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Media Release

Monteleone family shares vision for community hub – family applauded for their endeavours

Monday January 11, 2016. Speaking on behalf of the Monteleone family, spokesperson Mr. Caz Monteleone has stated that since the announcement in late 2015, the family has received overwhelming support for their vision to ensure that the residents of Melbourne's newest suburb located at Donnybrook has a strong vibrant community and cultural precinct.

Their vision seeks to ensure that the new suburb located at Donnybrook would benefit by generating employment, training and education facilities; providing public services and creating a shared community space, whilst preserving the rich and vast history of the Donnybrook and City of Whittlesea Region.

The family hopes that Donnybrook is not another soulless suburb in Melbourne's ongoing sprawl as the state accommodates more and more people relocating to Victoria's capital city.

"We are immensely proud to be a family of committed and dedicated local residents that have made an immense contribution to the area as the town's largest employer with a reputation for delivering quality award winning innovative dairy products, as well as a tourist attraction and learning centre", said Caz Monteleone.

"The creation of a Cultural and Community precinct has been proposed by our family to preserve the region's rich history that incorporates the area's Indigenous people, migration, early settlement, agriculture and industry development".

The Monteleone family proposes that the existing buildings would be converted to a museum where exhibits of the local Wurundjeri culture and early migration and agricultural heritage artifacts would be on display.

A café and piazza near the museum will allow visitors to soak up the atmosphere whilst enjoying a homemade gelato in a serene area that will host cultural, folk and entertainment events for the enjoyment and benefit of the local residents.

The Agricultural Education Centre will provide a centre where children can gain hands on experience in food production, particularly dairying, animal handling and environment conservation.

Whilst the adjacent retail precinct will provide a convenient place for the weekly shop, the gardens will offer a sanctuary for people wishing to enjoy the natural environment that surrounds the precinct.

The gardens and cobbled bluestone features will bring together the traditional and

migrant history of the region.

Anchored to and integrated with the precinct would be an activity centre where the residents can park their cars and access the proposed public and cultural heritage precinct.

A childcare centre is also proposed for the precinct along with medical, public, professional and commercial services. Thus the precinct will incorporate needed public services, tailored local retail that ties together the social and community needs in a shared and beautiful space.

In addition, the Monteleone plan seeks to incorporate higher education and training facilities that will support the long-term economic growth objectives in the region's food and beverage sector.

Donnybrook is about to enter a new chapter in its history with the creation of Melbourne's newest residential suburb. The Monteleone's are not opposed to development and progress; after all home ownership is the great Aussie dream.

Caz Monteleone continued, "A visit to any new suburb will quickly reveal that they have failed to embrace, incorporate and foster existing community gems that either wither away or are so isolated to the point that they are either unknown or irrelevant to the community".

The Monteleone family regards development planning that doesn't take into consideration the cultural and heritage value of the Donnybrook Cheese Farm as a missed opportunity that will deny future generations the potential to learn about the area's dairy industry and cheese making.

The municipality of Whittlesea once had a flourishing dairy industry with over 60 dairies in operation. Today only the Donnybrook Cheese Farm remains.

The Monteleone's have proposed the creation of a cultural and community precinct that preserves and promotes the region's history and industry, creates jobs, educates future generations – all brought together around a social community centre that is integrated into carefully designed retail and public service facilities.

Representatives of the Indigenous community and many of the area's long established families have been especially excited about the prospects the conversion of Monteleone family home into a museum in which historical artifacts, pioneering and industry memorabilia can be displayed. A number of groups have contacted the Monteleone family to advise the museum has provided them with an incentive to share local history and artifacts.

Caz Monteleone concluded, "The Monteleone family proposal has been submitted to the Metropolitan Planning Authority and City of Whittlesea and we are confident that they will acknowledge and support the long term community, cultural, learning commercial outcomes of our vision".

Issued by the Donnybrook Cheese Farm & the Monteleone family

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