



WESTERNPORT CHAMBER OF COMMERCE & INDUSTRY INC.

SPECIAL CHARGE SCHEME REVIEW 2020



www.hastings.org.au

Hastings Special Charge Scheme Promotional Fund

ABOUT THE CHAMBER OF COMMERCE

The Westernport Chamber of Commerce and Industry Inc. is a volunteer group of representatives from local businesses who promote the town as a destination, run our community events, advocate on behalf of local traders and provide training and support to them.

The Chamber's committee of volunteers give their time, expertise and experience to make a contribution to the success of Hastings. In addition to the volunteers, a coordinator is contracted on a part time basis to facilitate the work of the Chamber being carried out.

The Chamber's aims are to:

- Increase the exposure of Hastings businesses and the area in general to current and potential customers/clients
- Represent and advocate on behalf of local businesses and traders in working and discussions with local government and other stakeholders.
- Support the precinct traders through business development initiatives such as workshops, training sessions, mentoring and networking opportunities.
- Promote a unique sense of community in Hastings

SPECIAL CHARGE SCHEME PROMOTIONAL FUND INFORMATION

There are at least 70 Victorian strip shopping centres operating under promotional levies and special charge schemes, much like Hastings. These schemes are considered a 'best practice' approach, enabling these small, independent traders to benefit from the power of collective representation and funding to operate in a similar way to those inside businesses "hard-top" shopping centres.

Amounts collected in Victorian schemes, range from as little as \$50,000 to as much as \$500,000 per annum, with the general purpose to collectively market and promote the business areas, whilst providing support and a collective voice for the traders represented.

In the case of Hastings, the funds collected on behalf of the Chamber of Commerce by the Mornington Peninsula Shire Council are then managed and expended by the Westernport Chamber of Commerce, the local representative Business Association, for the purposes of marketing, promotions, representation, management and business development.

The funds purpose is two-fold - to benefit the town in order for us all to ultimately benefit, and secondly to provide business development support to traders, in order for them to thrive and get the most out of their business.

Hastings has had a promotional fund for the past 12 years. The current promotional scheme collects approximately \$64,000 per annum from approximately 160 businesses and property owners.

The Westernport Chamber of Commerce believe the continuation of the Special Charge Scheme is imperative to the success of the Hastings shopping precinct and those businesses within it.

PROPOSED 2020 TO 2027 SCHEME – KEY FEATURES

- A reduction on the current scheme charges for businesses fronting High Street and those in other areas, excluding those businesses with a land size of 1600sqm or more.
- Charges fixed for the first two years of the scheme
- Reduced opt-in member fee to increase membership from those outside the scheme boundary
- Increased focus on business development, training, mentoring and networking
- Continued strong representation and advocacy to council on the on-going streetscape project
- Introduce co-working initiatives to increase small business interest and presence in the High Street area and potentially add a new income stream for the Chamber.
- Implement programs to improve the aesthetic of the town, including graffiti removal, beautification of empty premises.
- Further growth of existing events and introduction of new events to both increase community engagement and boost the profile of local businesses.

CURRENT SPECIAL CHARGE SCHEME REVIEW

In the past 3 years in particular, the Chamber of Commerce has undergone a revitalisation. A number of new committee members have come on board during this time, with the Chamber now boasting the largest, most professional and diverse committee it has had in recent years. These members have worked together with the coordinator to bring a rejuvenated focus to Chamber activities, with new projects and initiatives planned, developed and implemented.

Promotion – A new website (including an on-line business directory and What's On page which can be utilised by all members for promotion) and a new Facebook page.

Amenity & Infrastructure – New and updated town signage, new side street signs, new Pelican Sculpture for the High & Queen Street roundabout.

Events – Carols on The Bay, Christmas Shop & Santa Photos, Christmas Window Competition, Hastings Community Open Day.

Business Development – Training and workshop sessions and access to mentoring services.

Representation – Working with council in an advisory role on the Hastings Streetscape Project, with several requested amendments already implemented.

Co-working Venture – Most recently the Chamber have launched a trial co-working space, in the old Port Authority building in the heart of High Street, Hastings. This initiative has been enabled by the generous assistance from the owner of the property, who has provided the Chamber with the space rent-free for a 6-monthly period, providing the opportunity to test the viability of the venture. The space provides small businesses who may currently work from a home office with professional office environment with which to base themselves. The hope of the Chamber is that this initiative will encourage more businesses into High Street Hastings, provide an environment where small businesses can grow and connect with the local community and provide another income stream to support the sustainability of the Chamber.

Moving forward, the Chamber committee will focus much of its efforts on providing training, education, mentoring and business development initiatives for our members. The Chamber believes that by providing individual businesses with support, training and businesses development opportunities, this will in turn assist with ensuring the long-term success of the overall High Street Precinct.

MARKETING & PROMOTIONS

NEW WEBSITE (LAUNCHED JUNE 2018) – www.hastingsonthebay.org



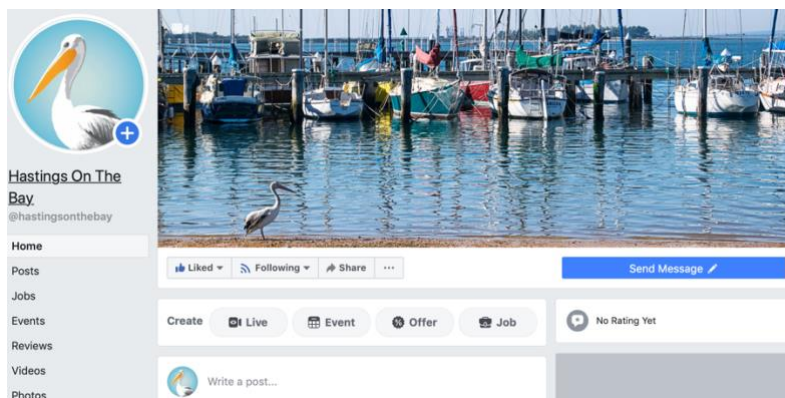
HOME WHAT'S ON BUSINESS DIRECTORY ABOUT US JOIN CONTACT



Hastings...on the bay. A great destination in any season.
Within easy access of Melbourne City on the scenic Mornington Peninsula.

The website includes a business directory of all businesses and opt-in members, as well as a What's On Page which can be utilised by members for promotion.

NEW FACEBOOK PAGE- @hastingsonthebay



NEW LOGOS & BRANDING



TOWNSHIP PROMOTIONS –



The Pelican Pearl mascot works most Saturday mornings, providing a welcome to shoppers in High Street.

BUSINESS DEVELOPMENT

With a renewed focus on training, education and business development for our members, the Chamber has undergone a consultative process with engaged members to find out in what areas of their business they would like assistance with. As a result, an ongoing calendar of workshops began in the second half of 2019. These were well attended by both Chamber members and other local, small businesses, some of whom have now expressed their interest in joining the Chamber as opt-in members.

BREAKFAST WORKSHOPS



JET XAVIER –
THE SECRETS TO BUSINESS SUCCESS



SHELBY REDMOND –
***THE POWER, THE PRACTICAL & THE
POTENTIAL OF SOCIAL MEDIA***

SMALL BUSINESS BUS



The regular Small Business Bus visits are always promoted and well attended by our local businesses. The Chamber is now working with council to utilise the new co-working space as a venue for other small business workshops to be held, similar to those currently held in Mornington.

HIGH STREET CO – Co working Venue

The High Street Co co-working space is currently running for a rent-free trial period. In just 6 weeks we already have 4 permanent businesses as tenants, taking into account this was over the Christmas/New Year Period. We are very excited about this venture and believe it will be a great success for the town.



EVENTS

HIGH SOCIETY COMMUNITY OPEN DAY

This event provided the opportunity for local businesses, traders, community groups and organisations located in the Hastings area, to showcase and promote their goods, services, programs and/or opportunities they offer to the Hastings and Peninsula Community. The event was well supported and attended, particularly by the wider community.



CAROLS ON THE BAY



The Chamber have received a grant from the Mornington Peninsula Shire Council to hold the community Christmas carols in Hastings for the next 3 years. From 2019 onwards, the carols will be held in conjunction with a Christmas market, which will precede the performances. The introduction of a market not only makes the event a more interesting and inclusive one for the community, but importantly provides out traders an opportunity to be involved and directly benefit.



CHRISTMAS

NEW STREET BANNERS & DECORATIONS

After listening to community and trader sentiment regarding previous Christmas decoration efforts, and with surplus funds available, the Chamber made a significant investment in 2019 to create and purchase new Christmas street banners and decorations for High Street.



SANTA PHOTOS

Every Christmas for the past few years the Chamber has set up a Christmas shop in High Street, hired a photographer and Santa and provided a low-cost opportunity for local families to have photos taken with Santa. The shop also assists in providing a more festive atmosphere at Christmas time in Hastings.



Brought to you by the Westernport Chamber of Commerce & Industry Inc.



TRADER XMAS WINDOW COMPETITION

Traders are invited every Christmas to take part in the Christmas Window Competition, where cash prizes are awarded for the most creative Christmas window.



STREET AMENITIES & INFRASTRUCTURE

HASTINGS STREETScape RENEWAL PROJECT

The Chamber have worked closely with council as part of the on-going Hastings Streetscape Renewal Project, attending all meetings and providing a conduit to local businesses to ensure the details of the project are communicated, as well as being a representative voice to ensure any questions or issues are raised and resolved collaboratively.



SIGNAGE & SCULPTURE

Town and directional signage has been in dire need of being replaced and updated, a project the Chamber have ensured has been prioritised and invested in. A regular program of checking and updating signage has now been put into place.

New directional signage – Chamber colours & anti-graffiti finish



New and planned town entry signage



Pelican Sculpture



The Chamber have utilised a Placemaking Grant to engage a sculptor to create a beautiful piece of art for the High Street and Queen Street roundabout intersection. Such a piece assists as an additional enhancement to the current High Street streetscape project being undertaken.

HASTINGS ACTIVITY CENTRE SPECIAL CHARGE SCHEME BOUNDARY





WESTERNPORT CHAMBER OF COMMERCE & INDUSTRY INC.

SPECIAL CHARGE SCHEME RENEWAL 2020