



Tuesday 29th March 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 Glen Waverley Traders Association Committee to ask that the City of Monash begin the statutory process of declaring a Special Rate Marketing Program for the Glen Waverley precinct for a 5-year period from July 2022 – June 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. Through the appointment of a Marketing Co-Ordinator, the Association has been able to establish a strong database of our businesses and commence communication with them on a regular basis.

We have put in place branding for Glen Waverley (GWAV3150) with a website, Facebook, and Instagram pages. With funds raised through our Special Rate Marketing Program we look forward to implementing our Marketing Plan submitted to council. The Association has been able to apply for several State government grants, and have recently been successful in being awarded a 20K Federal Government Strengthening Communities Grant to commence the installation of monitored CCTV cameras in the Glen Waverley Precinct. Members of our committee are active in the Suburban Rail Loop discussion groups representing the Glen Waverley precinct as a major stakeholder impacted by the project. Although positive and supportive of the finished project, our Association's advocacy on behalf of the businesses we represent will be vital to the continued prosperity of Glen Waverley throughout the 6-year construction of the new station in our precinct.

The Glen Waverley Traders Association engaged a highly experienced independent contractor, Peter McNabb from Peter McNabb & Associates, to canvas our businesses and seek support for the introduction of a Special Rate Marketing Program. The timing of Peter's canvassing was indeed problematic, firstly with the coming off a 6th lockdown in late 2021 and with the Omicron variant of Covid spreading across Melbourne in early January. This meant it was difficult to engage with businesses, having to check in at each location with the challenges from wearing masks to closed offices, and limited contact with actual owners of the multiple types of businesses. Many of our businesses had the decision makers furloughed due to illness or being a close contact; and many of our professional services businesses were working from home. Glen Waverley also has a sizeable

proportion of businesses who have offices in Glen Waverley but don't actually do business from their registered location.

Despite this, our Association has managed to obtain over 60% support for the introduction of a Special Rate Marketing Program for Glen Waverley – an achievement we are extremely proud with considering the challenges of the past 25 months in Melbourne, especially in Glen Waverley.

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

- The rate commence in July 2022 for a 5 year period
- That the boundaries of the rateable area are from Springvale Road in the east; Kingsway to Bogong Ave in the south; Myrtle St and Euneva Ave in the west and O' Sullivan Rd to the north.
- That ground floor properties pay an annual fee in the first year of \$500 and first floor properties pay an annual fee of \$250 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 especially Cr. Lake & Luo our immediate ward members, and in particular, yourself (Peter Panagakos) Andi Diamond whom without their ongoing advice, support and relationship of our Association during this time and look forward to your confirmation of our request.

Kind regards,



Christo Christophidis

President

Glen Waverley Traders Association

CC: Dr A Diamond, CEO City of Monash; Mr P. Panagakos, Director of City Development City of Monash; Mr G. Talbot, Manager Community Amenity; Ms R Burre, Acting Economic Development Coordinator, City of Monash; Mr R Nikoloski, Economic Development Officer, City of Monash; Mr Colin Bostock, Coordinator - Neighbourhoods & Place Making, City of Monash