****

**Hurstbridge Traders Association Inc.**

#### PO Box 455 Hurstbridge Vic 3099

Email: [info@hurstbridgevillage.com.au](mailto:info@hurstbridgevillage.com.au)   
Web: hurstbridgevillage.com.au

ABN: 67 386 151 016

**Annual General Meeting**

**Wednesday 15th November 2021**

**Zoom Meeting Opened: 7.30pm**

**Present:** Ian Mason, Jason Dirkx, Craig Usher, Mathew Spiteri, Heidi Crundwell, Gino Marone, Michael Camilleri, Danielle Phyland, Rebecca Schafer,

Terry Hutton

**1. Welcome:** Ian Mason welcomed those present.

**2. Apologies:** Karen Egan

**3. Confirmation of 2020 AGM Minutes:**

Moved: Craig Usher Seconder: Terry Hutton

**4. Annual Reports:**

**4.1 President's Report – Ian Mason**

This financial year has been met with challengers for both Traders in our Village and customers.

The Traders have been resilient and pushed through under enormous pressure.

During this period, the Traders Association has pushed forward with planning for the future, promoting Hurstbridge and advocating for Hurstbridge.

I would like to thank the committee this year for their passion and energy for Hurstbridge.

Terry/Craig filling the role as Secretary (make good B1 and B2)

Linda Western for her work as Treasurer.  Handing over to Jason Dirkx from Bendigo Bank.

The General Committee also for keeping us focused.

I would also like to thank our Marketing Co-Ordinator Bec Schafer for helping us and staying positive and creative through this time.

Like to also thank our Councilor Karen Egan and the Nillumbik staff, Danielle and Rania.  They are always happy to get involved and advocate for the Traders.

Some of the highlights of the Committee this year:

* Come up with a strategic marketing plan that sets goals and people responsible for different aspects.
* The renewal Special Charge scheme acceptance process.
* Signage at Wattle Glen Round “Historic Town”
* Street scape works complete and new playground/skate park
* Outdoor seating in open space
* Being successful in a Grant of $10,000 for signage for linking the end of the trail to Hurstbridge Township
* Advocating support for the funding the redevelopment of lot 1 Grey Sharps Road.  Council was successful in getting this funding.  Proposed start for this work is next year.
* Very excited by what the bike trail will mean to Hurstbridge.
* Various digital marketing Facebook /Instagram/signage/banners
* Gigs and performances.

Moving forward the Committee is excited about our Township and with the development of Lot1 and the Hurstbridge bike trail and how this will make Hurstbridge a destination for visitors and tourists.

**4.2** **Treasurer's Report – Jason Dirkx**

Financial Statements Certified by Ian Mason, President and Jason Dirkx, Treasurer on the 12/11/2021. Prepared by Marendaz Pty Ltd dated 10/11/2021.

For the financial year ended June 30th 2021, Hurstbridge Traders Association Inc Consolidated Profit and Loss recorded a net profit of $8,160.00.

Income derived from “Nillumbik Shire Council” $40,749.00, which is the Hurstbridge Traders Rates Fee income, “Other Subscriptions & Sponsorships” $4,470.00 and “Vic Govt Business Support” $10,000.00.

The Vic Govt Business Support is grant money that will be used for signage at the end of the bike trail being constructed, which has not been finalised yet.

The previous financial year’s income was $133,688.00 Majority of the difference is that relating to Wattle Festival, and a reduction in the Traders fee due to the effects of COVID-19.

This can be seen in the Expenditure also:

Total expenditure $47,062.00 Marketing and advertising still took place throughout the year, in 2020 there was a Virtual Wattle Festival held.

“Marketing Coordinator” for Traders Association cost was $18,700.00.

“Marketing Coordinator” for Wattle Festival cost was $11,603.00.

A separate Profit and Loss for the Traders Association (not including Wattle Festival) was also prepared:

Total income $55,221.00.

Total Expenses $33,758.00.

Net Profit $21,463.00.

A separate Profit and Loss for Wattle Festival (not including Traders Association) was also prepared:

Total income $0.00

Total Expenses $13,303.00

Net Loss $13,303.00.

Balance Sheet:

$81,670.00 total current assets being cash holding in the bank.

Cash on hand as of June 30th 2021:

Bendigo Club Account – Traders: $66,074.00.

Bendigo Traders Debit Card – Traders: $805.00.

Bendigo Club Account – Wattle: $11,711.00.

Float Account (Boomerang Bags); $3,080.00.

Only current liability is $399.00 for GST payable. There are also outstanding BAS payments to be made which will be assessed and paid in the coming weeks.

Total Equity $81,270 for year ending June 30th 2021.

**4.3 Marketing Report - Marketing Coordinator Rebecca Schafer**

**Reporting period: November 2020 – October 2021**

Hurstbridge Village has had a "Special Charge" for businesses in the main shopping precinct since 2006. These funds have enabled HTA to deliver some important marketing initiatives for Hurstbridge Village, which would not otherwise happen. Without this special charge, HTA would cease to exist and along with it all the activities it initiates and supports.

COVID 19 continued to impact the delivery of activity within Hurstbridge with the environment either locked down or in a state of unknown.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Marketing Item** | **Description** | **Actual Cost** | **Outcome**  **(Achieved/Not achieved)** | **Part of Original Plan** |
| Gigs in the Bridge | Conduct series of music gigs to engage the local community and artists. Idea initiated as a collaboration with Hurstbridge Trader Sean Flynn. | $2500 | Achieved | No |
| Hurstbridge Gift Cards | Source, design and print a stockpile of Hurstbridge Gift cards that can be used for promotions | $1700+card loading | Achieved | Yes |
| Hurstbridge Village Trail maps updated and re-printed | Update maps with new Traders and new images | $1500 | Achieved | Yes |
| Website maintenance | Updating of website including   * News * Trader’s space * AGM info * Trader Directory | $429 | Achieved | Yes |
| State Government Grant application | Direct traffic from Hurstbridge Bike Trail to the main street of Hurstbridge and encourage spending in town | Coordinator time | Grant achieved.  Funding not spent yet. | Yes |
| Facebook | Ongoing digital marketing of paid and organic content | Coordinator time | Ongoing | Yes |
| Instagram | Development Instagram as a two-step platform:   * Feed for tourism * Stories for local news   Note: alternative Instagram page run by local has now been re-branded to another business. | Coordinator time | Ongoing | Yes |
| EDMs | Establish email communications monthly | Coordinator Time | Achieved | Yes |
| HV Signage and Branding | Printing of signage, advertising and banners |  | Achieved | Some |
| Wattle Festival support | Street decorations, Virtual festival | $900 | Achieved | Yes |
| Banner along Crane Yard Fence | Banner to improve streetscape | $800 | No – Council blocked | Yes |
| Bushfire Sculpture | Take over project management of bushfire sculpture installation | NIL | No – in progress | No |
| Trader and Village photography | Ongoing photography of traders – 10 traders now complete and in use for promotion | $800 | Village photography, Trader photography not achieved | Yes |
| Christmas Campaign | Set up of existing decorations & lighting | $3000 | Achieved | Yes |
| IDAHOBIT | Tree wrap and Facebook reskin | Coordinator time | Achieved | Yes |
| Yarra Ranges Membership | Membership to have Hurstbridge content on Kiosk and on Tourism network.  Would not recommend renewal as we have seen little benefit from this. | $295 | Achieved | No |
| Update Hurstbridge Wikipedia entry | Update the content on Wikipedia to be more accurate and current. | Nil | Achieved | Yes |

**Current statistics:**  
Facebook: **+164** (+227 likes in last period)  
Instagram: **+281** (+404 Followers in last period)  
Website visits: **2562 unique users +195** (2367 unique visitors in last period)  
Trader email open rate: **42%, -10%** (52% open rate in past period)

**5. Election of Committee:**

*President* - Ian Mason

*Vice President* – Not Filled

*Treasurer* – Jason Dirkx

*Secretary* - Craig Usher & Terry Hutton

*General Committee Members -*

Jason Dirkx

Terry Hutton

Michael Camilleri

Gino Maraone

Craig Usher

All elected unopposed - Vice President position still needs to be filled.

Nomination of HTA Auditor for Financials

Marendaz Accountants and Business Advisors, Managing Director Phil Marendaz,

Moved: Jason Dirkx Seconder: Craig Usher

**Meeting Closed: 8.10pm**