



## GENERAL MEETING

Wednesday 30 May 2018

5: 30pm – 7pm

Squisito Wine Bar, Theatre Place

### MINUTES

Attendees: Athena, Shuro, Nicola, Yim, Emily, Andrew, Judy, Linda & Robert, Stavros & Circe

Apologies: Peter Barclay

Meeting Open: 5:40pm

1 President's Opening: Welcome. Maling Road Sign opposite Maling Road Train station update. Sign to be installed next Wednesday.

a) Bindr: <https://www.bindr.com.au/>

**Bindr** is a revolutionary way of bringing the community together online.

We help people connect online with their local businesses around them and get jobs. We help local businesses to promote not only their products & services, but themselves as employers and members of the community. Together, we can help the local economy grow.

Attendees discussed staffing issues. **ACTION – SZ to send to all traders**

b) Capptivate Beacons: <https://www.capptivatebeacons.com.au/>

Bluetooth Beacon Marketing allows you to send messages to phones passing by your business. You simply place our small Bluetooth Beacon in an appropriate position inside or near your premises, turn it on, and it starts broadcasting your message every half second to an area up to 300 metres from the Beacon. And we all know that there are always people nearby who can't put their phone down. So why not capitalise on that simple fact of life and put your message right under their noses. Cancelled last minute. Will come to another meeting.

2 Council's Shopping Centre Improvement Project: A Boroondara Council presentation with the MRBA likely in September 2018 when Council formally initiates the project by engaging with key stakeholders. Robert suggested to have power lines underground. Works will be 2019/2020. Feedback survey later in year. Traffic flow will be a question.

3 Special resolution to adopt the proposed new Maling Road Business Association Inc Rules in accordance with the Associations Incorporation

Reform Act 2012 (Vic) (the Act). Stavros suggested to stay on old rules for now as to make the changes it required a lot of documentation.

4 MRBA Gift Card Update – Store Terminal Activations underway just over 50%. Really well received – Traders love the idea. Maling Road will be the first ‘strip shopping centre’ to have this program in Melbourne. Actual Gift Cards in stock. Finalizing Card Wallet and Shopfront stickers. Aim is to be up and running by middle of June, but we need to be sure everything is working ok before we launch. **ACTION – CZ to do a media/press release once launched. Also look into doing giveaways online. Check maximum to be loaded onto card. Check how to set up account.** Outwears can test loading too.

5 MRBA Digital Media Update –

Facebook – 2,200 likers (+6 Since beginning of the month)

Insta – 470 followers (+27 Since beginning of the month)

Twitter – 35 (-1 Since beginning of the month)

EDM Subscribers – 1,153 (+31 since the beginning of the month )

Website –

<b>MR Website Item</b>	<b>Mar 2018</b>	<b>Apr 2018</b>
Sessions	989	1200
Unique Users	934	1032
Pageviews	2719	2928
Pages per session	2.37	2.44
Av Session duration	1:36	1:35
Notes	Easter egg Hunt	

#### **Acquisition – March 2018**

Direct – 15%, Search Engines – 84% , Social – 1%

#### **Most Visited Pages March 2018 –**

Home – 19.3%, Traders – 13.9%, Dine – 5.1%, Shop – 4.5%, Gallery – 3%, Trending – 2.5%, Dsassi – 2.4%, Events – 2.4%, Chapter Three – 2.2%, Alleycat Cafe – 2%

6 Auto Classico Update: Booked in (and nearly booked out) for Sunday August 19<sup>th</sup> from 10am – 3pm.

7 Mother’s Day Promo Review: 900 Entries (25% increase from 2017 – 700 Entries). More advertising in 2018 (Back page of the Leader + increase in social media spend + \$300). This event also depends on how hard traders push it. Feedback: \$50 too high entry fee which prevents many entries from Cafes etc. Email only entries prevent many people from entering. Table supplied to B Inspired for gifts. Thanks to Athena for walking the street and helping collect Hamper Items (and feedback). Thanks to Marg and new owner Susan from B Inspired for collating the donations and preparing the Hampers. Thanks to Shuro and the Canterbury Community

Bank team for presenting the Winners with their hampers. Shuro advised the meeting that the winners were happy and impressed.

## 8 General Business:

Changes in the Street: Susan (B Inspired),

Tough winter season sees Australian retailers offering 'GFC-like' discounts (29/05/2018)

<https://www.9news.com.au/national/2018/05/29/13/53/australian-retailers-sales-discounts-gfc-myer-stocktake>

Russell Zimmerman, the executive director of the Australian Retailers Association, told 9news.com.au he expects retailers across the country to slash prices due to a recent slump in sales.

"Retailing has been far more difficult this season than what we would have like to have seen it - particularly in the clothing and footwear area," he said.

"It's the toughest trading conditions have been as long as I can remember over the last eight or nine years and I remember these conditions being about as tough as when we had the GFC."

"Retailers across Australia are feeling it pretty tough at the moment," he said.

"Obviously, each retailer is going to have to make their own decision but I would expect to see more discounts coming through in the next few weeks."

## NAB begins to compensate customers after nation-wide outage (6 hours on Saturday)

[www.nab.com.au/outage](http://www.nab.com.au/outage)

WE'RE MAKING IT RIGHT


We're committed to making this right for customers and will work with any customer who has experienced financial loss to ensure they're not unfairly impacted.

### For our business customers

If your business has lost money as a result of not having access to NAB Transact and/or your NAB EFTPOS/ HICAPS terminals due to the outage please contact us:

- **NAB Transact** and/or **EFTPOS** services, please contact us on **1300 369 852**.
- **HICAPS** services, please contact us on **1300 650 852**.

For all other business compensation enquires please call **13 10 12**.



**We want to make things right.**

Our promise to our customers is to be about "more than money". Inherent in that promise is the expectation that, as your bank, we get the fundamentals (the "money" bit) right. On Saturday we failed to do that.


Many of our services didn't work for several hours because of a nationwide NAB outage. This affected and deeply inconvenienced many of our customers and others just trying to get their Saturday shopping done. We're truly sorry this happened and apologise.

To our business customers who lost money as a result of this outage, we're committed to compensating you for your loss.

Please visit [nab.com.au/outage](http://nab.com.au/outage) so we can make things right.

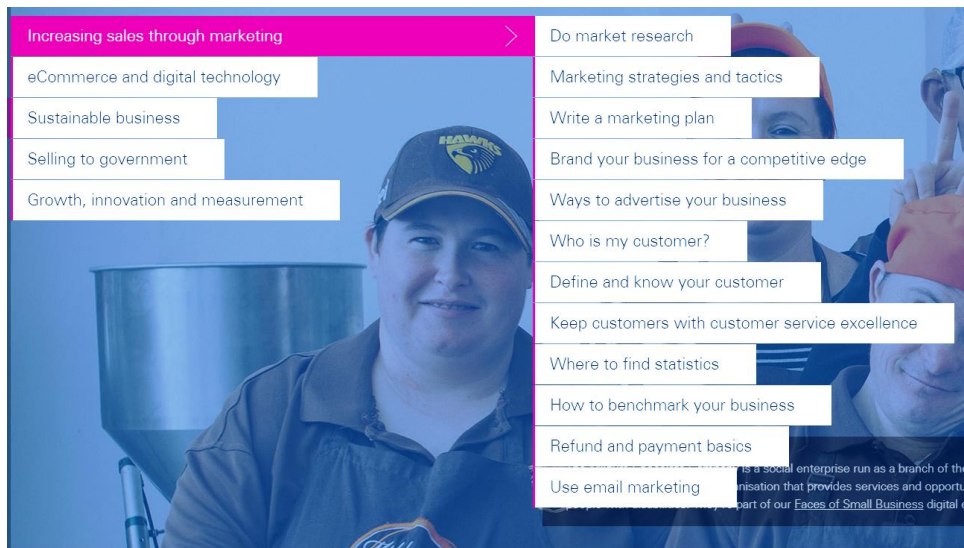
We'd like you to know we've found the cause of our outage and have acted to prevent that particular problem happening again.

We know sometimes things can go wrong. But, if they do, our commitment is that here at NAB, we'll always make it right.

  
Andrew Thorburn  
Chief Executive Officer

*SMALL BUSINESS VICTORIA UPDATE*

Tips, tools, news and events to help you run and grow your business



- Feedback on Boroondara Grant – not portable. It’s a catch 22. Not simple.
- Outwears got their verandah replaced via agent.
- Robert suggested an area for mini-bus parking. Retirement village buses. **ACTION – SZ to speak with Grand Cedar to see if interested in trialing retirement village tours. Give their residents surveys.**
- Robert let everyone know that carparks are taken by all day by non-customers. **ACTION – SZ to email council. Nicola to ask/remind traders not to park in street on Sundays.**
- Outwears did a letterbox drop (A6 postcards) of 4000. Noticed a significant increase in the following week.
- **ACTION – investigate letterbox drop for gift card**