

## Elsternwick Mainstreet Committee AGM Minutes Summary

### Committee Updates

- Matt introduced the full committee.
- Geoff has stepped down from the committee.
- Noel is also stepping down.
- Minutes from last year were moved by Adam and seconded by Tom.
- Meetings will continue to run every second month.

Matt noted:

- Business confidence is improving, but foot traffic remains lower than post-COVID peaks—now stabilising to normal levels.
- Paid parking concerns remain a major issue.
- A refresh of the precinct brand is currently underway.
- EMC has been meeting with Council and other trader associations to share insights and collaborate more closely.
- Topics discussed: parking, public safety, precinct identity.
- Need for **4–5 additional committee members**.
- All trader ideas and participation are welcome.
- Thanks extended to James and Elsa.
- Acknowledgement that it can be a thankless job at times—including occasional difficult interactions.

## Highlights & Achievements

### Our Three-Pronged Approach: Marketing, Events, and Trader Support

#### Events

- **Easter & Passover**

We brought festive energy to the street with the Easter Bunny handing out eggs, entertaining shoppers and traders, and running a precinct-wide Easter Egg Hunt.

- **Halloween**

A hugely successful Trick-or-Treat Trail, photo wall, arts and crafts, roving musicians and entertainers attracted **over 7,000 visitors** to the precinct and in turn large brand awareness of the area.

- **Christmas Family Fun Day (this Saturday)**

Featuring a photo wall, fire-engine rides, entertainers, musicians, and new festive window decals across the strip to bring some extra Christmas cheer.

#### Marketing

- Branded shopping bags across the precinct

- Strong content production, including high-engagement reels featuring our traders

- Digital advertising across Meta, TikTok, and Google

- Editorial articles showcasing local businesses

- A website that continues to perform strongly with **nearly 87,000 annual visits**

#### Trader Support

- Promoting trader specials, news, and social content

- Collaboration posts

- Regular newsletters

- Liaising with traders regarding street concerns—cleanliness, public safety, and operational issues—and passing this information on to Council, Police, and vice-versa

- Advocating for trader interests

## No Paid Parking Campaign

When Council announced its parking plan, including a proposed paid-parking component, we heard strong and consistent opposition from both traders and shoppers.

In response, we launched a comprehensive awareness campaign to ensure the community understood the implications and knew how to voice their concerns. This included window posters, flyers, a custom social reel featuring trader interviews, and a dedicated landing page with information and Council contact details. We also initiated a Change.org petition which received **over 2,500 signatures**.

## Key Stats

- **87,000** website visits annually
- **63%** of users access the site on mobile
- **3,000+** email subscribers
- **12,000+** followers across our social platforms

## Looking Ahead

We are now beginning a refresh of the Elsternwick Village brand to better reflect who we are and what our precinct stands for. Keep an eye out for that

Welcome pack for new traders

## Treasurer's Report – Noel

Noel, who has operated Toyworld for more than 30 years, presented the Treasurer's Report:

- Explained the full audit process—documents available on the website.
- Confirmed that the EMC is **financially strong, with sound governance and separation of duties.**
- Annual audits completed as required.
- Provided thanks to:
  - The committee
  - Assemblo
  - Julie
  - Glen Eira Council

A message of appreciation was also offered to Geoff, who stepped back due to health concerns after more than 35 years of involvement in local trader organisations.

## Secretary's Report – Matt

- Collected nomination forms.
- Committee roles:
  - Treasurer: Tom
  - Committee Members: Nadine, Adam, Steve
  - Matt will continue as both **Secretary and President** given no other nominations were received.

## Community & Council Discussion

### Parking

- Rosemarie expressed concern that paid parking could severely impact the strip, including the ability of volunteers to attend.
- Council requires questions to be pre-submitted for meetings.
- Council representatives present were not councillors and therefore unable to respond to policy questions.

### Media Engagement

- Recommendation to contact **3AW's Tom Elliott and Jacqui Felgate** to raise awareness ahead of the December 16 Council meeting.

## Police Attendance

Representatives present:

- **Fiona Ward**
- **Rob Caiala**

Key issues raised:

- James highlighted that Tom was threatened, and despite reports, support was delayed due to limited resources.
- Police explained there are only two members per van at times.
- Traders shared multiple examples of delayed or non-responses to calls, including:
  - Posh Op Shop's panic alarm incident
  - Reports to Caulfield station
- Police encouraged traders to **call 000 for all urgent matters**, and Crime Stoppers for non-urgent reports.
- They stressed that reporting incidents—large or small—helps build the data needed for resource allocation.

- Noted that while they can process offenders, courts determine release conditions.

## Community Safety Coordination

- Thomas has set up a WhatsApp group for traders, traders were encouraged to join

## Closing

Thank you to all traders, our committee, Council, and the broader community for your continued support. Together we're working to make Elsternwick Village a stronger, safer, more successful precinct for everyone.