

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 Caiaila**

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.