

Friday 24th June, 2022

Peter Panagakos
Director of City Development City of Monash
PO Box 1
Glen Waverley
VIC 3150

Dear Peter,

I write to you on behalf of the Mt Waverley Traders Association Committee to request the City of Monash begin the statutory process of declaring a Special Rate Marketing Program for the Mt Waverley precinct for a 5-year period from October 1st 2022 – September 30th 2027.

Over the past year, our volunteer committee has worked hard to assist our businesses navigate their way through a second year of Covid restrictions. We have achieved many positive outcomes during this hard time by the appointment of a marketing coordinator who has worked with the association to build a strong database of our businesses and commence communication with them on a regular basis. We have committed to have our association move forward and have a logo and branding done for the association through a local agency and set up a website, have Facebook and Instagram pages and emails are sent regularly to all traders.

Our Co-Ordinator has worked closely with The Mt Waverley Traders Association and Peter McNabb from Peter McNabb & Associates (an independent contractor), to seek support for the introduction of a Special Rate Marketing Program. The timing of this work was done after the stage 6 lockdown and many of our businesses were closed, working from home, struggling to find staff, or had other priorities. However, they were very supportive and relationships between the Traders Association and our local businesses are forming.

Having said this, it is with great news that I would like to inform you that our Association has managed to obtain over 65% support for the introduction of a Special Rate Marketing Program for Mt Waverley – an achievement we are extremely proud of considering the challenges of the past 25 months in Melbourne, especially in Mt Waverley.

We ask that the conditions of the rate be as outlined below

- The rate commences in ~~July~~^{Oct} 2022 for a 5-year period
- That the boundaries of the rateable area are from Wadham Parade in the north, Stephenson's Road/ The Highway in the east, Virginia Street to the south and Hamilton Walk/ Hamilton Place to the west.
- That ground floor properties pay an annual fee in the first year of \$520 and first floor properties pay an annual fee of \$260 in the first year
- The annual rate is to increase by CPI annually
- In the case of a businesses that occupies multiple tenancies, that the business only pays one rate annually. Property owners/and or tenants may apply for an exemption if: A single business using the same Australian Business Number and trading name is located in two or more contiguous rateable properties, then the business would only incur one charge.

Our committee is conscious of the current financial pressure on businesses post pandemic and as a result has opted to request very modest rates in comparison to other strip shopping centres in Melbourne.

We would like to thank the following people, Rachel Burree, Robert Nikoloski and Paula Brennan for their ongoing advice, and guidance.

Their support has been incredible and genuinely appreciated.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Claude Bernardo', written in a cursive style.

Claude Bernardo
President Traders Association
Mount Waverley Village