

# HURSTBRIDGE TRADERS ASSOCIATION

Special charge renewal 2021-2026



Similar to more than 50 special rate/charge programs in Melbourne, the Hurstbridge Traders Association is an investment in the future of Hurstbridge.

At renewal time, we need your support to continue to attract tourism, local shopping and investment in Hurstbridge. Read on to reflect on what we have achieved and what we have planned for the next 5 years.



**Ian Mason**  
President, Hurstbridge Traders Association  
Mason White McDougall

## What we have achieved.

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Hurstbridge Village has had a "Special Charge" for businesses in the main shopping precinct since 2006. Many other shopping strips in Melbourne have a similar special rate, including Diamond Creek and Eltham.

These funds have enabled HTA to deliver some important marketing initiatives for Hurstbridge Village, which would not otherwise happen. Without this special charge, HTA would cease to exist and along with it all the activities it initiates and supports.

What activities have we completed and supported over the past five years:

- Economic and tourism advocacy to Council
- COVID-19 communications and social media
- Social media- Facebook
- Website and new website in 2020
- Destination branding- Hurstbridge Village
- Auspicing and hosting Hurstbridge Wattle Festival
- Wayfinding & Heritage Trail Renewal in 2016
- Regional tourism partnership with Yarra Ranges Tourism
- Support for Boomerang Bags group
- Seasonal promotions
- Fridge magnets and shopping note pads
- Streetscaping advocacy to Council
- Village Christmas decorations and events
- Photography of town and traders
- Newsletter communications, now email communications
- Funding and grant submissions e.g. Christmas
- Local area advertising e.g. Roundabout, Leader
- Nillumbik Artists Studio Sponsorship
- Local application of Council activities

Local traders just like you volunteer their time to attend monthly traders meetings to help make decisions on how to allocate our resources and achieve the best results for our combined marketing efforts. We also employ a marketing coordinator to undertake the marketing and promotional activities.

The vision and dedication of past and present committee members has given us a great base to move forward with, including Peter Kelly, Jenny Kennedy, Jane Lauber, Jim Usher, Ian Clarke, Lewis Brock, Craig Usher, Kay Bichard, Ian Mason, Daryl Brooke and Terry Hutton, just to name a few.



Celebration of IDAHOBIT in conjunction with Hurstbridge Yarn Bombing group



Destination branding & heritage trail



Auspice and host of Hurstbridge Wattle Festival





Destination branding to be leveraged to increase tourism.



Advocacy for ongoing infrastructure projects and investment in Hurstbridge

[Home](#) [About Hurstbridge](#) [Shopping Directory](#) [News](#) [Events](#) [Community Organisations](#) [Trader space](#)



## Welcome to Hurstbridge Village

The bustling green-wedge town at the end of the train line, where country meets city.

Only 45 minutes from Melbourne's CBD, Hurstbridge is a close and easy day out for shopping, coffee or connecting with nature. Explore more than 60 shops, take a walk along the creek or join us for regular events held in Hurstbridge.

Increased focus on social media and digital presence.

## What's planned for the next five years.

### Our Vision:

- Initiate activities to support, promote and grow business in Hurstbridge
- Implement activities that continue to build a sense of community wellbeing for Hurstbridge and local communities
- Work with Nillumbik Council and the community to invest in tourism and infrastructure in Hurstbridge

### 2021-2026 Objectives

#### 1// Work with Nillumbik Council to identify opportunities for Hurstbridge including:

- Infrastructure investment
- Tourism investment
- Council events
- Professional development for traders
- Small business support opportunities
- Establish and maintain mutually beneficial partnerships which enable collaboration and benefit Hurstbridge Traders

#### 2// Marketing and Communications including:

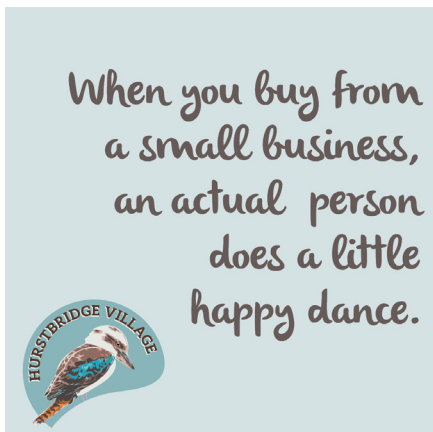
- Digital marketing and social media
- Events and support for Wattle Festival, Hurstbridge Market
- Communications to traders
- Advertising and promotion to increase tourism and shop local
- Ongoing promotion of activities and news from all traders
- Signage to encourage visitation to and easy navigation through the Village

#### 3// Build on the heritage of Hurstbridge and increase awareness of the Hurstbridge Village Brand

- Implement activities to create connection with Hurstbridge Village
- Encourage local sponsorship of events and initiatives
- Participate in the Nillumbik Economic Development Committee

#### 4// Ensure professional governance of the Hurstbridge Traders Association

- Financial management
- Grants and funding opportunities
- Business and marketing planning
- Governance documentation and processes- AGM, Annual Reports, meeting minutes and agendas



Social Media post, 2020



Dorset Place Giveaway, 2019



Christmas in Hurstbridge, 2019

## Outline of the 2021-26 Special Charge Renewal

To continue to build on the program, it is proposed that we maintain the current timing of a five-year period. This period will run July 1, 2021- June 30, 2026.

Each business in the Main Street of Hurstbridge and Greys Harps Road will contribute equally to the fund. The current contrinution has remained the same for the past five years. A small increase is proposed, to \$480/annum with subsequent years increasing by CPI each year.

Fees will be collected annually via Nillumbik Council rates.

### Process:

September.

>Formally advertised to all Hurtsbridge traders and property owners for feedback

> Letter to Coucil letter to request the statutory process

November - early 2021

> Council consideration of submissions and objections, and decision on whether to declare the special charge. Notification to all traders and property owners

July 2021

> If successful, Special Charge period begins.

Please indicate your support for the renewal of the Special Charge Program on the attached Support Form.

### Contact Details:

Ian Mason - President, Mason White McDougall

Adrian Mugavin - Vice President, Valley Rural

Terry Hutton - Secretary, Workin' Clobber

**Web** [hurstbridgevillage.com.au](http://hurstbridgevillage.com.au)

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