

Planning and Consultation Committee Meeting

to be held at the Council Chamber, 32 Civic Drive, Greensborough
on Tuesday 10 March 2026 commencing at 7:00 PM.

Attachments

Carl Cowie
Chief Executive Officer

Thursday 5 March 2026

Distribution: Public

Civic Drive, Greensborough
PO Box 476, Greensborough 3088
Telephone 9433 3111
Facsimile 9433 3777
Website www.nillumbik.vic.gov.au
Email nillumbik@nillumbik.vic.gov.au

Nillumbik Shire Council

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- Attachment 1. Minutes of the Planning and Consultation Committee Meeting held on Tuesday 11 November 2025

Planning and Consultation Committee Meeting

held at the Council Chamber, 32 Civic Drive, Greensborough on Tuesday 11 November 2025 commencing at 7:00 PM.

Minutes

Carl Cowie
Chief Executive Officer

Thursday 13 November 2025

Distribution: Public

Civic Drive, Greensborough
PO Box 476, Greensborough 3088
Telephone 9433 3111
Facsimile 9433 3777
Website www.nillumbik.vic.gov.au
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COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025

Attachment 1. Minutes of the Planning and Consultation Committee Meeting held on Tuesday 11 November 2025

Planning and Consultation Committee Meeting Minutes

11 November 2025

Nillumbik Shire Council

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Nillumbik Shire Council

Minutes of the Planning and Consultation Committee Meeting held Tuesday 11 November 2025. The meeting commenced at 7:01 PM.

Councillors present:

Cr Naomi Joiner	Bunjil Ward (Deputy Mayor)
Cr Grant Brooker	Blue Lake Ward (Chairperson Consultation Matters)
Cr Kelly Joy	Edendale Ward
Cr Peter Perkins	Ellis Ward (Chairperson Planning Matters)
Cr Kate McKay	Swipers Gully Ward
Cr Kim Cope	Sugarloaf Ward

Officers in attendance:

Jeremy Livingston	Acting Chief Executive Officer
Sally Johnson	Acting Director Governance, Communications and Community Safety
Corrienne Nichols	Director Communities
Frank Vassilacos	Director Planning, Environment and Strategy
Katia Croce	Manager Governance and Property
Stewart Broussard	Manager Recreation and Leisure
Alex Stewart	Capital Works Coordinator

1. Welcome by the Chair

2. Acknowledgement of Country

Acknowledgement of Country was read by the Chairperson Consultation Matters Cr Grant Brooker.

3. Apologies/Leave of Absence

A request for a leave of absence has been received from Cr John Dumaresq.

Committee Resolution

MOVED: Cr Kelly Joy
SECONDED: Cr Kim Cope

That the Committee (acting under delegation from Council) grants the leave of absence for Cr John Dumaresq.

CARRIED UNANIMOUSLY

4. Declarations of conflict of interest

Nil

COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025
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Planning and Consultation Committee Meeting Minutes 11 November 2025

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Attachment 1. Minutes of the Planning and Consultation Committee Meeting held on Tuesday 11 November 2025

Planning and Consultation Committee Minutes

11 November 2025

5. Confirmation of Minutes

COM.001/25 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 14 October 2025

Confirmation of the Minutes of the Planning and Consultation Committee Meeting held on Tuesday 14 October 2025.

Committee Resolution

MOVED: Cr Naomi Joiner

SECONDED: Cr Kim Cope

That the Committee (acting under delegation from Council) confirms the Minutes of the Planning and Consultation Committee Meeting held on Tuesday 14 October 2025 (**Attachment 1**).

CARRIED UNANIMOUSLY

COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025

Attachment 1. Minutes of the Planning and Consultation Committee Meeting held on Tuesday 11 November 2025

Planning and Consultation Committee Minutes

11 November 2025

5. Confirmation of Minutes

COM.001/25 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 14 October 2025

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6. Officers' reports

PCC.021/25 Diamond Creek BMX Jumps and Recreation Park - Community Consultation

Item: Consultation Matter

Distribution: Public

Manager: Jeremy Livingston, Acting Chief Operating Officer

Author: Stewart Broussard, Manager Recreation and Leisure

Summary

This report presents and considers public submissions received through community consultation regarding the BMX Jumps and Recreation Park concept plan for Challenger Street Reserve, in Diamond Creek.

The following people addressed the Committee with respect to this item:

- 1 Jacinda Brown
- 2 Jason Morrison
- 3 Dale Welch
- 4 Lee O'Mahoney
- 5 Matthew Atwell
- 6 Steve Frost
- 7 Rebecca Bosch
- 8 Jim Connor
- 9 Don Vincent – President, on behalf of Friends of Nillumbik
- 10 Marcus Bosch
- 11 Christopher Collins (virtually)
- 12 Catherine Crotty (virtually)

Committee Resolution

MOVED: Cr Kelly Joy

SECONDED: Cr Peter Perkins

That the Committee (acting under delegation from Council):

1. Notes the submissions received in relation to the Diamond Creek BMX Jumps and Recreation Park concept plan (**Attachment 1**).
2. Thanks the submitters for providing Council with feedback on this important project.
3. Considers the comments contained in the submissions.
4. Authorises officers to finalise concept plan and seek endorsement from Council at a future Council Meeting.

COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025

Attachment 1. Minutes of the Planning and Consultation Committee Meeting held on Tuesday 11 November 2025

Planning and Consultation Committee Minutes

11 November 2025

6. Consultation Matters

PCC.021/25 Diamond Creek BMX Jumps and Recreation Park - Community Consultation

-
5. Resolves that **Attachment 3** – Consultation Submissions is to remain confidential on the grounds specified in the definition of confidential information in section 3(1)(f) of the *Local Government Act 2020*.

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6. Officers' reports

PCC.022/25 Community Engagement Policy

Item: Consultation Matter

Distribution: Public

Manager: Blaga Naumoski, Director Governance, Communications and Community Safety

Author: Michele Purtle, Manager Advocacy Communications and Engagement

Summary

This report presents and considers public submissions received through community consultation regarding the Community Engagement Policy and seeks Council's agreement to table the Community Engagement Policy for endorsement at the 9 December Council meeting.

The designed outcome for the Community Engagement Policy is to guide our practices in community engagement.

The Policy outlines Council's commitment to engaging the Nillumbik community in planning and decision-making through appropriate, effective, and inclusive practices.

Two phases of community engagement were conducted in 2020 to develop the Community Engagement Policy 2021-2025 (2021–2025 Policy), and it was formally adopted at a Council Meeting in February 2021.

The Advocacy, Communications and Engagement team has reviewed the Community Engagement Policy 2021-2025 (**Attachment 1**) and made changes to support consistent, effective engagement that gives our community a voice in shaping Council decisions.

On 26 August 2025, Council authorised the Draft Community Engagement Policy 2025 (Draft CE Policy) to be placed on community consultation from 1-30 September 2025 and for engagement initiatives to be undertaken to receive community feedback.

Following completion of the consultation period, the feedback confirms that the amendments made accurately reflect community expectations, sentiment and contemporary engagement practice. A report on the community engagement findings can be found at **Attachment 2**, with a summary page at **Attachment 3**.

The review considered feedback from both internal and external stakeholders, as well as the evolution of community participation during the life of the 2021–2025 Policy.

The revised Policy strengthens Council's commitment to meaningful, inclusive, and transparent engagement.

The following people addressed the Committee with respect to this item:

1 Jim Connor

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Planning and Consultation Committee Minutes

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6. Consultation Matters

PCC.022/25 Community Engagement Policy

Committee Resolution

MOVED: Cr Kate McKay

SECONDED: Cr Naomi Joiner

That the Committee (acting under delegation from Council):

1. Notes the submissions received in relation to the Community Engagement Policy.
2. Considers the feedback and comments within the submissions.
3. Thanks the submitters for providing Council with feedback on this important project.
4. Authorise Officers to finalise the Community Engagement Policy and seek adoption at the 9 December Council Meeting.

CARRIED UNANIMOUSLY

COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025

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Planning and Consultation Committee Meeting Minutes

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7. Supplementary and urgent business

Nil

8. Confidential reports

Nil

9. Close of Meeting

The meeting closed at 8.05pm.

Confirmed:

_____ Cr Chairperson Planning Matters

Cr , Chairperson Consultation Matters

COM.001/26 Confirmation of Minutes Planning and Consultation Committee Meeting held Tuesday 11 November 2025
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From: Eltham Town Marketing
Sent: Wednesday, 21 January 2026 10:16 AM
To: Business <Business@nillumbik.vic.gov.au>
Subject: Formal Submission: Special Rate Marketing Levy Renewal (2026–2029) – Eltham Chamber of Commerce & Industry

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Economic Development and Tourism Office Nillumbik Shire Council PO Box 476 Greensborough VIC 3088

21 January 2026

RE: Formal Submission – Special Rate Marketing Levy Renewal (2026–2029)

To the Councillors and Officers of Nillumbik Shire Council,

On behalf of the Eltham Chamber of Commerce & Industry (ECCI), I am pleased to submit our formal proposal for the renewal and modernisation of the Eltham Special Rate Marketing Levy for the 2026–2029 triennium.

As we enter this new strategic period, ECCI is transitioning from a phase of precinct stability to a vision of market dominance. Our enclosed **Strategic Roadmap Synopsis** outlines how we intend to utilise the Levy to "future-proof" Eltham, ensuring our Activity Centre remains the premier destination for commerce, culture, and community in the region.

Over the past 12 months, the ECCI Committee has undergone significant revitalisation. We have diversified our leadership, increased transparency, and actively responded to trader feedback. Key milestones of our recent progress include:

- **Financial Equity:** Developing a new funding model that reduces the financial contribution for the majority of our members while maintaining the necessary resources for precinct-wide success.
- **Digital Innovation:** The imminent launch of a best-in-class website and business directory to connect our traders directly with the modern consumer.
- **Strategic Advocacy:** Acting as the primary conduit between business owners and Council on critical issues ranging from parking infrastructure to precinct cleanliness.

The enclosed **Special Rate Marketing Levy Synopsis** provides a high-level overview of our four strategic pillars: **Leadership & Advocacy, Digital Transformation, Experience & Activation, and Commercial Growth.**

We believe this proposal represents a fair, transparent, and ambitious plan that serves the best interests of tenants, Nillumbik's residents, visitors, and business owners. Consistent, guaranteed funding via the Special Rate Levy is essential for ECCI to deliver these outcomes and maintain Eltham's competitive edge against larger commercial hubs.

We thank the Council for their ongoing support and look forward to presenting this roadmap in person.

Yours sincerely,

Eltham Chamber of Commerce & Industry



Eltham Chamber of Commerce (ECCI)
Strategic Overview
Special Rate Marketing Renewal 2026-2029
Let's Continue the Special Marketing Rate

Executive Summary

This correspondence outlines the strategic continuation of the ECCI Special Marketing Rate Renewal. The Eltham Chamber of Commerce and Industry (ECCI) has remained dedicated to championing the local business community through strategic promotion and targeted engagement for over twenty years. The renewal of this Special Marketing Rate is a vital prerequisite for the ongoing growth and sustained prosperity of Eltham Town.

Key Components:

- **Three-Year Term:** A proposed renewal period spanning 1 July 2026 through 30 June 2029.
- **Fee Stability:** The renewal is structured with a zero-increase mandate to maintain current fee levels.
- **Council Relations:** ECCI continues to foster a productive and collaborative partnership with Nillumbik Shire Council to ensure streamlined delivery.
- **Unified Vision:** We remain committed to our refined marketing direction, utilising a holistic strategy designed to drive growth across the entire business community.

This initiative is built on a tripartite partnership between local property owners, traders, and the Nillumbik Shire Council. A successful renewal ensures the Chamber can continue delivering high-impact activities that provide tangible benefits to our members. Conversely, a failure to renew would result in a critical reduction in business advocacy, digital visibility, and the local events that define our precinct.

Evidence of Success: 5-Year Impact Summary (2021–2026)

Over the past five years, ECCI has acted as the vital backbone for the Eltham business community. From navigating the complexities of a global pandemic to launching sold-out flagship events, the Special Marketing Rate has been transformed into measurable precinct growth and a unified "Shop Local" culture.

1. Precinct Marketing & Infrastructure Advocacy

Focus: Enhancing the physical environment and ensuring a seat at the table with government.

- **Grant Success & Financial Leverage:** Successfully secured over \$90K+ in State and Local Government grants to boost precinct initiatives.
-

- Major Infrastructure Advocacy: Actively liaised with Federal and Local government on the "Congestion Busting" project, ensuring trader voices are heard during the upcoming Main Road, Arthur St, and Pryor St upgrades.
- Safety & Upkeep: Established direct lines of communication with Council and Police regarding town centre maintenance, youth issues, and the activation of Commercial Place.
- Visual Identity: Managed the installation of high-impact Main Road and Town Square flags, updated Directory Boards, and distributed precinct maps and "Meet Your Trader" posters with integrated QR technology to drive web traffic.
- Professional Development: Delivered specialised workshops focusing on financial planning, business strategy, and social media to upskill local business owners.

2. Digital & Social Media Strategy

Focus: Dominating the online local search space and building a loyal digital database.

- Search & Authority: The elthamtown.com.au portal has become the digital heart of the precinct, recording 20,000 sessions since April 2025. Strong direct search intent proves the brand is the first point of call for the community.
- Event-Driven Traffic: Data shows significant website peaks coinciding with ECCI events, highlighting the site's critical role in converting community interest into local foot traffic.
- High-Conversion Advertising: Executed targeted Facebook Ad campaigns that significantly increased online traffic and consumer intent for Eltham businesses.
- Content & Database: Provided professional photography for individual businesses and ECCI and built a robust email database for high-reach, low-cost targeted promotional campaigns.
- Fintech & Database Growth: Implemented the Electronic Gift Card program to keep capital local and built a robust email database for high-reach, low-cost targeted promotional campaigns.

3. Flagship Events & Community Activation

Focus: Creating "Destination Eltham" through high-yield, high-footfall events.

- Eltham's Longest Lunch (Melbourne Food & Wine Festival): A premier, Sold-Out (70/70) event in 2025 that fostered deep collaboration between multiple hospitality traders (Missing Gorilla, Old Evropa, Pierross, Eltham Deli, etc.).
- Eltham Jazz Festival: Provided pivotal sponsorship and logistical support (insurance, road closures, signage, venue music), ensuring this flagship event remains a cornerstone of the Eltham calendar.
- Eltham Artisan Market: A community-wide success with Sold-Out stallholder applications, demonstrating massive demand for local creative industries.
- Night-Time Economy: Successfully launched "Eltham After Dark," attracting over 800 attendees across 20 separate business-led events during the winter months.
- Cultural & Community Engagement: Hosted a diverse range of activations including Eltham Sings, Winter Sounds, Foodie Tours, Eltham on the Green, and the Diwali festival.
- Charity & Connection: Hosted a sold-out Mother's Day Lunch at Missing Gorilla, successfully reuniting the community while raising vital funds for Breast Cancer Research.
- Festive Transformation: Partnered with the Eltham Men's Shed to create locally-made Christmas street decorations, turning Eltham into a holiday destination.
- The "Shop Local" Engine: Developed consistent seasonal campaigns including "Shop Local for Mum," trader giveaways, and weekly competitions that became a staple of community engagement.

The proven success of the last five years demonstrates that the Special Rate Levy is the vital engine driving Eltham Town's commercial resilience and community vibrancy. By successfully leveraging this funding to secure major grants, deliver sold-out flagship events like the Longest Lunch, and provide essential digital support to local businesses, the ECCI has built a powerful foundation that must be protected. Our vision for the next three years is to transition from recovery to market dominance by

scaling "Destination Eltham" through high-yield events and future-proofing our businesses with advanced digital infrastructure.

Strategic Roadmap: Vision for 2026–2029

Our objective for the next triennium is to transition from precinct stability to market dominance. ECCI will focus its resources on four strategic pillars designed to maximise the return on the Special Rate Levy.

1. Leadership & Advocacy

Focus: Strategic representation and precinct excellence.

- **High-Level Advocacy:** Maintain a proactive voice on critical operational issues, including parking design, waste management, and precinct cleanliness to ensure a premium trading environment.
- **Strategic Partnerships:** Strengthen alliances with key community stakeholders and major anchors (Coles and Woolworths) to deliver a seamless, integrated activity centre for residents and visitors.
- **Unified Voice:** Act as the primary conduit between the business community and government to ensure local interests are prioritised in regional planning.
- **Economic Stewardship & Policy Influence:** Proactively engage in local economic policy-making to "future-proof" the precinct, ensuring that infrastructure developments and council bylaws foster a climate of investment, innovation, and long-term commercial sustainability.

Focus: Driving foot traffic and digital engagement.

- **Flagship & Boutique Activations:** Scale premier events such as the Eltham Longest Lunch, Eltham Jazz Festival, Eltham After Dark, and Eltham Artisan Market, while rolling out vibrant community activations (Easter, Halloween, Progressive Dinners) to maintain year-round precinct vitality.
- **Sector-Specific Campaigns:** Develop targeted marketing funnels for key industries, including Hospitality, Health & Wellness, and the Creative Arts.
- **Next-Generation AI Website:** We have successfully launched our AI-optimised digital platform, featuring a sophisticated user interface and streamlined navigation. This infrastructure now actively drives superior SEO performance, advanced analytics, and high-volume organic traffic, ensuring Eltham businesses have maximum visibility in a competitive digital market.
- **Centralised Trader Directory:** Our finalised, high-performance directory is now fully operational. Businesses have autonomous control over their digital presence, with the ability to manage professional imagery, real-time listings, and promotions. The website provides a seamless, professional interface that includes a shared marketing calendar for precinct-wide synchronisation.
- **Empowered Data & Analytics:** The platform now provides businesses with direct access to real-time performance data, enabling them to track engagement and consumer traction with precision. Building on the strong baseline data captured during our pilot phase, this system is now converting identified opportunities into measurable growth and commercial success for our members.

3. Professional Development & Business Excellence

Focus: Upskilling the business community.

- **Tailored Training Programs:** Launch a bespoke curriculum covering digital marketing, accessibility, and visual merchandising to ensure Eltham businesses remain competitive.
- **Business Improvement Packages:** Roll out comprehensive support kits for ECCI members, including one-on-one mentorship and grass-roots business coaching.

- Collaborative Networking: Facilitate a series of high-value networking events designed to encourage B2B collaboration and knowledge sharing across the precinct.

4. Place-Making & Identity

Focus: Enhancing the physical and aesthetic appeal of Eltham.

- Gateway Branding: Collaborate with Council to install distinctive, high-impact branded signage at key entry points to define the precinct boundaries.
- Cultural Landmarks: Commission local artists to create "Arrival Artworks," fostering a sense of place and highlighting Eltham's rich creative heritage.
- Enhanced Navigation: Modernise way-finding signage to improve pedestrian flow, ensuring easy navigation between sub-precincts and increased visibility for tucked-away services.
- Elevating the Festive Experience: As a priority for the upcoming term, we have submitted a strategic request for \$60,000 in dedicated funding to overhaul our Christmas infrastructure. This investment is specifically designed to meet rising community expectations by delivering a premium, precinct-wide festive experience that drives regional foot traffic and supports local retail during the critical holiday trading period.

Conclusion

The proven success of the last five years demonstrates that the Special Rate Levy is the vital engine driving Eltham Town's commercial resilience and community vibrancy. Our vision for the next three years is to scale "Destination Eltham" through high-yield events and future-proof our businesses with advanced digital infrastructure. We believe the continuation of the special rate levy is essential to ensuring Eltham remains a premier, modernised village destination.



Nillumbik Shire Council
PO Box 476 Greensborough VIC 3088

26th January 2026

To the Nillumbik Shire Councillors,

We are writing to formally support the renewal of the Special Rate Levy (SRL) for the Eltham Chamber of Commerce & Industry (ECCI) on behalf of Gemini Room, located in the Eltham Town Mall, Arthur Street.

A unified and strategically governed organisation such as ECCI is essential to the long-term economic resilience, competitiveness, and identity of the Eltham township. The SRL provides the stable, transparent funding base required to deliver precinct-wide outcomes that individual businesses cannot achieve independently. From our perspective, the levy represents a collective investment in strengthening Eltham as a premium destination, improving trading conditions, and ensuring the precinct continues to evolve in line with changing consumer expectations.

We strongly support ECCI's Strategic Roadmap for 2026–2029, which articulates a clear objective: to transition Eltham from precinct stability to market dominance. The roadmap demonstrates a disciplined, outcomes-driven approach to maximising the return on SRL funds through four interdependent strategic pillars.

Leadership & Advocacy remains a core strength of ECCI. Through high-level advocacy on operational issues such as parking design, waste management, and precinct safety and cleanliness, ECCI plays a critical role in maintaining a high-quality trading environment. Its position as a unified voice for local businesses ensures that commercial interests are represented in Council deliberations and regional planning processes. The Chamber's focus on strengthening partnerships with key community stakeholders and major anchors, including Rotary, Lions Club, Eltham Police and CFA,

local sports clubs, Aldi, Coles and Woolworths, will further enhance precinct integration and customer experience.

Activation, Marketing & Digital Growth continues to deliver tangible benefits to traders. Flagship events such as the Eltham Longest Lunch, Eltham Jazz Festival, Eltham After Dark, Progressive Dinners and the Eltham Artisan Market—supported by smaller, high-frequency community activations—play a direct role in driving consistent foot traffic throughout the year. The recent introduction of sector-specific marketing funnels for hospitality, health and wellness, and the creative industries reflects a targeted, data-informed approach to precinct promotion.

ECCI's investment in next-generation digital infrastructure represents a significant step forward in precinct-wide engagement. The new website and centralised trader directory will improve search visibility, accessibility, and consumer navigation. Importantly, this platform establishes the technical foundation for ECCI to represent and engage all businesses across the 3095 postcode, not only those covered by the Special Rate Levy. This broader representation is critical to the long-term legitimacy and effectiveness of ECCI, but also for the SRL, and it is encouraging to see this work already well underway.

Professional Development & Business Excellence initiatives further strengthen the return on levy investment. Tailored training programs, business improvement packages, and structured networking opportunities help ensure local businesses are competitive, adaptable, and supported through changing market conditions.

Place-Making & Identity initiatives—including gateway branding, cultural landmarks, improved way-finding, and enhanced festive infrastructure—contribute directly to Eltham's sense of place and economic performance. The proposed investment in upgraded Christmas infrastructure is particularly important in meeting rising community expectations and supporting the precinct during the critical holiday trading period.

Equity, Representation, and Organisational Governance

We wish to explicitly acknowledge that a long-standing equity concern—particularly regarding the cost burden on small businesses—has been directly addressed in this SRL renewal period. The transition from a Capital Improved Value (CIV) only model to the revised funding framework of 70% Net Annual Value (NAV) and 30% square metres (sqm) represents a meaningful improvement in fairness and proportionality. This model better reflects business capacity and commercial impact, improves transparency, and strengthens confidence among levy payers, particularly smaller operators who are struggling in this difficult economic environment.

At the same time, as ECCI's remit continues to expand, it is essential that the organisation's governance, administration, and internal management structures evolve

accordingly. If ECCI is to genuinely represent all businesses within the 3095 postcode, it must be supported by robust administrative leadership and clear role delineation.

While marketing and activation remain critical delivery functions, they should not be the primary drivers of ECCI's strategic direction, nor should a marketing role serve as the sole public or operational "face" of the organisation. Best practice—now adopted across many contemporary Council-supported business precincts—demonstrates the importance of a dedicated Administrative Officer or equivalent role. This position provides organisational oversight, coordinates strategy, ensures compliance and accountability, and directs operational priorities, including the tasks delivered by marketing and communications staff. Indeed, it is how ECCI was originally managed.

A return to this model would strengthen ECCI's internal governance, improve continuity, and ensure that marketing activity is clearly aligned with strategic objectives rather than driving them. In our view, this evolution is a necessary and positive step in supporting the scale, complexity, and representational responsibility that now accompanies the SRL.

In conclusion, the proven success of the past five years demonstrates that the Special Rate Levy is a critical engine driving Eltham's commercial resilience and community vibrancy. The 2026–2029 Strategic Roadmap provides a credible and ambitious framework to scale "Destination Eltham", future-proof local businesses through advanced digital infrastructure, address historical equity concerns, and unify the business community under a single, effective representative body.

For these reasons, we strongly encourage Council to approve the renewal of the ECCI Special Rate Levy.

Sincerely,

The Gemini Room



Nillumbik Shire Council
PO Box 476
Greensborough
VIC 3088

26th January 2026

Dear Nillumbik Shire Councillors,

I write to formally support the renewal of the Special Rate Levy (SRL) for the Eltham Chamber of Commerce & Industry (ECCI) on behalf of Our Oasis.

A unified and well-resourced business body such as ECCI is fundamental to the ongoing economic strength and competitiveness of the Eltham township. The SRL provides a transparent and stable funding mechanism that enables coordinated advocacy, precinct activation, and strategic investment that individual businesses cannot deliver independently. From our perspective, the levy represents a sound collective investment in Eltham's long-term commercial performance and identity.

We endorse ECCI's Strategic Roadmap for 2026–2029, which sets a clear objective to transition Eltham from precinct stability to market leadership. The roadmap articulates a focused, outcomes-driven approach across four strategic pillars, including leadership and advocacy, precinct activation and digital growth, business capability development, and place-making. Together, these initiatives are designed to drive sustained foot traffic, improve trading conditions, and future-proof local businesses in an increasingly difficult economic environment.

Of particular value is ECCI's continued investment in digital infrastructure. The new AI-optimised website and centralised trader directory provide a scalable platform that enhances visibility, engagement, and data-informed decision-making for Eltham businesses. Importantly, this infrastructure establishes a practical pathway for ECCI to engage and represent all businesses across the 3095 postcode, strengthening the legitimacy of the entire 3095 business community, while supporting the local community.

We also wish to acknowledge that a long-standing equity concern—particularly for small businesses—has been substantively addressed in this SRL period. The shift from a Capital Improved Value (CIV)-only model to a revised funding framework based on 70% Net Annual Value (NAV) and 30% square metres (sqm) delivers a fairer and more proportionate distribution of costs. This approach better reflects the diversity of business types and capacities within the precinct, improves transparency, and reinforces confidence among levy contributors.

The demonstrated outcomes of the past five years confirm that the SRL is a critical driver of Eltham's commercial resilience and community vibrancy. The proposed continuation of the levy, under the revised model and guided by the 2026–2029 Strategic Roadmap, will enable ECCI to build on this momentum and further position Eltham as a modern, high-performing village destination, supporting local community interaction as well as driving potential tourism to the region as the new 'Western Gateway' to the Yarra Valley.

For all of the above, we strongly encourage Council to approve the renewal of the ECCI Special Rate Levy.

Thank you,

Our Oasis
Shop 3, Eltham Town Mall,
10-18 Arthur Street,
Eltham VIC 3096
www.ouroasis.com.au



Letter of Support for ECCI Special Rate Levy

To: Economic Development and Tourism Office, Nillumbik Shire Council **Date:** 21/01/2026

Subject: Formal Support for the Eltham Chamber of Commerce & Industry (ECCI) Levy Renewal

To the Councillors and Officers of Nillumbik Shire Council,

I am writing on behalf of **Bendigo Bank Community Bank**, located at **3/958 Main Road Eltham** to formally register our support for the renewal of the Special Rate Levy for the Eltham Chamber of Commerce & Industry (ECCI).

As a business operating within the Eltham precinct, we recognize that a thriving "main street" doesn't happen by accident—it requires dedicated coordination, advocacy, and a unified vision. We view the Special Rate Levy not as a simple fee, but as a strategic investment in the commercial viability of our town.

We support this renewal for the following reasons:

- **Unified Advocacy:** ECCI provides a single, powerful voice to Council on critical issues like parking, precinct cleanliness, and local planning—representing us in ways an individual small business cannot.
- **Economic Resilience:** In a challenging economic landscape, ECCI's role in fostering "shop local" sentiment and connecting traders is vital for our long-term sustainability.
- **Modernisation & Growth:** We are encouraged by the Chamber's current direction, specifically the development of a high-end digital directory and the proposed levy model that prioritizes fairness for smaller operators.
- **Precinct Identity:** ECCI's work in creating a vibrant, integrated activity centre makes Eltham a destination of choice, driving foot traffic that benefits every trader on the strip.

While the Chamber continues to evolve and improve its service delivery, it is clear that consistent, guaranteed funding is the only way to maintain this momentum. Without the Levy, Eltham would lose the professional representation required to compete with larger, corporatized shopping centres.

We believe the continuation of the Levy is essential for a prosperous Eltham. We urge Council to support the ECCI proposal and ensure our business community remains strong, connected, and competitive.

Yours sincerely,

Bendigo Community Bank Eltham

Community Bank · Eltham and District
958 Main Road, Eltham VIC 3095
p 03 94390188 e eltham@bendigoadelaide.com.au

bendigobank.com.au

From: Bar Conexao
Sent: Friday, 23 January 2026 1:30 PM
To: Business <Business@nillumbik.vic.gov.au>
Subject: SUPPORT: Eltham Chamber of Commerce & Industry (ECCI) Levy Renewal

You don't often get email from [Learn why this is important](#)
To the Councillors and Officers of Nillumbik Shire Council,

I am writing to formally support the renewal of the Special Rate Levy for ECCI on behalf of Bar Conexao

We believe having a unified body like ECCI is essential for Eltham's economic health. For us, the levy is a worthwhile investment that ensures our precinct remains a competitive destination. We specifically value ECCI's advocacy on local issues and their work in driving foot traffic through new digital initiatives.

We fully endorse the ECCI Strategic Roadmap for 2026–2029 and urge Council to approve the levy renewal.

Sincerely,

1

Bar Conexao

4/10-18 Arthur Street, Eltham 3095

From:
Sent: Friday, 23 January 2026 1:29 PM
To: Business <Business@nillumbik.vic.gov.au>
Subject: SUPPORT: Eltham Chamber of Commerce & Industry (ECCI) Levy Renewal

To the Councillors and Officers of Nillumbik Shire Council,

I am writing to formally support the renewal of the Special Rate Levy for ECCI on behalf of Still&All

We believe having a unified body like ECCI is essential for Eltham's economic health. For us, the levy is a worthwhile investment that ensures our precinct remains a competitive destination. We specifically value ECCI's advocacy on local issues and their work in driving foot traffic through new digital initiatives.

We fully endorse the ECCI Strategic Roadmap for 2026–2029 and urge Council to approve the levy renewal.

Sincerely,

↓
Shop 4, 10 Arthur St. Eltham

From: Little Drop of Poison
Sent: Friday, 23 January 2026 1:30 PM
To: Business <Business@nillumbik.vic.gov.au>
Subject: SUPPORT: Eltham Chamber of Commerce & Industry (ECCI) Levy Renewal

To the Councillors and Officers of Nillumbik Shire Council,

I am writing to formally support the renewal of the Special Rate Levy for ECCI on behalf of Little Drop of Poison.

We believe having a unified body like ECCI is essential for Eltham's economic health. For us, the levy is a worthwhile investment that ensures our precinct remains a competitive destination. We specifically value ECCI's advocacy on local issues and their work in driving foot traffic through new digital initiatives.

We fully endorse the ECCI Strategic Roadmap for 2026–2029 and urge Council to approve the levy renewal.

Sincerely, LDoP



ABN 32 984 167 492
Offices 9-11, 23 Dudley Street, Eltham VIC 3095
(03) 9431 4630

Economic Development and Tourism Office
Nillumbik Shire Council
PO Box 476
Greensborough VIC 3088

19 January 2026

RE: Letter of Support – Special Rate Levy Renewal for Eltham Chamber of Commerce & Industry

To the Councillors and Officers of Nillumbik Shire Council,

I am writing on behalf of Donnelly & Co Consulting Engineers to express our support for the continuation of the Special Rate Levy that funds the Eltham Chamber of Commerce & Industry (ECCI).

As a locally based business and member of ECCI, we see first-hand the value of a strong, connected, and collaborative business community. In the current economic climate – marked by rising costs, uncertainty, and increasing pressure on small and medium enterprises – the role of organisations such as ECCI is more important than ever. The Chamber provides a platform for advocacy, networking, information sharing, and collective problem-solving that individual businesses simply cannot achieve on their own.

ECCI contributes significantly to fostering community cohesion and cooperation among traders, helping to create a more resilient local economy and a stronger sense of place within Eltham Town's Activity Centre. These outcomes benefit not only individual businesses, but the broader community and the municipality as a whole.

As the volunteer treasurer of ECCI, I acknowledge that not all traders immediately see the value of the Special Rate Levy. During my participation in committee over the last 12 months, the committee has taken steps to actively seek and respond to trader feedback and review its operations. In this time, we have grown the committee to represent more diverse members, and we are currently undertaking major change to implement a best-in-class website directory that will better showcase Eltham's businesses to our local community and beyond. We have also worked extensively to develop the new Special Rate Levy model proposed that will reduce the contributions from the majority of members, while also maintaining consistent funding for ECCI's activities. There is still much work to do and there are still further opportunities to improve the value we deliver for our members, but this cannot be achieved without consistent funding. Like any collective organisation, ECCI's strength and effectiveness are directly linked to the engagement and contribution of its members. I would encourage any member to consider investing some time as a more active participant in ECCI. Greater participation leads to better outcomes for everyone.

From Donnelly & Co's perspective, the levy represents a cost of doing business in Eltham that is an investment in collaboration, advocacy, and the long-term economic health of Eltham's business community. We believe its continuation and proposed expansion is in the best interests of traders, residents, visitors and Council alike.

Thank you for the opportunity to provide this submission. Please do not hesitate to contact us should you require any further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'BComm(ProfComm)', is written over a faint, illegible printed name.

BComm(ProfComm)

SPECIAL RATE LEVY: Eltham town Activity Centre.

Support for the Special Rate Levy

Leisure Footwear Pty Ltd fully supports the proposed three-year special rate of \$143,000 per annum. Over many years, the levy has enabled Eltham Town businesses to be supported and promoted by the Eltham Chamber of Commerce and Industry (ECCI).

Challenges Facing the Business Community

Some members of our business community are finding it very difficult to make a living and are struggling to trade, with some just managing to survive. It is important that Nillumbik Council also takes an active role in supporting our Eltham small businesses.

Benefits of the Levy

The special rate has contributed significantly to the vibrancy and success of the Eltham Town Activity Centre. By helping local businesses attract more customers and improving community engagement, this investment ensures continued growth and maintains a strong sense of local identity for both traders and residents.

Need for Accountability and Change

In recent times, market conditions and the business environment have changed dramatically. The ECCI must also adapt and review its operations. It is crucial that the ECCI is accountable to its members and seizes this opportunity to analyse its activities, including planning, budgeting, and reporting. Maximising the value of the special rate and delivering the best promotional outcomes for our business communities is imperative.

Kind regards,

Leisure Footwear Pty Ltd

18/12/2025

From: eltham@sportfirst.com.au ·
Sent: Tuesday, 3 February 2026 11:11 PM
To: Business <Business@nillumbik.vic.gov.au>
Subject: SUPPORT: Eltham Chamber of Commerce & Industry (ECCI) Levy
Renewal

You don't often get email from eltham@sportfirst.com.au. [Learn why this is important](#)

To the Councillors and Officers of Nillumbik Shire Council,
I am writing to formally support the renewal of the Special Rate Levy for ECCI on behalf of **SPORTFIRST Eltham**.

We believe having a unified body like ECCI is important for Eltham's economic health. For us, the levy is a worthwhile investment that ensures our precinct remains a competitive destination. We specifically value ECCI's advocacy on local issues and their work in driving foot traffic through new digital initiatives.

We endorse the ECCI Strategic Roadmap for 2026–2029 and urge Council to approve the levy renewal.

Regards,

SPORTFIRST Eltham
1/20 Arthur St
Eltham VIC 3095

eltham@sportfirst.com.au



-----Original Message-----

Sent: Thursday, 15 January 2026 9:02 PM
To: Business <Business@nillumbik.vic.gov.au>
Subject: Objection to SLR

To whom it may concern,

We notify of the OBJECTION towards to the special rate levy for 1/70 commercial place Eltham.

signed off,

Owners - Missing Gorilla 1/70 commercial place Eltham.

[Redacted]

[Redacted]

[Redacted]

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Summary of submissions received and Officer comments

Submitter #	Support/Object	Comments	Officer Comments
Submitter 1	Support	<p>Provided a Special Rate Marketing Levy Synopsis that outlines a 3 year action plan delivered through the SRL. The Action Plan describes key pillars including:</p> <ul style="list-style-type: none"> * Leadership and Advocacy with two focuses of strategic representation and precinct excellence, and driving foot traffic through events and activations, as well as digital engagement * Business Development and Business Excellence to support businesses skills, knowledge and connection * Place-Making and Identity by enhancing the physical and aesthetic appeal of Eltham Town. 	The SRL will provide the ECCI with a pool of funds to implement the Action Plan to support businesses, attract visitation and encourage commerce within Eltham Town.
Submitter 2	Support	Support ECCI's action plan and agree the SRL is important to the commercial resilience of the Eltham Town Activity Centre. Note there are 2 submissions for this property.	As per comment above
Submitter 3	Support	Support ECCI's action plan and agree the SRL is important to the commercial resilience of the Eltham Town Activity Centre. Note there are 2 submissions for this property.	As per comment above
Submitter 4	Support	Support the SRL as a strategic investment in the commercial viability of Eltham Town.	The SRL provides an opportunity for businesses to work together through ECCI to deliver activities to support the commercial viability of Eltham Town.
Submitter 5	Support	Support ECCI's action plan and believes the SRL to be important in maintaining Eltham Town's economic activity. Note there are 2 submissions for this property.	As per comment above
Submitter 6	Support	Support ECCI's action plan and believes the SRL to be important in maintaining Eltham Town's economic activity. Note there are 2 submissions for this property.	As per comment above
Submitter 7	Support	Support ECCI's action plan and believes the SRL to be important in maintaining Eltham Town's economic activity.	As per comment above

PCC.001/26 Eltham Town Activity Centre Special Rate Levy 2026-2029 - Consideration of Submissions
Attachment 3. Redacted summary of submissions with Officer comments

Submitter #	Support/Object	Comments	Officer Comments
Submitter 8	Support	Believes the SRL is an important investment in the long-term economic health of Eltham Town.	As per comment above
Submitter 9	Support	Believes the SRL delivers vibrancy and more customers to the Eltham Town Activity Centre.	The SRL will provide the ECCI with a pool of funds to implement the Action Plan to support businesses, attract visitation and encourage commerce within Eltham Town.
Submitter 10	Support	Support ECCI's action plan and believes the SRL to be important in maintaining Eltham Town's economic activity. Note this submission was received after the end of the Public Notice Period.	As per comment above
Submitter 11	Object	No reason for objection stated.	Officer unable to provide comment due to no reason provided.

Scheme Area – Jayson Avenue Special Charge Scheme

