

mount **WAVERLEY**

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The Mt Waverley Traders Association has been a registered body since 1986, however, it's been in hiatus. The current committee are taking the association to a new level and with the support of the City of Monash, have engaged a co-ordinator to assist with marketing, advocacy and administration. The Association has worked hard this financial year and we're keen to gain the support of our traders to move forward to promote Mt Waverley as a place to access professional services as well as a shopping and dining destination of choice in the City of Monash.



A Vision for the Future

To provide the local community with a safe, attractive and vibrant shopping and business experience in a friendly environment with quality goods and services. The Mt Waverley Traders Association aims to promote, market and manage Mt Waverley Village on behalf of the businesses therein.

WHAT WE ARE PROPOSING

A marketing & business development fund of approximately \$72,000 per annum. This fund will be administered by the City of Monash with funds provided to the Mt Waverley Traders Association in instalments, upon presentation of an annual marketing plan and reporting to council on the expenditure of the funds. Our Association has establish a moderate and affordable levy for a centre of our size. This is important so that we can undertake and coordinate promotional programs as well as advocate for ongoing streetscape improvements to lift the image/profile of our centre.





Special Charge

Ground floor businesses

\$520 annually

(approx. 131 properties)

First floor businesses

\$260 annually

(approx. 37 properties)

Annual Budget funded by the Special Charge

Part time centre co-ordinator	25%
Marketing through social media, gift cards, competitions, etc.	20%
Annual in-centre promotional activities	20%
Branding through new logo, website and business directory	10%
Business information, training & networking programs	10%
Communication via emails and newsletters	10%
Financial & other administration	5%

The executive committee

President – Claude Bernado (Ultimate Hairworks & Beauty)

Treasurer – Wayne Shen (Mas Tax Accountants)

Committee Secretary – Jimmy Hu (Mas Tax Accountants)

General Committee members – Andy Quah (Waverley Floorworld), Vinh Do (Toro Café), Michael Wong (Alpha Hearing)

Should you have any questions regarding the Mt Waverley Traders Association & our direction forward, we encourage you to reach out to our co-ordinator Vela Stambolziev
vela@engagingsocialmedia.com.au

KEY ACHIEVEMENTS IN 2021-2022 HAVE BEEN:

- **Committee** – establishing a strong committee, driving membership & adopting Rules of Association.
- **Marketing** – adoption of branding Mt Waverley 3149 & a logo for the precinct.
- **Website** – establishing our website mountwaverley3149.com.au
- **Social Media** – establishing Facebook & Instagram pages for [mtwaverley3149](https://www.facebook.com/mtwaverley3149)
- **Administration** – engaging a co-ordinator to assist the committee & drive the establishment a marketing levy.
- **Community Engagement** – establishment of Trader newsletters for all Mt Waverley businesses to engage & inform opportunities available.
- **Taking part in the Council lead activations** – Mini Makers & Creators & Pup on Winbourne.

