



# WARRANDYTE BUSINESS PRECINCT PLAN 2016-2020

# Contents

Introduction

Profile of the Precinct

SWOT Analysis

Future Vision

Mission Statement

Strategies

Implementation

Monitoring and Evaluation

Appendix - Business Listing



# Introduction

This is a five year business plan for the Warrandyte Business Precinct comprising Yarra St from Tills Drive encompassing the Bridge section, the Village, Goldfields Shopping Centre, Goldfields Terraces and adjacent areas.

It outlines a vision for the precinct and mission statement for the Warrandyte Business Association (WBA)

It also provides a set of strategies to achieve the vision in terms of business development, marketing and public relations, community development, centre management, communication and finance.

This Plan has been prepared in consultation with business owners in Warrandyte and the Manningham City Council.



# Profile of the Precinct

The Warrandyte Business Precinct is a neighbourhood activity centre and a specialist business destination area located at the entrance to the Yarra Valley in the north eastern part of the City of Manningham, just 35 minutes from the City of Melbourne. The precinct has approximately 15,000 square metres of business floor space of which approximately 9800 square metres is retail floor space. There are 88 business premises in the precinct (as at Feb 2016).

The main catchment area of the precinct covers approximately 10,000 households in Warrandyte, Warranwood, Park Orchards, Research and Wonga Park.

## Activity Mix

Retailing is the predominant business activity. The precinct has 57 existing retail businesses representing 63% of all businesses.

Personal and household goods represent 21% of all businesses, more than double the proportion allocated to food retailing. This category consists of a diverse range of shops extending from convenience outlets such as newsagency and pharmacy at Goldfields Shopping Centre to other specialist destination stores (e.g. Homewares, jewellery, gift shops and galleries, Vets, Doctor Surgery) on Yarra St, Ringwood –Warrandyte Rd and Heidelberg-Warrandyte Rd.

There are a number of cafes and restaurants representing a significant 16% of all businesses in the precinct. The category is represented by a mixture of restaurants (e.g., Indian, Italian, modern cosmopolitan) in Yarra Street as well as in Drysdale Road, Melbourne Hill Road, and Ringwood-Warrandyte Road.

Existing uses evident in the Warrandyte Business Precinct are summarised in Table 1 below.



## Table 1

Activity Type	No. of uses	% of total
Food Retail including Takeaway Food	9	10
Personal Household Goods	27	31
Personal Retail Services	7	8
Cafes & Restaurants	14	16
Entertainment – Hotel, reception/accommodation	2	2
Banks & Financial Services	3	3
Business Professional Services	16	18
Medical, Veterinary & other Health Services	8	9
Automotive (Care Wash)	1	1
Vacant	1	1
<b>Total</b>	<b>88</b>	<b>100</b>

Source: Peter McNabb & Associates, November 2009 (updated December 2015)

While there are 16 professional and business services premises (18%) in the Warrandyte Business Precinct, these operations perform a stabilising role in Warrandyte. These include services such as the Warrandyte Community Bank, three accounting firms, three real estate agencies, two legal firms and four other specialist services including an architectural practice and other professionals.

Health services are an important sector within the precinct with nine facilities, representing 10% of all businesses. There is a medical centre, two veterinary clinics, an optometrist, a psychologist, a hearing audiologist, an osteopath and a fitness studio.

There is one car wash in the precinct at Goldfields.

Over the past few years the vacancy rate has dropped as Warrandyte shops are being more sought after.

## Current Marketing & Promotions Program

The Warrandyte Business Association has had a very successful Special Rate Scheme from 2011-2015 with a part time paid Coordinator.

The WBA is an active incorporated body working for all businesses in the precinct. A Committee is elected each year, and meets as a group once a month. The Association Executive worked hard over many years to facilitate significant physical improvements in the Warrandyte Precinct and has developed a very good working relationship with Manningham City Council.



# SWOT Analysis

## Strengths

- Attractive and pleasant setting adjacent to the Yarra river (one of only 3 Victorian townships located on the banks of the Yarra).
- Good mix of retail, commercial, health, food and entertainment services.
- Range of specialist retail businesses, gifts, interiors and homewares.
- Strong Café and Restaurant culture.
- Good community focus – strong patronage by and affiliation with Warrandyte residents/ visiting friends and relatives market.
- Active, positive Business Association.
- Gateway to the Yarra Valley Wine district.
- Fantastic anchors in Quintons IGA and the Grand Hotel

## Weaknesses

- Core business precinct is spread out over three sections, creating a disjointed township.
- Parking availability.
- The Warrandyte shopping experience is still a secret to some local residents.

## Opportunities

- Enhancement of the image and branding of the precinct.
- Develop a strong Buy Local campaign
- Develop a strong tourist/visitor attraction.
- Improve the business mix
- Continue a co-ordinated marketing and business development program with exciting advertising and promotional events.
- Improved digital and social media.
- Create a balance between marketing to locals and becoming a tourist destination.

## Threats

- Competition from nearby centres (e.g. Eastland, Westfield Doncaster etc)
- Lack of engagement from a small number of traders who display apathy in terms of taking an active role in the Business Association.
- Challenges balancing community and business development.





# Future Vision

To develop a vibrant, upmarket precinct with strong community links which supports a highly attractive visitor destination, providing a localised experience, good value to customers, old fashioned good customer service, and increased trade for business.

To continue our active business association which works effectively in partnership with all businesses, the wider community and Manningham City Council.



# Mission Statement

The mission of the Warrandyte Business Association is to:

- Work to improve the image and profile of the Warrandyte Precinct.
- Promote Warrandyte so that it becomes more vibrant
- Generate interest and enthusiasm in the activities of the Association, creating a cohesive and engaged trader group.
- Act as leaders and ambassadors for the precinct.
- Work to improve the overall trading performance of the precinct each year – targeting both locals and visitors.
- Continue to develop positive partnerships with Manningham City Council, the community and other key stake holders.
- Continue to lobby Council for improvements in the physical infrastructure and appearance of the precinct.



# Strategies

Over the next 5 years some key areas include to:

- Develop and implement the next self funded marketing program – Special Rate Scheme.
- Create an annual calendar of distinctive marketing and promotional activities.
- Develop stronger connections with the Warrandyte community and wider metropolitan groups.
- Involve community groups in the promotional program.
- Continue to roll out education programs to support business growth.
- Identify gaps in the market and seek to introduce complimentary business types into the precinct.
- Work together with individual businesses to develop strategies to overcome a challenging economy.
- Work with Council to develop regular communication and opportunities for partnership initiatives including street scape improvements.
- Support the development of fire and emergency safety kits prepared by and tailored to each individual business.
- Develop an appropriate signage strategy for the whole of Warrandyte.

## Branding

- Continue to consistently promote and reinforce Warrandyte branding to create an instantly recognisable brand.

## Marketing

- Further develop the WBA website and regularly update. Continue to cross reference with Traders websites and link with The MCC website.
- Produce regular advertising features in The Diary. Feature regular profiles of retail and commercial businesses.
- Continue quarterly advertising in localised publications.
- Encourage cross marketing and joint promotions among businesses.
- Develop a digital marketing strategy and implement.
- Develop an independent promotional strategic plan to directly support professional services.
- Encourage business owners to enter their business into industry and regional award programs, such as the Manningham BEA awards
- Investigate opportunities for promotion of public art displayed in Warrandyte.





## Special Promotional Events

- Develop an annual calendar of promotional events including:
  - Christmas VIP Open Nights
  - Light Up Warrandyte
  - Gnome Hunt
  - VIP Shopping nights
- Live music.
- Progressive dinners – incorporating historical elements and re-enactments.
- Winter campaigns – cosy campaign.
- Promote what is special and unique.
- Provide value and benefit for professional services.
- Target day trippers.
- Shop Local Campaign.
- Spin off activities from the Market.
- Promote the calendar of events through strategically placed signage.
- Link promotional events with local community groups.

## Community Development

- Develop Warrandyte through marketing, as a key community hub in Manningham.
- Strengthen community connections and loyalty to the Precinct particularly with the various communities that visit.
- Involve local schools and other community groups through music and dance performance and art and sculptural displays in the promotions program. Buskers, choir performances, local bands.

## Retaining and improving existing businesses

- Encourage businesses to improve cleaning, building facades, signage, internal presentation and customer service.
- Consistent streetscape beautification elements to unify the exterior of building facades.
- Visual Merchandising seminar
- Support business networking opportunities and training programs
- Develop a Welcome Kit for all new businesses.
- Provide greater recognition and promotion through being involved in the Manningham BEA awards
- Celebrate at Christmas with the Light Up Warrandyte – window display competition.
- Breakfast Seminars and Mentoring sessions
- Update Business Directories



## Improve the business mix by attracting appropriate new businesses

- Analyse the current business mix and identify any gaps
- Develop a list of desired new operations to fit any vacancies
- Work with local real estate agents and property owners to attract these types of new businesses into Warrandyte if vacancies occur.

## Management and Communication

Warrandyte Business Association:

- Elect a Committee of Management each year. Work to ensure that it is an appropriate representation from different types of businesses in the 3 precincts.
- Outline clear responsibilities for the Executive to share the workload.
- Establish sub committees or working groups to undertake projects and involve other businesses.
- Continue to organise short monthly meetings to direct and monitor the agreed program of activities. Ensure that each meeting has an Agenda and is conducted in accordance with the Rules of Association. Organise Minutes and distribute promptly.
- Communicate regularly with businesses. Prepare and distribute a short monthly newsletter to keep businesses up to date with proposed new events and activities.
- Hold an AGM annually and elect the Committee for the next year.
- Hold an open discussion session annually for all the traders on Warrandyte's marketing and business development program.
- Organise each year an informal networking session with traders to share information and discuss current issues.
- Organise an annual business/customer/resident survey to obtain feedback on the WBA activities over the last year.
- Continue to maintain monthly discussions with Council on issues such as streetscape, car parking, traffic management and maintenance, improvements and establish a system of regularly reporting back to the Committee.
- Prepare an evaluation report and submit to Council every quarter and annually present to WBA.



## Financial Strategy

- Seek approval from Council for the next ongoing self-funded program through the Special Marketing Rate to which all businesses contribute with a budget of approximately \$50,000 per annum ( please note this amount has not been increased since the previous scheme,)
- Develop an annual sponsorship program (cash and in kind) to attract additional funds to supplement the levy program.
- Identify and apply to Council and organisation on an annual basis for grants for specific projects.



## Streetscape Improvements

Advocate to Council for the following improvements:

- Maintenance of Council owned parks and garden areas around business areas.
- Maintenance and promotion of Soundscape listening Posts in Warrandyte
- Work with Council to optimise links to parks and reserves close to Warrandyte business including improved directional signage for walkers and bike riders to connect through the Goldfields to major tracks and reserves.
- Work with Council to get the Bike track continued into Warrandyte from Beasleys.
- Assist Council to finalise and build the public toilet at the Playground near The Bakery
- Continue widening of footpaths where appropriate to accommodate emerging social trends in the Activity Centre such as alfresco dining, market style displays and footpath advertising.





# Implementation

A 12 month work plan to be developed in line with the overall Business Plan.

The WBA to prepare quarterly financial and implementation reports to Council as well as a proposed program for the next quarter.

Calendar of events to be prepared outlining project timelines.





# Monitoring & Evaluation

Achievements of the actions outlined in the Business Plan are to be evaluated during and at the end of each financial year. Key performance indicators to be included in the evaluation are:

- Extent of completion of projects specified in the Business plan and Quarterly Work Plan
- Level of business participation in activities and promotions
- Business and customer perceptions about the success of promotions and advertising campaigns
- Financial accountability

A short evaluation report is prepared at the end of each quarter and presented to Council. The report addresses the degree of compliance with the performance indicators. It is submitted to Council as part of the accountability requirements for the special rate scheme program and is used as a basis for developing a more detailed work program and budget for the following financial year.



# Appendix

List of Businesses in the Warrandyte Business Precinct (as at March 2016)

Address	Business Name
Colin Avenue	
1/2	Peter Gardiner Lawyers and Solicitors
2/2	Haden Partners Accountants
Drysdale Road	
1-2/35	Indian Affair Restaurant
3/35	Muscle Magic Muscle Manipulation Clinic
4/35	Bonnie's West End Hairdressing
5/35	John Roberts and Associates Accounting
6/35	Red Fox Restaurant
Melbourne Hill Road	
1/90-94	Ruby Tuesday Jewellery
2/90-94	Warrandyte Osteopathy
3/90-94	Australian College of Environmental Studies
4/90-94	OMNI Trade Services
5/90-94	Ivory Hearing
6/90-94	Mings Chinese Restaurant
91	Warrandyte Vet Clinic
96	West End Fish and Chips
98	Vacant
100	Australia Post Office
102	Needles and Pins
104	Huntress Restaurant
Heidelberg – Warrandyte Road (Goldfields)	
1/402	Quintons IGA
2/402	Leo's Bakery
3/402	Eyes on Warrandyte
4/402	Rex Medical Clinic
5/402	Warrandyte Chemmart Pharmacy
6-7/402	Warrandyte Newsagency
8/402	Quintons IGA





9/402	Warrandyte Quality Meats
10/402	The White Owl Cafe
11/402	Warrandyte Hairco
12/402	Warrandyte Car Wash
Whipstick Gully Road	
1-3	Warrandyte Goldfields Bed & Breakfast
Yarra Street	
61	Warrandyte Cafe
102	Warrandyte Beauty Centre
103	Stonehouse Gallery
104	Essentially Hair by Emma
106-108	She Earth Rare Crystals
110-136	Grand Hotel
138-140	Vacant
1/142	Riveresque Home
2/142	Warrandyte Pilates
144-146	Warrandyte Community Bank Branch of Bendigo Bank
148-150	Now and Not Yet Cafe
1/152-156	DM Cycles
2/152-156	Altair Fine Dining
First Floor 1/152	McKellar Bros
158-160	Interiors by Riveresque
1/158-160	SMS Civil Engineers
162-164	Seafood by the Yarra
166	Cocoa Moon
168	Warrandyte Lions Opportunity Shop
Webb Street	
2	Warrandyte Travel and Cruise
2A & 2B	Gardiner McInnes Estate Agents
Yarra Street	
163	Rush and Hampshire Barrister and Solicitor
165	Henry Architects
167	Clinical Psychologist
183-187	Landfield Real Estate
189	Yarra Cottage Books



193-197	The Bakery Warrandyte
1/207	Ratty and Moles Antiques
2/207	Warrandyte Lollies and Treats
1-2/188	Bolero's European Restaurant
3/188	Bubba Pizza
4-5/188	Vanilla Orchid Thai Cuisine
220	Roundabout Cafe
232	Folkart Gifts and Clothing
238	Thyme by the Yarra
240	Quirk Gifts and Lifestyle
242-244	Warrandyte Cellars
252	D'Silvas of Warrandyte Ladies Fashion
254	Food For All Seasons
256	The Purple Dragonfly
258	Carrington Craft
260	Alert Fire Safety
262-264	Riverview Cafe
270	Homing Instincts
272	Frankies Boutique
272A	Vacant
274	
1-2/266	North Warrandyte Vet
3/266	Rotary Opportunity Shop
4-5/266	Rivva PT
246	Utaki Health and Wellbeing
248	Tails a go go Grooming
250	Rotary Opportunity Shop (furniture)
282	Nardee Indian Restaurant
Ringwood – Warrandyte Road	
321	Stonehouse Cafe
323	Yarra Store Linen and Larder





**WARRANDYTE**  
*eat • shop • explore • enjoy*



**NOTICE OF INTENTION TO DECLARE A SPECIAL RATE  
WARRANTYTE SHOPPING CENTRE PRECINCT**

In accordance with a resolution of the Manningham City Council (**Council**) made at its special meeting held on 13 September 2016, notice is given that at the special meeting of the Council to be held on 13 December 2016, it is the intention of Council to declare a Special Rate (*Special Rate*) under section 163(1) of the *Local Government Act 1989 (Act)* for the purposes of defraying expenses to be incurred by Council in providing funds to the incorporated body known and operating as the Warrandyte Business Association Incorporated (*Business Association*), which funds, will be provided on an administrative basis only and subject always to the approval, direction and control of Council, are to be used for the purposes of the appointment of a part time marketing coordinator, promotional, advertising, marketing, business development and other incidental expenses as approved by Council and agreed to from time to time between Council and the Business Association, all of which are associated with the encouragement of commerce, retail and professional activity and employment in the Warrandyte Shopping Centre Precinct, Yarra Street through to the Goldfields Plaza (*Centre or Scheme*).

The Special Rate will be based on geographic criteria, having regard to the location and the capital improved value (CIV) of those rateable properties in the Centre that are used, or reasonably capable of being used, for commercial, retail or professional purposes, and further, the classification of those properties as receiving a “Primary” or “Secondary” special benefit.

Council considers that each rateable property and each business included in the Scheme area that is required to pay the Special Rate will receive a special benefit because the viability of the Centre as a commercial, retail and professional area will be enhanced through increased economic activity.

In performing functions and exercising powers in relation to activities associated with the encouragement of commerce and retail activity in and around the area for which it is proposed the Special Rate will be declared, Council intends to levy and spend an amount of \$50,278.40 in the first year of the Scheme, raising in total an amount of \$251,392 over the five year period of the Scheme.

The Special Rate is to be declared, and will remain in force, for the period commencing on 1 January 2017 and ending on 31 December 2021.

For the period of the Scheme, the Special Rate will be assessed based on whether a property receives a “Primary” or “Secondary” special benefit. Properties included in the “Primary” benefit area (defined as those properties located within the core precinct areas of Yarra Street and Warrandyte Goldfields) will be liable or required to pay a rate in the dollar of 0.0015 annually based on the CIV of each property in 2011. Properties included in the

#### Attachment 4 – Copy of Public Notice

“Secondary” benefit area (defined as those properties located on the periphery of the core precinct areas of Yarra Street and Warrandyte Goldfields) will be liable or required to pay a rate in the dollar of 0.00065 annually, based on the CIV of each property in 2011. For properties where a business occupies more than one contiguous property, the Special Rate payable will be for only one of the contiguous properties and will be the higher rate applicable. The Special Rate for all properties is capped at a minimum of \$300 and a maximum of \$3,000.

The Special Rate will be levied by Council sending a notice of levy annually to the persons who are liable to pay the Special Rate, which will require that the Special Rate must be paid in the following manner:

- By one annual payment to be paid in full by the due date fixed by Council in the notice, which will be a date not less than 30 days after the date of issue of the notice, or
- By four instalments, to be paid by the dates which are fixed by Council in the notice.

Council will consider cases of financial and other hardship and may reconsider other payment options for the Special Rate.

For the purposes of having determined the total amount of the Special Rate to be levied under the Scheme, the Council considers and formally determines for the purposes of sections 163(2)(a), (2A) and (2B) of the Act that the estimated proportion of the total benefits of the Scheme to which the performance of the function and the exercise of the power relates (including all special benefits and community benefits) that will accrue as special benefits to all of the persons who are liable to pay the Special Rate is in a ratio of 1:1 (or 100 per cent). This is on the basis that, in the opinion of the Council, all of the services and activities to be provided from the proceeds of the expenditure of the Special Rate are marketing, promotion and advertising related and will accordingly only benefit those properties and businesses included in the Scheme that are used, or reasonably capable of being used, for retail, commercial or professional purposes.

Copies of the proposed declaration of Special Rate, a detailed plan of the Scheme area and classifications as to whether a property is included within a “Primary” or “Secondary” special benefit area are available for inspection at the offices of the Manningham City Council, 699 Doncaster Road, Doncaster 3108 during normal office hours for a period of at least 28 days after the publication of this notice.

Any person may make a written submission to Council under sections 163A and 223 of the Act.

In addition, any person who will be required to pay the Special Rate to be imposed by the proposed declaration, whether an owner or an occupier of a property included in the

## Attachment 4 – Copy of Public Notice

Scheme, has a right to object to the proposed declaration and may also make a written objection to the Council under section 163B of the Act. An occupier is entitled to exercise the right of objection if they submit documentary evidence with the objection which shows that it is a condition of the lease under which the person is an occupier that the occupier is to pay the Special Rate.

Written submissions to be submitted to the Council under section 223 of the Act and/or written objections to be lodged with the Council under section 163B of the Act must be received by the Council by **5.00 pm on Friday, 28 October 2016**. Submissions and/or objections must be in writing and addressed and sent by mail to the Chief Executive Officer, Manningham City Council, PO Box 1, Doncaster, Victoria, 3108.

Any person who has made a written submission under section 223 of the Act and has requested to be heard in support of their written submission is entitled to appear in person or to be represented by a person specified in the submission before a Committee appointed by Council to hear submissions under section 223 of the Act, the day, time and place of which will be advised in writing

Any person making a written submission under section 223 of the Act is advised that the Council is no longer required to make available for public inspection submissions received in accordance with section 223 of the Act. Accordingly, all submissions and personal information in submissions will be handled as authorised or required by law, including under the *Privacy and Data Protection Act 2014*.

Council will consider any written submissions and take into account any objections in accordance with sections 163A, 163B and 223 of the Act.

Any person requiring more information about the proposed declaration of the Special Rate should contact Ben Harnwell, Coordinator Economic Development and Tourism, on telephone (03) 9840 9338, facsimile (03) 9840 9465 or email [ben.harnwell@manningham.vic.gov.au](mailto:ben.harnwell@manningham.vic.gov.au) in the first instance.

**WARWICK WINN**  
**CHIEF EXECUTIVE OFFICER**

Certified by the Chief Executive Officer, Warwick Winn, in accordance with Section 55D of the Local Government Act 1989.



## **Minutes of the Warrandyte Activity Centre Special Rate Submissions Hearing Committee 21 November 2016**

**The meeting commenced at 6.00pm.**

### **1. Welcome**

The Chair, Cr Paul McLeish welcomed the Committee Members, Council Officers and Submitters. The Chair stated the meeting is being conducted in accordance with Section 223 of the Victorian *Local Government Act 1989* as part of the statutory administration of the Warrandyte Activity Centre Special Rate Scheme 2017-2021.

In attendance are:

### **2. Committee Members**

Cr Conlon  
Cr Galbally  
Cr McLeish (Chair)

### **3. Attendees**

#### **a. Council Officers:**

Vivien Williamson	Manager, Economic and Environmental Planning
Ben Harnwell	Coordinator, Economic Development and Tourism
Ralph Geerling	Economic Development Officer

#### **b. Submitters:**

The business owner at 4-5 Goldfields Plaza, Warrandyte  
The business owner at 10/402 Heidelberg-Warrandyte Rd, Warrandyte  
The property owner of 193-197 Yarra St and 189 Yarra St, Warrandyte  
The property owner of 282 Yarra St Warrandyte

#### **c. Other attendees:**

The business owner of 8/402 Heidelberg-Warrandyte Road, Warrandyte  
The father of the property owner of 282 Yarra St Warrandyte

The Chair then named the apologies received from the submitters who were unable to attend the meeting:

### **4. Apologies**

The business owner at 110-136 Yarra St, Warrandyte and submitter on behalf of 138-140 Yarra St, Warrandyte  
The business owner at 1/90 Heidelberg-Warrandyte Rd, Warrandyte  
The business owner at 5/90 Heidelberg-Warrandyte Rd, Warrandyte  
The business owner at 6-7/402 Heidelberg-Warrandyte Road, Warrandyte  
The business owner at 102 Yarra St, Warrandyte  
The business owner at 232-236 Yarra Street, Warrandyte

The business owner at 5/35 Drysdale Rd, Warrandyte  
The business owner at 100 Melbourne Hill Rd, Warrandyte

#### **5. Disclosure of Conflict of Interests**

The Chair called for any attendees to declare and disclose any conflicts of interest pursuant to Section 79 of the *Local Government Act 1989* associated with the proposed Warrandyte Activity Centre Special Rate Scheme 2017-2021.

There were no disclosures of conflicts of interest.

#### **6. Purpose of Meeting**

The purpose of the meeting is for the Committee to receive verbal submissions, in support of written submissions to the proposed Warrandyte Activity Centre Special Rate Scheme 2017-2021.

#### **7. Committee Terms of Reference**

The Chair stated that the Committee had been set up to hear submissions in accordance with the requirements of Section 223 of the *Local Government Act 1989*.

It has no authority to make final decisions and a further report would be provided to the Council meeting on Tuesday 13 December regarding the submissions heard and the issues raised.

#### **8. Officers' Report**

The Chair noted that Council Officers had prepared for the Committee a report on the Scheme including background and summary of submissions of those wishing to be heard.

#### **9. Hearing of verbal submissions**

The Chair stated that in accordance with Section 223 of the Act, verbal submissions would now be heard in support of the written submissions received in reference to the proposed Warrandyte Activity Centre Special Rate 2017-2021.

Verbal submissions were made in support of their written submissions by:-

*The business owner at 10/402 Heidelberg-Warrandyte Rd, Warrandyte & the business owner at 8/402 Heidelberg-Warrandyte Road, Warrandyte*

The submitter outlined the key achievements of the previous Scheme and provided a hand out to each attendee entitled “*Your rates scheme at work*”. Some of the key areas of success included providing opportunities for locals and visitors to find out about the three distinct areas of the activity centre through a website, social media page and various publications.

The submitter also outlined the various events that had been funded through the Scheme such as Christmas gnome hunt, window displays, contributions to the Warrandyte Festival and regular music in the streets.

The opportunities for professional development were also listed incorporating visual merchandising, marketing, grant applications and sessions to assist in developing applications for the Manningham Business Excellence Awards.

Another initiative that has received wide spread positive feedback is the purchase of 190 hanging geranium baskets, window baskets and wine barrels which have provided a visual landmark to the shopping precinct and attracted far reaching attention.

The business owner at 8/402 Heidelberg-Warrandyte Road, Warrandyte added that the competition from the nearby big shopping centres such as Eastland and Westfield continue to grow and Warrandyte needs a point of difference to stay competitive that offers something for locals and visitors alike. It was important for the Scheme to remain in place so that support could continue to be developed and opportunities could continue to grow.

*The property owner of 193-197 Yarra St, Warrandyte and 189 Yarra St, Warrandyte*

The submitter stated she was born and raised in Warrandyte but now resides in regional Victoria. She raised several associated issues related directly to her properties. In regard to the Scheme and its impact on Warrandyte as a commercial shopping precinct, the submitter stated that there was not enough visitation from Monday to Friday, as reported to her by the bakery tenants, and therefore she would be happy to see the Scheme help achieve changes in this regard.

*The property owner of 282 Yarra St Warrandyte*

The submitter stated that he supports the marketing and promotional initiatives conducted by the Business Association and does want to see a vibrant shopping precinct. His objection related to the lack of discussion with property owners and the initial requirement for liability to pay the levy to rest with owners.

The submitter advised that his lease agreement with the tenant at 282 Yarra St, Warrandyte, did not defer liability for such a levy onto the tenant. He believes that the levy devalues his property and the Scheme will not provide any special benefit to him as the owner as per its meaning in s163 of the *Local Government Act 1989*. The submitter stated that a special benefit to an owner would be in the form of rental return but that he sees the Scheme as a liability.

The submitter concluded by stating that the Scheme was positive in what it aimed to achieve for the area but that the responsibility for funding it rested solely with business operators as they alone would see the special benefit.

*The business owner 4-5 Goldfields Plaza, Warrandyte*

The submitter stated that he supported the Scheme for infrastructure works that was conducted in the early 2000s but prefers to conduct his own promotion which he currently spends approximately \$3,000 per month on. The proposed Scheme is an additional cost which he does not believe adds any additional benefit.

The submitter stated that his business is a destination business which people come in for a specific item or purpose and would not receive any special benefit from the proposed Scheme.

### **Conclusion**

The Chair advised attendees that the next step will be the preparation of a report relating to the Warrandyte Activity Centre Special Rate Scheme 2017-2021 submitted to the Council meeting to be held on Tuesday 13 December 2016 addressing all of the issues raised at this Section 223 Submissions Hearing Committee meeting.

A determination will be made at that meeting on whether or not to declare the proposed Scheme. All property owners and business owners will be advised in writing of this decision.

The Chair thanked all speakers for taking the time to attend the evening's meeting and for providing their views on the proposed 2017-2021 Special Rate Scheme for the Warrandyte Activity Centre.

The meeting was declared closed at 7.10pm.

Attachment 6

Summary of Submissions and Officer Response re: Warrandyte Activity Centre Special Rate Scheme 2017-2021

	Address	Summary of issues	Response
1.	<b>110-136 Yarra St and 138-140 Yarra St, Warrandyte</b>	The submitter wrote in support of the scheme. The submitter stated that the collective businesses that the submission included had been in full support of the previous scheme and looked forward to its renewal. The submitter did not request to be heard.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
2.	<b>193-197 Yarra St and 189 Yarra St, Warrandyte</b>	The submitter wrote in support of the scheme. The submitter stated that she accepted the proposed levy as outlined. The submitter did not request to be heard.  After further correspondence from Council, the submitter confirmed she would attend the Submissions Hearing Committee meeting to speak to her submission.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
3.	<b>10/402 Heidelberg-Warrandyte Rd, Warrandyte</b>	The submitter wrote in support of the scheme. The submitter stated that she believed the scheme was crucial for Warrandyte to be able to work together as a whole. The submitter stated that there had been a lot of positive feedback from traders in regard to many of the initiatives run as part of the Scheme that had provided opportunities to connect with one another and cross promote. The submitter did not request to be heard.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>

	Address	Summary of issues	Response
		After further correspondence from Council, the submitter confirmed she would attend the Submissions Hearing Committee meeting to speak to her submission.	
4.	<b>1/90 Heidelberg-Warrandyte Rd, Warrandyte</b>	The submitter wrote in support of the scheme. The submitter stated that they have operated in Warrandyte for 18 years and they have found the Scheme to be crucial in promoting Warrandyte businesses as well as promoting Warrandyte as a tourist destination. The submitter did not request to be heard.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
5.	<b>5/90 Heidelberg-Warrandyte Rd, Warrandyte</b>	The submitter wrote in support of the scheme. The submitter stated there were many benefits of the Scheme including networking, support and learning from others/guest speakers, developing local events as a collective and helping to grow Warrandyte as a whole. The submitter did not request to be heard.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
6.	<b>6-7/402 Heidelberg-Warrandyte Road, Warrandyte</b>	The tenant of this property submitted his objection to the Scheme. The submitter stated that he had not been involved with the Association's activities and that the initiatives only benefit a small number of businesses. As a franchise business, the submitter stated that his marketing capability was governed externally. He also stated that Goldfields Plaza should be represented	All businesses within the Warrandyte Activity Centre and the Scheme are part of the Association and free to attend monthly meetings in which to raise and address issues, concerns and ideas. The success of a Special Rate Scheme is dependent on trader engagement to ensure it meets the needs of the involved businesses.  The submitter's comment regarding marketing capability as a franchise business is noted. Individual



	<b>Address</b>	<b>Summary of issues</b>	<b>Response</b>
		separately to Yarra Street. The submitter did not request to be heard.	<p>businesses' efforts to leverage off the marketing and promotion created by the Scheme will enable all businesses to capitalise on the additional visitation to the activity centre. It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.</p> <p><b>Recommendation: No change to the Warrandyte Special Rate Scheme</b></p>
7.	<b>102 Yarra St, Warrandyte</b>	The tenant of this property submitted her objection to the Scheme. The submitter stated that she had not seen any benefit as a result of the Scheme and had not seen an increase in business. She stated she felt the Scheme should not be forced on those that did not wish to participate. The submitter did not request to be heard.	<p>It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre. Individual businesses' efforts to leverage off the marketing and promotion created by the Scheme will enable all businesses to capitalise on the additional visitation to the activity centre.</p> <p><b>Recommendation: No change to the Warrandyte Special Rate Scheme</b></p>
8.	<b>4-5 Goldfields Plaza, Warrandyte</b>	The tenant of this property submitted his objection to the Scheme. The submitter stated that a Scheme should not be imposed upon an area where almost 40% do not wish to be involved. The submitter believes that it is the responsibility of each business to market and promote themselves, as he has done over the last 27 years. The submitter stated he had supported the Goldfields Special Rate Infrastructure Scheme in	<p>Whilst 62% of respondents were in support of the Scheme, only 11% responded in opposition with the remainder (approximately 27%) not responding. Those unaccounted for cannot be said to be in support of the Scheme by default, but due to the number unaccounted for, Council in its decision on 13 September, exercised its right under the Manningham Special Rates and Charges Contributory Projects</p>

	Address	Summary of issues	Response
		<p>the early 2000s as this had measureable results. He did not believe the previous promotional Special Rate Scheme had been a success. The submitter did not request to be heard.</p> <p>After further correspondence from Council, the submitter confirmed that he would attend the Submissions Hearing Committee meeting to speak to his submission.</p>	<p>Policy to continue with the preparation of the Scheme despite support below the 75% threshold.</p> <p>Whilst infrastructure schemes, by their very nature, differ from promotional schemes in terms of tangible outcomes; the success of a Special Rate Scheme is dependent on trader engagement to ensure it meets the needs of the involved businesses.</p> <p>It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.</p> <p><b>Recommendation: No change to the Warrandyte Special Rate Scheme</b></p>
9.	<b>282 Yarra St, Warrandyte</b>	<p>The owner of this property submitted his objection to the Scheme. The submitter stated that as the property owner he does not pass on the levy to his tenant. He believes that basing the Scheme on Capital Improved Values and modelling it on a traditional shopping centre configuration makes it inequitable applied to the Warrandyte context.</p> <p>He objected to the calculation of the special rate for his property being based on CIV, incorporating the size of the land, as it is a large block but is not used as part of the commercial function.</p> <p>The submitter also states that the property sits within a residential zone and should not be considered as being part of the Warrandyte Activity Centre for the purposes of the Scheme.</p>	<p>The submitter's point regarding the two distinct areas that comprise the Warrandyte Activity Centre is noted. The Scheme's ability, through the business association, to tailor marketing and promotional initiatives to the specific configurations of the businesses it represents is a vital aspect for success and can only be achieved through trader engagement with the Scheme.</p> <p>Although within a residential zone, the property is used for commercial purposes. It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.</p>

	<b>Address</b>	<b>Summary of issues</b>	<b>Response</b>
			<b>Recommendation: Amend Warrandyte Special Rate Scheme to reflect secondary benefit to this property</b>
10.	<b>232-236 Yarra Street, Warrandyte</b>	The tenant of this property submitted her objection to the Scheme. The submitter stated that use of the Capital Improved Value to determine the rate for each property is not fair. She also stated that the Warrandyte Business Association has not promoted and marketed the correct name of her business despite her requests to correct this.	The Warrandyte Business Association requested that Council pursue the renewal of the Scheme in accordance with a rate calculated on the Capital Improved Value (CIV) of each rateable property based on the 2011 CIV assessment (the inception of the previous Scheme). All businesses within the Warrandyte Activity Centre and the Scheme are part of the Association and free to attend monthly meetings in which to raise and address issues, concerns and ideas.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
11.	<b>5/35 Drysdale Rd, Warrandyte</b>	The tenant of this property submitted his objection to the Scheme; however, no further details were provided.	It is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>
12.	<b>100 Melbourne Hill Road, Warrandyte</b>	The tenant of this property submitted her objection to the Scheme. The submitter stated that being a government regulated licensee they generally could not be dealt with by the Warrandyte Business Association. The submitter also stated that she felt the Scheme was an	Whilst it is considered that all commercial properties in the Warrandyte Activity Centre will derive 'special benefit' from the expenditure of the Special Rate funds on the encouragement of commerce in the activity centre, the submitter's point regarding government regulation is noted. Individual businesses' efforts to

	<b>Address</b>	<b>Summary of issues</b>	<b>Response</b>
		unnecessary financial imposition that only added to the running of her business.	leverage off the marketing and promotion created by the Scheme will enable all businesses to capitalise on the additional visitation to the activity centre.  <b>Recommendation: No change to the Warrandyte Special Rate Scheme</b>