

# THE GLEN WAVERLEY TRADERS ASSOCIATION

The Glen Waverley Traders Association has been a registered body since September 1992. 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 marketing Glen Waverley as a shopping and dining destination of choice in the City of Monash.



## KEY ACHIEVEMENTS IN 2020-2021 HAVE BEEN:

**Committee** – establishing a strong committee, driving membership, holding an AGM, and adopting Rules of Association.

**Lights** – purchasing and installing lights in the trees throughout the Kingsway Precinct. Our association has been recognised within Australia for this initiative being a finalist in the Mainstreet Australia Awards for “Lighting up Kingsway.”

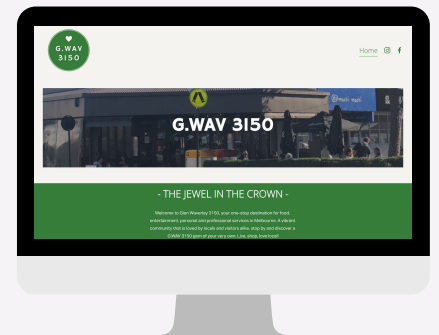
**Marketing** – adoption of branding GWAV3150 and a logo for the precinct.

**Website** – establishing our website [www.gwav3150.com.au](http://www.gwav3150.com.au).

**Social Media** – establishing Facebook and Instagram pages for GWAV3150

**Administration** – engaging a co-ordinator to assist the committee and drive the establishment of a marketing levy.

**Community Engagement** – establishment of WhatsApp Groups and Trader Bulletins for all Glen Waverley businesses to engage and inform opportunities available.



**Relationships** - The committee collaborate with key stakeholders including the City of Monash ward councillors, Geoff Lake & Nicky Luo, CEO Andi Diamond; Member for Glen Waverley Matt Fregon and other key stakeholders managing city development including the Suburban Rail Loop advisory groups.

**City of Monash** – working collaboratively with the City of Monash on Glen Waverley Nights, outdoor dining, infrastructure, and car parking.

**Suburban Rail Loop** – engaging with the SRL via the Precinct Reference Group and advocating on behalf of all Glen Waverley Traders to the SRL Authority.





**The Glen Waverley mission statement below outlines our association's goal:**

“To promote and market the Kingsway and surrounding precinct as a convenient essential provider of goods and services to the community, a location of choice for dining offering a wide selection of international cuisines; serviced by great public transport options and good parking, offering a safe, pleasant, friendly environment for shopping, business, leisure and entertainment purposes”

**WHAT WE ARE PROPOSING:**

Currently, membership to the Glen Waverley Traders Association costs only \$150 per year. To keep up with our competitors, we are proposing to establish an annual levy which most larger strip centres operate under across Melbourne. The levy will be administered by the City of Monash with funds provided to the Glen Waverley Traders Association in instalments, upon presentation of an annual marketing plan and reporting to council on the expenditure of the funds. Our Association is wanting to establish a moderate and affordable levy for a centre of our size.

**Ground floor businesses - \$500 annually**  
(approx. 148 properties)

**First floor businesses - \$250 annually**  
(approx. fifty-six properties)



**The proposed budget is broken down as follows:**  
Expenditure (expressed as a percentage of income)

-Co-ordinator	<b>25%</b>
-Dining Promotion	<b>10%</b>
-Local Area Marketing	<b>10%</b>
-Professional Development/Business Networking	<b>10%</b>
-Social Media	<b>10%</b>
-Insurance/Subscriptions	<b>6%</b>
-Events	<b>5%</b>
-Website	<b>5%</b>
-Lights	<b>5%</b>
-Cinema Advertising	<b>5%</b>
-Graffiti Removal	<b>5%</b>
-Shopping Bags	<b>4%</b>

**The executive committee currently is**

- President** Christo Christophidis - Mocha Jo's
- Vice President** Craig Lane - Hennesy Lane
- Treasurer** Bill Bourgazas - Piatella
- Secretary** Mitchell Zadow - Sharrock Pitman Legal
- Executive** Carmen Chau - Winsam Group
- Executive** Aret Arzadian - The Black Toro

Should you have any questions regarding the Glen Waverley Traders Association and our direction forward, we encourage you to reach out to our co-ordinator Alex Hume info@gwav3150.com.au

[www.gwav3150.com.au](http://www.gwav3150.com.au)

@GWAV3150

