



NOTICE

**ANNUAL GENERAL MEETING
WEDNESDAY November 18, 2020**

Virtually Via Zoom

5.30pm – 6:30pm

Agenda for Annual General Meeting

1. Apologies
2. Confirmation of Minutes of last AGM
3. President's Report
4. Financial Report
5. Marketing Coordinator Team Report
6. Election of Office Bearers
7. General Business

Maling Road Business Association – Annual General Meeting **20/11/19 @ Canterbury Eye Care**

Attendees: Athena Katopodis, Chris Katopodis, Becky Horwood, Rosei Vincis, Anthony Najjar, Judy Guthy, Maggie Stamoulis, Lucinda Bakhach, Stavros Zikou, Circe Zikou, Peter Barclay

Apologies: Susan Benedos (B Inspired), Maddy (Xocolatl)

AGM Opened at 5:49pm

2018 Minutes: Moved to be accepted by Peter Barclay and seconded by Athena. Carried.

Coordinator's Report: Stavros read out the Coordinator's report and reviewed some of the achievements of the Association and their role over the past year. It has been a very busy year and some notable achievements were – the extensive range of Maling Road Marketing Promotions and Campaigns, Maling Digital assets (Email database, Social media and website), Maling Road Gift Card success.

Treasurer's Report: The Financial Report 2018/19 was distributed to all in attendance. Income was similar to last year. included the usual main expenses of KK, advertising and Marketing Coordinator costs. The same grants were applied for and granted. There was a deficit of \$20,503.

Chris asked why there was a deficit. Stavros explained cost blow outs and that 2 major events are unsustainable. MRBA looking to change things. This led to a general discussion of KK. Retailers like Sunday, Cafes like Sunday.

The Financial Report and the Committee Report and Declaration have been signed by the President and relevant committee members. The above mentioned were all Committee members and Office Bearers for the entire financial year to 30 June 2019.

Committee resolved that the Balance Sheet as at 30/06/2019 and the Profit and Loss account for the year ended 30/06/18 together with the Committee's Report and the Committee's Statements be received and approved. Moved by Athena Katopodis and seconded by Peter.

President's Report:

Athena read out her President's report. The report highlighted the role of the MRBA and the huge undertaking of the Committee who are all Volunteers. Also discussed the trader led Oaks Night Shopping Event.

All attendees received a copy of the full report and all documentation will be available in the trader portal on the Maling Road Website.

Chris moved to accept all reports. Seconded by Bec. Carried.

Election of Office Bearers: There was no election for the following roles as nominations filled the vacancies.

President: Athena Katopodis

Vice President: Pater Barclay

Secretary: Susan Benedos

General Committee: Bec Horwood

Stavros announced roles filled and called for nominations from floor for Treasurer and general Committee. Maggie nominated Barbie Willis from Bendigo Bank.

General Business:

- Stavros discussed a leader article regarding landlords not maintaining properties. Stavros to email article to Maggie.
- Discussion on high rents. There is a need for quality businesses. It's a good time to negotiate
- Judy stated it's important to support each other
- Businesses want to come in but can't afford the rents being asked. Nothing under 80K.
- Lucinda is going to investigate doing a landlord forum to see impact.

Meeting Closed 6:52pm



Maling Road Business Association AGM

President's Report 2020

November 18th, 2020 5.30pm via Zoom

Well, what a 12 months we have had! This time last year we were looking forward to all of the good things that Boroondara Council's exciting Placemaking project would offer our shopping strip over the summer months, and a full book of organised events for Maling Road. Of course we all know what happened next.

2020 has been THE hardest year for small businesses in living memory. Most of us either closed or experienced a massive drop in income. Our mental health has been pushed to the limits and our stress levels have been through the roof.

But there have been rays of hope throughout this tough time. Our businesses pivoted. We went online. We moved our baristas to our front windows. We sold out of toilet paper. Click and collect became a thing. We embraced social media.

We are proud to say that we were organised and managed to help keep everyone who could, to stay open. We sent out the most up to date information- often several times a day, we helped Traders to negotiate with Landlords, we helped Traders apply for government grants, we helped Traders tap into counselling, we met with and lobbied Boroondara Council and the State Government to have our concerns heard and ensure a pathway out of Lockdown. I am extraordinarily proud of the work that the MRBA has done over the past 9 months. I want to thank Peter, Bec and Susan for managing to keep working for our strip, while their own businesses were suffering. I am also so thankful for the professionalism, commitment and passion of Stavros and Circe from Marketa, our marketing coordinators, who went well above and beyond to assist us with all that we needed to do. I express my gratitude for the daily (or sometimes three or four times daily), briefings from them. Council meetings that I attended regularly gave me insight into neighbouring shopping strips that had no such Association and marketing coordinators, and I can vouch for the difference that having this organisation has meant.

The other ray of hope came from our local community. They continued to support us and we continued to be that community hub for them, even having VicPol patrolling to send people on their way. Theatre Place came into its own during this time. We are lucky to have this meeting spot and look forward to increasing its usability through Placemaking.

Herein lies the key to the next 12 months. People will continue to work from home and avoid the City and hard top shopping centres. Our pool of potential customers has grown and we need to continue to work in a way that taps into it. Our first job is a thank you event for Christmas where we have pivoted our Kristkindl funds into our own version of Myer's Christmas windows. The idea came to us when we heard that Myer was cancelling theirs and even though they flipped, we are confident that

ours will be just as popular. Giving our local community some Christmas joy, as a thank you for all their support, will be a lift for us all.

Councillor Jane Addis will also be setting up a Christmasville spoon patch activity to add to the fun of Christmas this year.

Parklets and outdoor dining and entertainment will give us another string to our bow, and we are the ideal shopping strip to pull it off. Hours of zoom meetings with numerous departments within Council, traffic reports, letters to landlords have resulted in our outdoor dining and entertainment plan to ensure we remain a vibrant, active strip even with continuing restrictions. Please take the time to step outside, wander up and down the street and see how fantastic our street is looking and promote it to your own customer base. Have you seen the pillars on the Maling Room yet? They are so fantastic that people are taking photos in front of them!

As I started writing this speech a few weeks ago we still had no idea of which restrictions would be lifted in time for Christmas trading, but planning for Christmas, summer trading and beyond is constantly happening. As goal posts are moved, we continue to change plans, always with the best interests of Maling Road in mind. We are now 3 weeks post Lockdown 2.0. Our Christmas ribbons and bows, our Christmas tree in Theatre Place and our Nutcracker windows supported by Council and the Bendigo Bank Canterbury branch are up and looking so festive. Maling Road has definitely won Christmas 2020 over every other shopping strip in Boroondara. We are now ready to advertise them far and wide to attract shoppers to our strip. We thank everyone for their participation. The people will come – you just have to entice them in to your shops to spend!

So let's look forward. Let's use the pandemic as an opportunity to try new things. We, however, need to work together. We are all feeling the pain. Let's band together and look beyond our own shop fronts to increase business for everyone. Maling Road needs everyone working together now more than ever, and I know that we have the ability to rise above this past year and use the positives to make Maling Road into the destination point it deserves to be.

Athena Katopodis

President

Maling Road Business Association

Not For Profit - Association Report

Maling Road Business Association Inc.

ABN 65 351 216 220

For the year ended 30 June 2020

Audited by ASR Partners Pty Ltd

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Income and Expenditure Statement

Maling Road Business Association Inc. For the year ended 30 June 2020

	2020	2019
Income		
Grants & Sponsorship		
City of Boroondara - special rate	68,090	82,621
Grants and sponsorships	22,721	9,000
Total Grants & Sponsorship	90,810	91,621
Donations	199	-
Events & Festivals		
Kristkindl festival revenue	1,168	5,595
Auto classica revenue	6,809	4,768
Total Events & Festivals	7,977	10,364
Other Income		
Other Revenue	-	289
Total Other Income	-	289
Total Income	98,987	102,274
Total Income	98,987	102,274
Expenditure		
Administration		
Auditing Fees	1,100	1,100
Bad Debts Written Off	166	-
Bank Fees	50	54
Bookkeeping Fees	373	636
Cleaning Expenses	350	-
Fees & Permits	59	58
Insurance - Public Liability	718	613
Trader Workshops	-	87
Postage, Freight & Courier	296	118
Printing, stationery & office supplies	846	277
Repair & maintenance	105	-
Sponsorship	641	182
Sundry expenses	144	607
Total Administration	4,849	3,732
Events & Festivals		
Auto Classico	14,062	13,939
Easter	709	4,591
Events expenses	14,581	27,753
Christmas decorations & storage	570	-
Mothers Day	2,795	3,549
Oaks Night Shopping Event	1,190	-

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

	2020	2019
VIP Night	-	1,609
Total Events & Festivals	33,907	51,442
Marketing		
Advertising & Promotion	4,067	20
Gift Cards	3,219	490
Graffiti removal	158	401
Marketing co-ordination	57,420	62,436
Website (hosting & site development)	3,150	4,256
Total Marketing	68,014	67,603
Total Expenditure	106,770	122,777
Net Current Year Surplus/(Deficit)	(7,783)	(20,503)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

Assets and Liabilities Statement

Maling Road Business Association Inc.

As at 30 June 2020

	NOTES	30 JUN 2020	30 JUN 2019
Assets			
Current Assets			
Cash at Bank - operational		2,207	11,552
Bendigo Bank - Gift account		1,691	1,691
GST Refundable		2,917	2,316
Total Current Assets		6,815	15,559
Total Assets		6,815	15,559
Liabilities			
Current Liabilities			
Mastercard		4	5
Trade and Other Payables		1,373	2,332
Total Current Liabilities		1,377	2,337
Total Liabilities		1,377	2,337
Net Assets		5,438	13,222
Member's Funds			
Current Year Earnings		(7,783)	(20,503)
Retained Earnings		13,222	33,725
Total Member's Funds		5,438	13,222

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

Statement of Cash Flows

Maling Road Business Association Inc. For the year ended 30 June 2020

	2020	2019
Cash flows from Operating Activities		
Receipts from grants	90,810	91,621
Cash receipts from other operating activities	8,176	10,653
Cash payments from other operating activities	(106,770)	(122,777)
Total Cash flows from Operating Activities	(7,783)	(20,503)
Cash flows from Other Activities		
Other activities	(1,560)	(634)
Total Cash flows from Other Activities	(1,560)	(634)
Net increase/(decrease) in cash held	(9,343)	(21,137)
Cash Balances		
Opening cash balance	13,238	34,375
Closing cash balance	3,894	13,238
Movement in cash	(9,343)	(21,137)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

Notes of the Financial Statements

Maling Road Business Association Inc. For the year ended 30 June 2020

Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (Victoria 2012). The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

Property, Plant and Equipment (PPE)

Leasehold improvements and office equipment are carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all PPE is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the income and expenditure statement.

Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Cash on Hand

Cash on hand includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

These notes should be read in conjunction with the attached audit report.

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

It should be noted that there are limitations to the recording and collection of cash at events. These limitations mean that it is not possible to reliably confirm cash receipts from events. There is no evidence that the errors are material.

Leases

Leases of PPE, where substantially all the risks and benefits incidental to the ownership of the asset (but not the legal ownership) are transferred to the association, are classified as finance leases.

Finance leases are capitalised by recording an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for that period.

Leased assets are depreciated on a straight-line basis over the shorter of their estimated useful lives or the lease term. Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses in the periods in which they are incurred.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

Financial Assets

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

	2020	2019
1. Cash on Hand		
Bendigo Bank - Gift account	1,691	1,691
Cash at Bank - operational	2,207	11,552
Total Cash on Hand	3,898	13,243

These notes should be read in conjunction with the attached audit report.

Committee's Report

Maling Road Business Association Inc. For the year ended 30 June 2020

Committee's Report

Your committee members submit the financial report of Maling Road Business Association Inc. for the financial year ended 30 June 2019.

Committee Members

The names of committee members at the date of this report are:

President: Athena Katopodis

Vice President/Treasurer: Peter Barclay

Secretary: Susan Benedos

Member: Becky Horwood

Principal Activities

The principal activities of the entity during the financial year were:

- To promote the Maling Road business precinct
- To seek grants & assistance from private businesses, government and council to further that aim
- To organise events & disseminate information & promotional materials to further that aim

Significant Changes

No significant change in the nature of these activities occurred during the year.

Operating Result

The deficit for the financial year amounted to \$7,783

Going Concern

This financial report has been prepared on a going concern basis which contemplates continuity of normal business activities and the realisation of assets and settlement of liabilities in the ordinary course of business. The ability of the association to continue to operate as a going concern is dependent upon the ability of the association to generate sufficient cashflows from operations to meet its liabilities. The members of the association believe that the going concern assumption is appropriate.

Signed in accordance with a resolution of the Members of the Committee on:

Athena Katopodis (President)

Date / /

Peter Barclay (Vice President /Treasurer)

Date / /

Minutes of Resolution of Committee Members

Maling Road Business Association Inc. For the year ended 30 June 2020

A.B.N. 65 351 216 220

END OF YEAR ACCOUNTS

Resolved that pursuant to the Corporations Law and the Victorian Associations Incorporations Reform Act (2012), it is agreed that the executive committee members have taken reasonable steps for the year ended 30 June 2019:

1. With respect to bad debts
 - (a) To find out what has been done about writing off bad debts and making provision for doubtful debts
 - (b) To cause all known bad debts to be written off and adequate provision to be made for doubtful debts
2. To find out whether any current assets, other than bad or doubtful debts, are unlikely to realise (whether directly or indirectly) in the ordinary course of business their value as shown in the committee's accounting records and, if so, to cause:
 - (a) The value of those assets to be written down to an amount that they might be expected so to realise; or
 - (b) Adequate provision to be made for the difference between their value as so shown and the amount that they might be expected so to realise.
3. With respect to non-current assets
 - (a) To find out whether any non-current asset is shown in the committee's accounting records at an amount that, having regard to the asset's value to the committee as a going concern, exceeds the amount that it would have been reasonable for the committee to spend to acquire the asset at the end of the financial year; and
 - (b) Unless adequate provision for writing down the value of that asset is made - to cause to be included in the accounts such information and explanations as will prevent the accounts from being misleading because of the overstatement of the value of the asset.

COMMITTEES' STATEMENT

Resolved that pursuant to the Association Rules, the Profit and Loss Account and Balance Sheet be approved and that the committee's members be authorised to sign a statement stating that in the opinion of the committee members that for the year ended 30 June 2019 .

1. The Profit and Loss account gives a true and fair view of the committee's results for the financial year; and
2. The Balance Sheet gives a true and fair view of the committee's state of affairs as at the end of the financial year; and
3. No circumstances have arisen or information become available since the end of the financial year that would, if the accounts had been made out when this statement is made, have affected the determination of an particular amount in them; and
4. At the date of this statement there are reasonable grounds to believe that the committee will be able to pay its debts as and when they fall due; and
5. The accompanying accounts have been made out in accordance with approved accounting standards; and
6. The committee has, in respect of the financial year:
 - (a) Kept such accounting records as to correctly record and explain its transactions and financial positions; and
 - (b) So kept its accounting records that true and fair accounts of the committee can be prepared from time to time; and
 - (c) So kept its accounting records that the accounts of the committee can be conveniently and

7. The accounts have been properly prepared by a competent person

COMMITTEES' REPORT

Resolved that in respect of the year ended 30 June 2019 that the report be approved and that the committee members are authorised to sign the report.

Signed by all the executive committee members as a correct record of resolutions made on this day.

President: _____ Date: _____
Athena Katopodis

Vice President/Treasurer: _____ Date: _____
Peter Barclay

Secretary: _____ Date: _____
Susan Benedos

Minutes of the Annual General Meeting

**Maling Road Business Association Inc.
For the year ended 30 June 2020**

A.B.N. 65 351 216 220

FINANCIAL STATEMENTS:

Resolved that the Balance Sheet as at 2020 and the Profit and Loss account for the year ended 30 June 2020 together with the Committee's Report was received and approved.

AUDITOR: Resolved that the committee appoint ASR Partners as auditor for the next years financial report.

Signed by the President and a committee member as a correct record of resolutions made on this day.

President: _____ Date_____

Committee Member: _____ Date:_____

Independent Auditor's Report

Maling Road Business Association Inc. For the year ended 30 June 2020

Independent Auditors Report to the members of the Association

We have audited the accompanying financial report, being a special purpose financial report, of Maling Road Business Association Inc. (the association), which comprises the committee's report, the assets and liabilities statement as at 30 June 2020, the income and expenditure statement for the year then ended, cash flow statement, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

The associations governing committee's responsibility for the financial report

The committee of Maling Road Business Association Inc. is responsible for the preparation and fair presentation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Reform Act 2012 and is appropriate to meet the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation and fair presentation of the financial report, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

in conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Opinion

In our opinion, the financial report presents fairly, in all material respects, the financial position of Maling Road Business Association Inc. as at 30 June 2020 and of its financial performance for the year then ended on that date and complies with Australian Accounting Standards to the extent described in Note 1 and the requirements of the Associations Incorporation Reform Act 2012

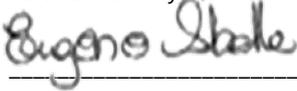
Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Maling Road Business Association Inc. to fulfilling the governing committee's reporting responsibilities. As a result, the financial report may not be suitable for another purpose.

Emphasis of Matter

We draw attention to Note 1 to the financial report which describes the revenue recognition policy of Maling Road Business Association Inc. including the limitations that exist in relation to the recording of cash receipts from its fundraising events. Revenue from this source represents a proportion of Maling Road Business Association Inc. revenue. Our opinion is unmodified in respect of this matter.

ASR Partners Pty Ltd



ASR Partners Pty Ltd

Director: Eugene Sibelle - Certified Practising Accountant

Ground Floor, 542 Mitcham Road, Mitcham VIC 3132

Dated: 18/11/2020

Marketing Coordinator's Report

AGM – Wednesday the 18th of November 2020

In 2020 of working with the Maling Road Business Association, our company Marketa has undertaken the following key projects:

January (All Year) – Management of: Maling Road Website, Maling Road Email Address, Email Database and Social Media Promotion and Management (Facebook, Instagram, Twitter)
March – Pop Up Movies in Theatre Place (Covid-19 Cancelled)
March – Covid-19 Support and Assistance for Traders. Including outdoor dining support (ongoing)
March – Ways you can support Maling Road Businesses Campaign (During Covid-19 First Wave)
April – Easter Egg Hunt + Easter Craft @ Theatre Place (Covid-19 Cancelled)
May – Mother's Day Gift Card Promo / Comp (Pivoted due to Covid-19)
June – All Your Maling Road Favourites are Back Campaign (After first wave)
June – MRBA 19/20 Budget
August – Auto Classico Car Show (Covid-19 Cancelled)
November – Maling Road Christmas Ribbon Decals (Part KristKindl Funding 2020)
November – Maling Road Christmas Tree in Theatre Place (Community Bank Sponsored)
November – Maling Road Nutcracker Theme Windows (KristKindl Funding 2020)
November – Bonus Buy November Lover & Load +25 Gift Card Campaign (Mainstreet Grant Supported)
November – MRBA AGM via Zoom
December – Kristkindl 2020 (Covid-19 Cancelled)

Below is a summary of the 2020 notable achievements:

Achievement 1: Constantly supporting and updating traders/members with time sensitive COVID information and support resources. Thirty (30) email memos were sent to traders and members since March regarding COVID and all support and grants available to them. Many traders have commented on how much they appreciated the correspondence as it made it easy for them to understand what help was available to them. This correspondence also simplified restriction rules for traders and directed them to relevant resources. Further to this, we also applied and continue to apply for various Grants to support the Association through the Pandemic. We were successful in applying for and receiving a \$5,000 Grant from Mainstreet Australia.

Achievement 2:

Our extensive range of new Promotions and Campaigns and adapting to Covid-19 and the restrictions that came about. Mother's Day quickly pivoted into an online Gift Card competition that grew our email database and social media followers by rewarding people to sign up and follow Maling Road. Each individual campaign brings something unique to the MRBA and the Maling Road Shopping Centre, and collectively they keep the MRBA engaged with Maling Road patrons.

Achievement 2: Continuing to take advantage of the Digital Age by managing our www.malingroad.com.au responsive and dynamic website which averages 1300+ hits per month. Further developing our professional E-Mail database management system and sending out 6 x EDMs to our 2,300 + strong and growing database.

From January 1st this year until the present, on behalf of the MRBA, as Marketing Coordinators we have posted over 1,000+ posts across Facebook, Instagram and Twitter typically 7 days a week. These posts have featured new store openings, store specials/offers, general campaign posts, general Maling Road promos, milestones etc. We also introduced Flashback Friday posts that have been popular. In an age where the average Australian is spending more than 10 hours per week on social media, the MRBA is

focused on where the action is. We are finding ourselves constantly promoting the shopping centre and trader offerings more than ever and social media management continues to be a huge part of our role. This includes the messages, emails and tags we receive from Maling Road Traders requesting us to promote their offers. The fact that Maling Road is automatically a network of 65+ businesses should not be underestimated and should be leveraged at every opportunity.

Most Popular pages on the MRBA website to date are: Home – 14.8%, Traders – 8.7%, Mother’s Day Comp – 5%, Shop – 4.3%, Dine – 3.2%, Chapter three – 2.5%, Flowers of Canterbury – 2.3%, Suzi Que – 2.1%, Bennet’s Butchery – 1.9%, Gallery – 1.8%.

Achievement 3:

The immense success of the Maling Road Gift Card Program. Since the last AGM 12 months ago (Nov 19 – Oct 20) \$17,745 of Gift Cards were activated and \$9,434.85 was redeemed across many different Traders. Considering 2020 has been riddled with a pandemic, lockdowns and restrictions, this is a terrific outcome. Always keeping in mind, the dollars redeemed are only minimums for certain. In our extensive time of doing this line of work, we can’t think of any campaign/program which a) includes so many different traders, b) is measurable to this detail, c) so universally loved d) creates a point of difference, e) arguably has created that much benefit. This was not by chance, but arguably by good design, sound management and clever marketing. We would like to thank all the Gift Card Sellers for being invaluable partners and we look forward to further developing and promoting the Gift Card Program particularly during special promotions. Such as the current November Love & Load +25 Campaign which will aim to sell/activate 200 Gift Cards for a Value of 25,000 in one month - Truly extraordinary! Highlights the power of marketing an impressive incentive.

New businesses have chosen to call Maling Road home in the past 12 months, with several more expected on the horizon, investing serious resources into their ventures. This adds to the constant renewal and modernisation of the street.

We would like to thank the Boroondara Council for all their support, by managing the special rate, but also for their human resource support and involvement. Boroondara also provides critical financial support to the annual Maling Road’s KristKindl and now Auto Classico event which will hopefully take place in around March in 2020. We would also like to thank the local Community Bank for all their support for the street, our Association, and all our events. And we wish them well with their current expansion in Maling Road.

We would like to thank the very active 2020 committee for volunteering their time over countless hours in attending meetings and responding to emails and text messages. This was Athena’s second year as President, and we can’t comment enough about how dedicated and hardworking she is. Athena truly loves Maling Road and the love comes out in her passion for the street and business community. We are truly blessed at Maling Road to also have a highly active Vice President in Peter, who also dedicates an immense amount of time towards traders, supporting the street and 3126.

In conclusion, the Maling Road Business Association experienced a unique and challenging year during a period of local retail and neighbouring challenges as well as 1 in 100-year global pandemic. 2021 shapes up to be another challenging / exciting year of progressing Maling Road with further savvy and enticing promotional campaigns in the midst of a global Pandemic!

Thanks, and wishing everyone a great trading period leading up to Christmas and beyond.

Stavros Zikou & Circe Zikou
Maling Road Marketing Team