

27 August 2021

Property Owner Name  
Property Owner address  
Suburb State Postcode

Dear [Property Owner name],

**Proposed Special Rate – Diamond Creek Business Precinct**  
**PROPERTY ADDRESS**

A special rate for the purposes of marketing, promotion and development of the Diamond Creek Business Precinct has been in place for the past 5 years. The current special rate expires on 30 June 2022.

The funds collected from a special rate assist in marketing and promoting the businesses within the precinct, and are also used to market the precinct as a whole to attract new visitors and shoppers. The Diamond Creek Traders Association has requested that Council seek to reintroduce the charge for a further five years.

This process is in accordance with the *Local Government Act 1989*. A public notice of Council's intention to declare the special rate has been published in a newspaper and a copy together with a map is enclosed. Please take the time to review these documents.

If the new special rate proceeds, the expected contribution payable will be calculated proportionately based on Capital Improved Value (CIV) for rateable properties within the Diamond Creek Special Rate area.

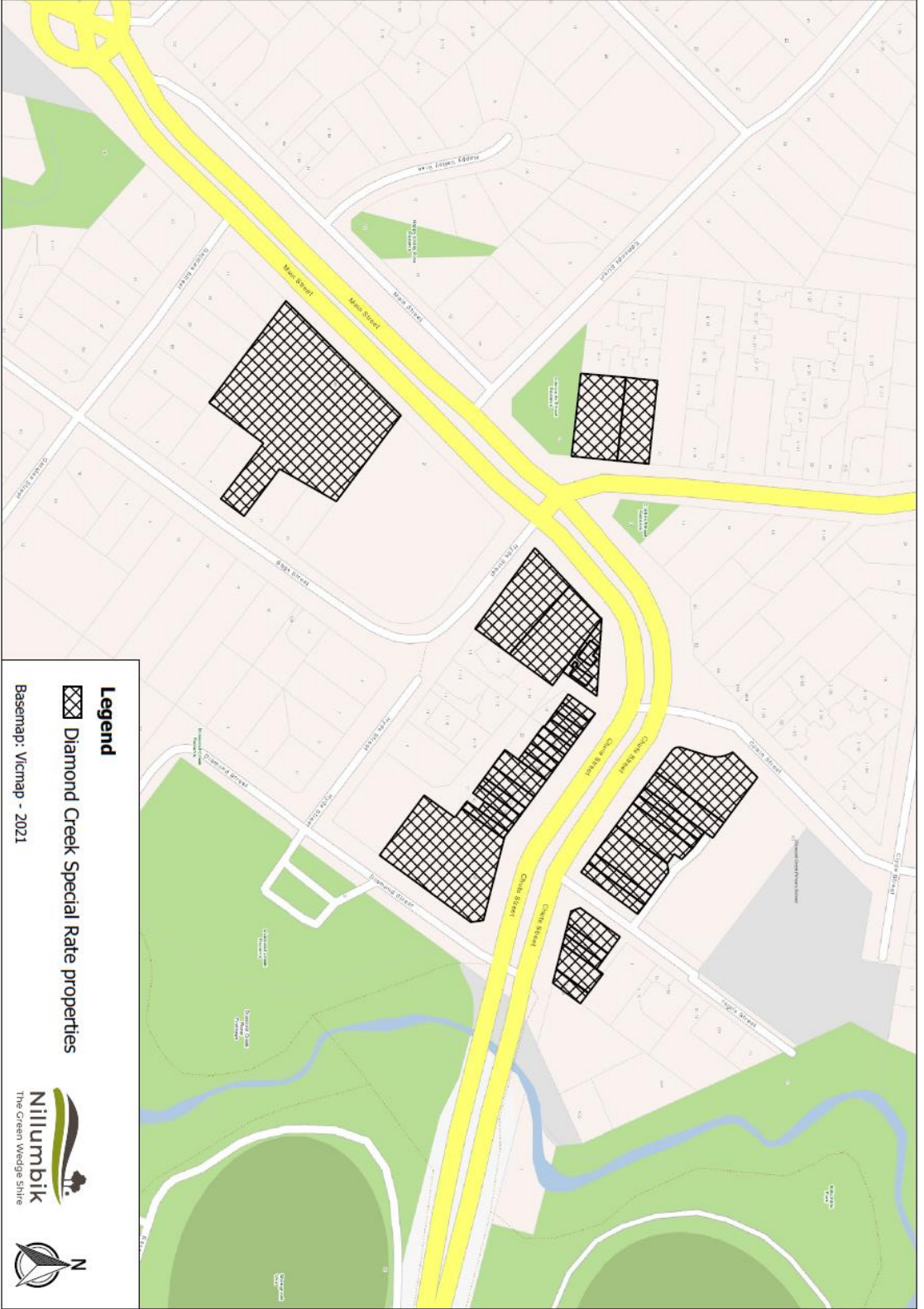
If you would like to make a written submission or objection to this proposal, it must be received by 5pm, Friday 24 September 2021. Submissions and objections are to be sent to Rania Mullins, Economic Development and Tourism Officer, Nillumbik Shire Council, PO Box 476, Greensborough VIC 3088 or emailed to [business@nillumbik.vic.gov.au](mailto:business@nillumbik.vic.gov.au)

If you provide a written submission, you will be invited to speak to Council to support your submission. This hearing of submissions is scheduled to be held at a Delegated Committee meeting on 16 November 2021.

If you have any questions about the renewal, please contact me on 9433 3111.

Yours sincerely,

**Rania Mullins**  
**Economic Development and Tourism Officer**



## **Diamond Creek Business Precinct**

### **What is a special charge?**

A special charge is an annual fee paid by business properties that is pooled into a central fund and is spent on encouraging commerce and retail activity in Diamond Creek.

### **Who pays the special charge or rate?**

- The property owner is liable to pay. However, some landlords have leasing arrangements that defer the special rate to the tenant.
- If you are leasing and unsure, please check your leasing arrangement or contact your landlord to find out who is liable for the special charge.
- See enclosed map to see the boundary of the Diamond Creek Special Rate proposed extension for 2022 to 2027.

### **What is Council's role in the special charge process?**

- Council has been requested to declare a special rate at the request of a Trader Association/Chamber of Commerce/Incorporated Association.
- Under the Local Government Act 1989 (Act), Council must follow a statutory process and give notice under Section 163 of its intention to declare a special rate.
- Throughout this process, we work collaboratively with Traders Associations to market the local offer, drive growth, encourage commerce, retail and professional activity and employment in our retail centres.

### **What is the Trader Association's role in the special charge process?**

Each special rate charge is overseen by an incorporated traders association that has appointed a Centre Manager to coordinate the association's activities and act as a key point of contact between Council and the association (including its broader membership base).

### **Who manages the funds collected?**

100% of the funds collected are directed toward the activities below and managed by the Traders Association/Chamber of Commerce/Incorporated Association:

- Digital, print and social media
- Marketing events
- Promotional materials
- Engaging a centre/events coordinator
- Improving centre décor and displays
- Enhancing the appearance of the centre to attract more customers

Council monitors the expenditure and ensures that the funds are only spent in accordance with the Special Charge agreement as stipulated by the Local Government Act 1989.

### **How can I be involved in the decision making of how the funds are spent?**

The Diamond Creek Traders Association welcome new members to get involved and attend the regular meetings and also be involved in the development of a 5 year marketing plan.

### **How can I find out more about the Diamond Creek Traders Association?**

#### **Contact details:**

Anna Henderson and Yvette Standfield Marketing Coordinator  
[marketing@diamondcreekshopping.com.au](mailto:marketing@diamondcreekshopping.com.au)

#### **Website:**

<https://www.diamondcreekshopping.com.au/>