in Wyndham, who might feel that the Indian community is being given unwarranted preferential treatment and that their community should be entitled to their own cultural precinct as well.

#### Assessment summary

This option is not shortlisted for further consideration. There is currently no significant cluster of Indian themed businesses in Wyndham to enable the development of a traditional street-based precinct. In addition, a privately developed Indian or South Asian commercial hub in Wyndham is unlikely to emerge in the near future.

### 4.3.2 A large outdoor open space precinct

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#### Financial viability and affordability

A large outdoor open space precinct is only affordable if Wyndham City is committed to developing this space as an important recreational facility and amenity for all Wyndham residents over an extended period of time. In other words, the funding offered by the Victorian Government for the Indian Cultural Precinct would be used to construct the initial phase of what will be a multi-phased longer-term project.

#### Feasibility

It is likely that suitable locations exist in Wyndham for a large outdoor open space precinct, such as Presidents Park.

**Authenticity**

Depending on the design of the outdoor open space precinct (for example, the inclusion of a cultural interpretive trail), it could potentially enable authentic cultural exchange or learning and could support the diversity within Indian culture.

**Inclusiveness**

While accessible to all, an outdoor open space precinct that focuses only on Indian culture will likely be regarded as exclusive by many members of the Wyndham community. However, the precinct could be expanded in scope to embrace all cultures, with the Indian-themed and focused part of the precinct as the first phase in the development of a multicultural outdoor precinct.

**Assessment summary**

This option is shortlisted for further consideration.

**4.3.3 A smaller outdoor “precinct” or trail linked to existing greenspace**

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**Financial viability and affordability**

A smaller outdoor “precinct” is likely to be financially viable and affordable, and will not require Wyndham City to have a deep financial commitment to the project over an extended period of time.

**Feasibility**

It is likely that suitable locations exist in Wyndham for a smaller outdoor “precinct” or a trail linked to existing greenspace, such as along the Werribee River corridor..

**Authenticity**

Depending on the design of the smaller outdoor “precinct” or trail, it could potentially enable authentic cultural exchange or learning and could support the diversity within Indian culture. Some members of the Indian community may not regard this as meeting their expectations for a cultural precinct.

**Inclusiveness**

While accessible to all, a smaller outdoor “precinct” that focuses only on Indian culture will likely be regarded as exclusive by many members of the Wyndham community. Due to the size of the “precinct”, there might be limited opportunities to expand its scope to become a multicultural precinct over time. However, if it formed part of a “cultural trail” there may be opportunities to add other multicultural elements in adjacent areas.

If the precinct was specifically designed to cater for activities such as yoga, it is more likely to be used by the broader community.

**Assessment summary**

This option is shortlisted for further consideration.

**4.3.4 An Indian-themed public plaza or park adjacent to an existing or planned shopping centre**

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**Financial viability and affordability**

An Indian-themed public plaza or park adjacent to an existing shopping centre is likely to be financially viable and affordable, and will not require Wyndham City to have a deep financial commitment to the project over an extended period of time.

**Feasibility**

Further research is required to determine if there are suitable locations in Wyndham for an Indian-themed public plaza or park that is sited next to an existing or planned shopping centre.

**Authenticity**

It is likely that an Indian-themed public plaza or park located next to an existing or planned shopping centre would enable some degree of authentic cultural exchange or learning and could potentially support the diversity within Indian culture. However, some members of the Indian community may not regard this as meeting their expectations for a cultural precinct.

**Inclusiveness**

An Indian-themed public plaza or park located next to an existing shopping centre would be highly accessible to the broader Wyndham community.

ACIL Allen and SGS are of the view that an Indian outdoor cultural space sited next to a commercial development is less likely to be viewed as exclusive as one that is sited within an existing public greenspace. Broader support for this option is also more likely to be forthcoming if it meets community needs for a landscaped outdoor space in a location where one is not currently provided, and if it is tastefully executed.

**Assessment summary**

This option is shortlisted for further consideration.

#### **4.3.5 A community garden / spice garden / botanical garden and site for cultural cooking activities**

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**Financial viability and affordability**

A community garden / spice garden / botanical garden or site for cultural cooking facilities is likely to be financially viable and affordable, and will not require Wyndham City to have a deep financial commitment to the project over an extended period of time. The Indian community could provide in-kind support for the project e.g. helping plant the garden.

**Feasibility**

Further research is required to determine if there are suitable locations in Wyndham for a community garden / spice garden / botanical garden or site for cultural cooking activities.

**Authenticity**

It is likely that a community garden / spice garden / botanical garden or site for cultural cooking activities would enable authentic cultural exchange or learning and could support the diversity within Indian culture.

**Inclusiveness**

A community garden / spice garden / botanical garden or site for cultural cooking activities would be highly accessible to the broader Wyndham community, assuming costs for accessing the facility are reasonable. It would be unlikely to provoke resentment in Wyndham residents of non-Indian ancestry.

**Assessment summary**

This option is shortlisted for further consideration.

#### **4.3.6 An educational museum / gallery**

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**Financial viability and affordability**

An educational museum or an Indian wing of a new regional art gallery is likely to be expensive (particularly in the case of the former), and will require Wyndham City to have a deep financial commitment to the project over an extended period of time.

**Feasibility**

Further research is required to determine if there are suitable locations in Wyndham for an education museum or a new regional art gallery. There is no currently obvious location which could become such a museum or gallery within the time and budget constraints of the Victorian Government's funding offer.

**Authenticity**

An educational museum or an Indian wing of a new regional art gallery would enable authentic cultural exchange or learning and could support the diversity within Indian culture.

**Inclusiveness**

An educational museum or an Indian wing of a new regional art gallery would be highly accessible to the broader Wyndham community (particularly if admission is free or inexpensive). However, if mostly funded by Council, it might cause envy and resentment in other Wyndham communities, who might then demand a similar facility for their community.

**Assessment summary**

This option is not shortlisted for further consideration as it is unlikely to be affordable. It is also unlikely that a museum or gallery will be planned and constructed in time to take advantage of the Victorian Government's funding offer

**4.3.7 Community centre/auditorium to house cultural events and educational activities.****Financial viability and affordability**

A community centre or auditorium to house Indian cultural events and educational activities is unlikely to be financially viable and affordable.

**Feasibility**

Building a new community centre or auditorium large enough to house significant Indian cultural events, or augmenting an existing facility is likely to be unaffordable, unless Wyndham City is willing and able to augment the \$0.5 million offered by the Victorian Government for the Wyndham Indian Cultural Precinct.

**Authenticity**

A community centre or auditorium to house Indian cultural events and educational activities will enable authentic cultural exchange or learning and could support the diversity within Indian culture.

**Inclusiveness**

A community centre or auditorium designed to house Indian cultural events and educational activities (even if those events are open to all) is likely to be regarded as exclusive, and be resented, by a considerable number of Wyndham residents of non-Indian ancestry. This would be particularly difficult to overcome if an existing facility, with a history and current identity, was converted to an Indian community or cultural centre.

**Assessment summary**

This option is not shortlisted for further consideration as it is unlikely to be financially viable and affordable. It is also likely to be perceived as divisive and is unlikely to be welcomed by non-Indian communities in Wyndham, which will demand similar facilities if its construction is underwritten by Wyndham City.



### 4.3.8 A 'global village'

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#### Financial viability and affordability

A permanent 'global village' in Wyndham is only affordable if Wyndham City is committed to developing the village over an extended period of time. In other words, the funding offered by the Victorian Government for the Indian Cultural Precinct would be used to construct the initial phase (e.g. the Indian pavilion) of what will be a multi-phased longer-term project.

The Indian community could potentially contribute financially to the construction of the Indian component of the 'global village'. Strong commercial support from the private sector would be required.

It is unclear whether the 'global village' can attract enough patrons to be financially sustainable over the longer term.

#### Feasibility

Further research is required to determine if there are suitable locations in Wyndham for the 'global village'. It is unlikely that the 'global village' will be planned and designed in time to take advantage of the Victorian Government's funding offer. It is also unclear whether Wyndham is the best location in metropolitan Melbourne for the 'global village'.

#### Authenticity

The Indian component of the 'global village' such as the Indian pavilion will enable authentic cultural exchange or learning and could support the diversity within Indian culture.

#### Inclusiveness

The 'global village' will be highly inclusive and open to all in the Wyndham community and beyond.

#### Assessment summary

This option is not shortlisted for further consideration. It is unlikely that the 'global village' will be planned and designed in time to take advantage of the Victorian Government's funding offer. It is also unclear whether Wyndham would be the best location in metropolitan Melbourne for the 'global village'. Finally, it is unclear whether the 'global village' can attract enough patrons to be financially sustainable over the longer term.

## 4.4 Shortlisted options

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The shortlisted options for further consideration are:

- A large outdoor open space precinct
- A smaller outdoor precinct or trail linked to existing greenspace
- An Indian-themed public plaza or park adjacent to an existing shopping centre
- A community garden / spice garden / botanical garden and site for cultural cooking activities.

The community garden or spice garden could potentially be integrated into a large outdoor open space precinct or a smaller outdoor precinct (or even an Indian-themed public plaza or park adjacent to an existing or planned shopping centre).

These options are analysed in the next chapter of the report.

## 4.5 Location scoping

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Wyndham City has made a preliminary assessment of existing sites across the municipality to consider their viability for the location of a potential Indian Cultural Precinct. Consideration was given to the following five criteria.

### Criterion 1: Locality

As shown previously in **Figure 3.6**, respondents to ACIL Allen's community survey indicated significant support for Tarneit and Werribee out of nine available location options.

### Criterion 2: Identity

The precinct has been used for Indian cultural celebrations/activities currently or previously. Alternatively, the space already has a strong identity through current uses or a longstanding group of community members – which would eliminate the site from consideration, given that it may be at odds with the aims of the project, which is to celebrate inclusiveness and cultural identity.

### Criterion 3: Street-based

The site is located within or near a street-based retail or community precinct. This will be needed for some options.

### Criterion 4: Open space

The site is located within or near significant open space. This will be needed for most options, and provide open space capacity for large community events and multicultural sculptural works.

### Criterion 5: Large indoor space

The site includes large indoor space options (that is, with seating capacities of 200 or greater). This will be needed for some options, and may be a valuable addition to some other options. Currently, Indian cultural events are held at the largest venues in Wyndham – for example, Encore Events Centre and the Werribee Racecourse, which have very large capacities.

A preliminary assessment of potential locations in Wyndham City for an Indian Cultural Precinct is presented in **Table 4.1**. Among the assessed locations, only Presidents Park is recommended for further consideration.

**Table 4.1** ASSESSMENT OF POTENTIAL LOCATIONS IN WYNDHAM CITY

	Locality	Identity	Street based	Outdoor open space	Large indoor space	Overall assessment
<b>Central Park</b>	Hoppers Crossing - not desirable	No – there are long standing centre users	No – residential area	Partial – a small park is adjacent to the centre suitable for outdoor events	Yes – it is the largest community centre in Wyndham.	Excluded based on long-standing centre users with strong sense of identity with centre, plus non-desirability of location.
<b>Kelly Park</b>	Werribee - desirable	No – there are long standing centre users	Partial – southwest portion of the park is adjacent to a retail area	Partial – located within a medium-sized park suitable for outdoor events	Partial – capacity of 180 seated for the main hall	Excluded based on long-standing centre users and their strong sense of identity with centre and the history of Werribee.
<b>Diggers Road Soldiers Memorial Hall</b>	Werribee South - least desirable	No – there are long standing centre users	No – rural area	No – surrounded by privately owned farm land	No – Main hall capacity of 100 seated	Excluded based on non-desirable location and outdoor space, and long-standing centre users.

	Locality	Identity	Street based	Outdoor open space	Large indoor space	Overall assessment
<b>Old Shire Offices</b>	Werribee - desirable	No – there are long standing centre users	Yes – in Werribee Activity Centre	No	No – capacity of 50 people seated	Excluded based on small size and long-standing centre users with strong sense of identity with centre.
<b>Presidents Park</b>	Werribee - desirable	Yes – currently used for Indian cultural events	No	Yes	No	Recommended for further consideration, noting the absence of indoor space available.
<b>Tarneit CLC</b>	Tarneit - most desirable	Partial – some Indian cultural groups meet here	Partial – land adjacent to a retail area	No	Partial – capacity of 120 seated	Excluded based on indoor and outdoor constraints of site.
<b>Penrose CC</b>	Tarneit - most desirable	Partial – some Indian cultural groups meet here	Partial – land nearby to a retail area	Partial – a small amount of open space is adjacent to the centre	Partial – capacity of 120 seated	Excluded based on indoor and outdoor constraints of site.

SOURCE: WYNDHAM CITY COUNCIL

# 4

## RECOMMENDED OPTIONS

This chapter presents three options for Wyndham City's consideration. The options differ in scale and cost, and each has strengths and limitations / disadvantages.

### 5.1 Recommended option 1: Smaller outdoor precinct or trail linked to existing greenspace

#### 5.1.1 Concept

The concept is a smaller outdoor "precinct" featuring Indian-themed public art or an interpretative cultural trail, which could potentially be located in an existing greenspace in Wyndham. The trail could explain the richness and diversity of Indian culture and highlight the stories of prominent members of the Indian community.

There would be landscaping and public benches, with an area potentially set aside for the practise of yoga and for meditation or reflection. A small spice garden could also be incorporated into the "precinct".

#### 5.1.2 Potential location

A potential location for the "precinct" could be along the Werribee River corridor. However, careful planning would be required to avoid encroaching on Indigenous sites of significance in that area. Further assessments would need to be undertaken to determine the optimal location for the "precinct".

#### 5.1.3 Strengths and disadvantages

A key strength of a small-scale outdoor "precinct" is its affordability. The funding by the Victorian Government, combined with a matching contribution from Wyndham City, should be sufficient to cover a large proportion of the capital cost of the precinct. Council would then need to only cover the recurrent costs of maintaining the precinct, which is likely to be modest.

However, the scale of such a precinct means that it will be Indian-focused. While this will satisfy the Indian community in Wyndham, it is likely to alienate a significant proportion of the non-Indian community, who made clear their preference for a multicultural precinct or no precinct at all in the online community survey and subsequent workshops / discussion groups.

Depending on the site and location of the "precinct", if it formed part of a "cultural trail" there may be opportunities to add other multicultural elements in adjacent areas.

Gandhi sculpture in  
Canberra



SOURCE:  
[HTTP://PEACE.MARIPO.COM/P\\_GANDHI.HTM](http://peace.mariipo.com/p_gandhi.htm)

## 5.2 Recommended option 2: An Indian-themed public plaza or park adjacent to an existing or planned shopping centre

### 5.2.1 Concept

The concept is an Indian-themed public plaza or park located next to an existing or planned shopping centre in Wyndham. As in the case of recommended option 1, the public plaza or park could feature Indian-themed public art or a small interpretative cultural trail. A water fountain could complement the public art.

There would be landscaping and public benches, with an area potentially set aside for the practise of yoga and for meditation or reflection. A small spice or flower garden could also be incorporated into the plaza or park. The public plaza could look like a miniature version of Union Square in Manhattan, New York City (see **Figure 5.1**).

**FIGURE 5.1** UNION SQUARE, MANHATTAN, NEW YORK CITY



SOURCE: WIKIPEDIA

### 5.2.2 Potential locations

As noted previously, further research is required to determine if there are suitable locations in Wyndham for an Indian-themed public plaza or park sited next to an existing/planned shopping centre.

### 5.2.3 Strengths and disadvantages

Like recommended option 1, a key strength of this option is its affordability. The funding by the Victorian Government, combined with a matching contribution from Wyndham City, should be sufficient to cover a large proportion of the capital cost of the project. Council would then need to only cover the recurrent costs of maintaining the precinct, which is likely to be modest.

The disadvantage of this option is that it will be Indian-focused. Like recommended option 1, while this will satisfy the Indian community in Wyndham, it may alienate a significant proportion of the non-Indian community. However, if it meets community needs for a landscaped outdoor space in a location where one is not currently provided, broader support for this option is more likely to be forthcoming.

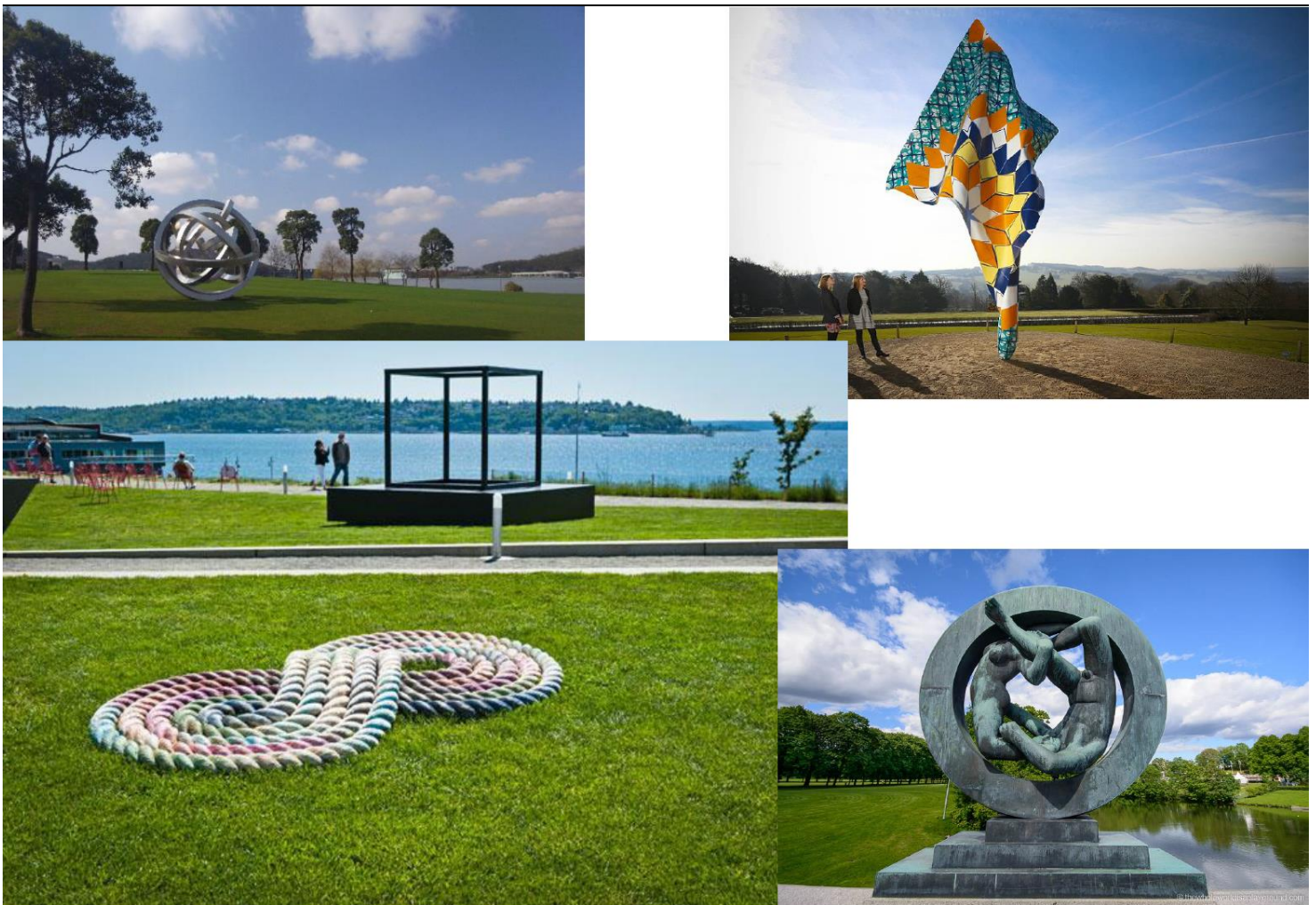
## 5.3 Recommended option 3: Multicultural sculpture and performing arts park

### 5.3.1 Concept

The concept is of a multicultural sculpture park with several Indian-themed sculptures installed at its inception, and the progressive addition of sculptures representing the many other communities in Wyndham (Chinese, Italian, Filipino etc.) in the following years. A suitable acknowledgement of Aboriginal culture as the culture of the first people of Wyndham would also be included.

Ideally the sculpture park would be located around a small body of water, so that an interpretive cultural trail could be established near the water's edge alongside the sculptures (see **Figure 5.2** for examples from around the world). A stage could be erected to enable live performances, as could a musical fountain in the middle of the body of water (see **Figure 5.3**). The fountain would be lit at night and be synchronised to recorded music as well as live musical performances.

FIGURE 5.2 EXAMPLES OF SCULPTURE PARKS



SOURCE: VARIOUS

The sculpture and performing arts park would draw recreational users such as families on a weekend picnic outing as well as large crowds during major festivals and celebrations such as Holi and Diwali (and those of other cultures and communities). There would need to be adequate parking and other facilities and amenities (such as public toilets). Trees would potentially need to be planted to provide shade.

The park could also feature an Indian-themed spice or flower garden (and similar gardens for other Wyndham communities). In addition, a nearby area could be set aside for food trucks.

**FIGURE 5.3** EXPLES OF MUSICAL FOUNTAINS

22

SOURCE: VARIOUS

### 5.3.2 Potential location

A potential location for the multicultural sculpture and performing arts park is Presidents Park in Wyndham Vale (see **Figure 5.4**). However, the feasibility of this location will need to be further assessed.

**FIGURE 5.4** AERIAL VIEW OF PRESIDENTS PARK IN WYNDHAM VALE

SOURCE: DANIEL KOREN

### 5.3.3 Indicative costings

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The cost of outdoor sculpture and public artworks varies considerably. An Australian Broadcasting Corporation (ABC) article on public artworks in Canberra examined 8 artworks installed between 2001 and 2012 that cost between \$74,000 and \$421,000 (with an average of \$223,375).<sup>2</sup>

The cost of the musical fountain is not known. There appears to be a large number of potential suppliers from China, such as the HJC Water Fountain Co. Ltd from Jiangsu and the Hangzhou West-Lake Fountain Installation Serials Co. Ltd.<sup>3</sup>

The cost of upgrading park facilities can be considerable. For example, Napier & Blakeley (a property development and sustainability consultancy) estimates that open bitumen car parking, including draining and line marking) costs \$85-100 per sqm (or approximately \$2,550-3,000 per lot).<sup>4</sup>

### 5.3.4 Funding and role of Council

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The Victorian Government's cultural precinct funding of \$500,000 (and matched contribution by Wyndham City) could be used for the commissioning and installation of Indian-themed sculptures and infrastructure improvements in the first phase of the park's development. The Indian community could also be approached to provide additional funding for this phase.

Subsequently, other communities in Wyndham would be invited to propose to Council the development of new sections of the sculpture park that would feature sculptures that are artistic representations of these communities. They would be required to contribute financially to augment Council funding to meet the construction costs of these new sections. Wyndham City should also seek additional cultural precinct funding from the Victorian Government. That is, ideally there should be a 'tripartite' funding arrangement that involves cost-sharing between a community, Council and the Victorian Government,

### 5.3.5 Strengths and disadvantages

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The multicultural sculpture and performing arts park is designed to promote community bonding and harmony. The first phase, with several Indian-themed sculptures, recognises the importance and aspirations of the large and fast-growing Indian community in Wyndham. At the same time, future phases of the park will offer similar opportunities for artistic expressions by other cultures and communities in Wyndham. The park respects the wishes of many Wyndham residents, conveyed through the community online survey and sequent workshops / discussion groups, for a multicultural precinct rather than an exclusively Indian precinct.

The musical fountain, spice / botanical garden and other features of the park will draw many members of the Wyndham community each weekend and during festivals and celebrations, enhancing social capital and facilitating inter-cultural exchange.

A potential disadvantage of the multicultural sculpture and performing arts park concept is that it will be expensive, with the Victorian Government funding being able to defray only the cost of the first phase of the park. The concept will therefore need to be firmly supported by Wyndham City for an extended number of years for it to come to complete fruition. Council will need to be financially committed to the project and view it as an integral part of its vision and plans to deliver a major piece of recreational infrastructure for the enjoyment of the entire Wyndham community for many years to come.

<sup>2</sup> See [www.abc.net.au/news/specials/curious-canberra/2016-04-25/public-art-in-canberra-costs/7328574](http://www.abc.net.au/news/specials/curious-canberra/2016-04-25/public-art-in-canberra-costs/7328574)

<sup>3</sup> Many of these companies can be found on alibaba.com

<sup>4</sup> Napier & Blakeley, *Construction Costs: Melbourne July 2016*





This report has assessed the feasibility of an Indian Cultural Precinct in Wyndham. Community consultations undertaken as part of this feasibility study indicated that, while support for an Indian Cultural Precinct is strong among members of the Indian community in Wyndham, a significant proportion of the non-Indian community in Wyndham is not in favour of such a precinct and would prefer a multicultural precinct instead.

An initial list of options for an Indian Cultural Precinct or a Multicultural Precinct has been assessed based on a suite of criteria centring on affordability, feasibility, authenticity and inclusiveness. The shortlisted options have been combined into three recommended options for Wyndham City's consideration. The strengths and disadvantages of each option were analysed and discussed in the previous chapter. None of the recommended options conform to the traditional concept of a cultural precinct.

The recommended options were presented on 7 August 2017 to the Project Advisory Committee, which also had access to the draft version of this report. All members of the committee present at that meeting unanimously expressed a preference for the multicultural sculpture and performing arts park over the other two shortlisted options. The consensus was that the key strengths of this option lay in its multicultural nature (an expression of 'unity in diversity') and its place within a longer term vision.

Presidents Park also emerged as a preferred location, but it would still need to be subjected to further investigation and planning by Council. Other open spaces may also be considered.

The next step is for Council to formally endorse the multicultural sculpture and performing arts park as the preferred option and to negotiate with the Victorian Government on a funding agreement for the project. An in-depth study on the chosen location (including the identification and resolution of any planning and development issues), project costings and other details (such as the process for the commissioning of art works) would then need to be undertaken.

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