

From: [REDACTED]
Sent: Wednesday, 15 September 2021 8:15 AM
To: Business <Business@nillumbik.vic.gov.au>
Subject: Proposed Special Rate

Good Morning Rania

I would like to voice my objection to the proposed special rate because I can see no benefit to either the general public or the business owners because the whole shopping precinct of Diamond Creek is a total disaster with the car park at IGA in need of a good clean up and regular maintenance and not by a person who walks around most of the time picking up leaves which is just a waste of effort.

The car park at Coles is always a bottleneck when you are trying to enter or leave.

The public toilets in the Coles area are just a joke with only one being available to the public. Station Street is also a joke with a truck always parked in the street forcing all the traffic to form a single lane to go past it, and particularly at end of school time when parents are trying to access Mc Donalds drive through creating additional traffic chaos.

These are a few of the reasons that I believe a special rate cannot be justified as Diamond Creek is bursting at the seams and does not require any further promotion until such time that parking and traffic flow have been addressed.

Further more the entry /exit from the oval and the tram car cafe is another example of poor planning as there is only one way in and out which is controlled by traffic lights and takes forever to escape.

Therefore in my view I cannot see any logic in promoting Diamond Creek as it is already bursting at the seams and all the traders are probably doing it hard due to all to lockdowns and would not appreciate any further costs impacted by the council.

Thank You

Regards

[REDACTED]

From: [REDACTED]

Sent: Sunday, 19 September 2021 6:51 PM

To: Rania Mullins <Rania.Mullins@nillumbik.vic.gov.au>;
[REDACTED]

Cc:

Subject: Filed: RE: Special Rate Renewal update and important information - Diamond Creek Traders Association

Hi Rania,

Thank you . [REDACTED] have submitted our support .

Is there any opportunity , I can also speak on the 16th November 2021 , as well ?

I am arranging a back support to open the Office , while I am attending the Council session .

If can not, I understand .

Regards,

[REDACTED]



Monday, September 20, 2021

RE: Support for the Special Rates Diamond Creek Traders Association.

Having applied for this Marketing Rate many times, I would like to show my support for this arrangement into the future.

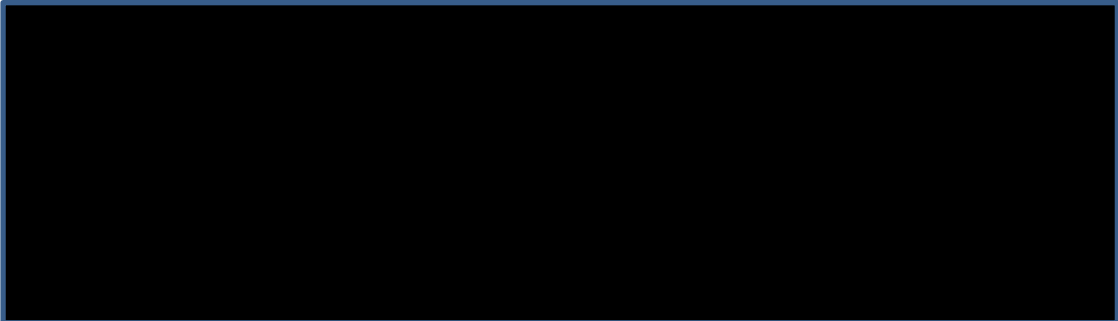
To centralize a marketing arrangement with the main purpose of drawing customers to Diamond Creek is necessary for the success of every business.

Competition from major shopping centers with their center Management advertising budgets, cause leakage from our old established town style shopping area. Every business needs not only to support itself but be recognized within the service area hub.

The marketing efforts by our Association should not be compared to individual business advertising it is not the same thing. We can all share at a very low and reasonable cost targeted advertising and community engagement. We all want to be seen and through the COVID-19 outbreak the association has been very successful with improvements to social media, and web designed promotions. Diamond Creek Shopping is using all kinds of opportunities to help the individual business promote themselves, it is up to the individual business to be involved and see how they can benefit by supporting each other.

We have a paid marketing consultants that we can all contact. There is a committee that gives freely of their time to assist Diamond Creek Business to succeed and be seen.

Sincerely,





Rania Mullins
Economic Development and Tourism Officer
Nillumbik Shire Council
PO Box 476
Greensborough 3088

Dear Rania

Notice of Intention to Declare a Special Rate for Diamond Creek

I support the Diamond Creek marketing program funded by the special levy rate.

I am convinced the renewal of our special marketing program is the way to go. Over the past 2 years we have been able to make some positive changes through marketing levy which has been working well with the update of our website and online marketing campaign. I feel that is important to continue growing the online campaign and to help support the businesses currently struggling due to lockdown and not being able to operate.

We should continue with it.

Yours sincerely





Dear Rania,

Notice of Intention to Declare a Special Rate for Diamond Creek

I fully support the Diamond Creek marketing program funded by the special levy rate.

Over the past two years, I've seen excellent progress with the marketing campaign for Diamond Creek. Its continuation will promote all businesses in the local area and support the community.

Small businesses particularly need support now to help with recovering from the pandemic and lockdowns. That's why it's never been more important to grow the online campaign while some traders may not have the resources to invest in their own marketing.

I am in full support and wholeheartedly believe we should continue with it.

Yours sincerely

