



Ocean Grove

Business Association

Building a Strong Community

COMMITTEE

2016



Ocean Grove Business Association Agenda

Thursday 4th February 2016

1. **Attendance:** Ty Simons, Helen Butteriss, Shelley Gross, Stacey Moore, Jeanette Roche, Mark Edmonds, David Thomas, John Brodie & Cathy Staehr, Shelley Keast, Sally Waites

Special Guest: Di Nelson, Business Development Manager at Tourism Greater Geelong and the Bellarine

2. **Apologies:** None

3. **Welcome:** The new president, Ty Simons welcomed everyone to the meeting. He went on to explain that we have a wonderful community and our focus will be a joint effort to drive membership.

4. **Tourism Event & Affiliation**

Di Nelson, gave an introduction to Tourism Greater Geelong and the Bellarine. The background of the organisation is that it is a new entity - Geelong Otway Tourism encompassed the Great Ocean Road which receives a lot of funding, and covered a large area, right down to Warrnambool.

Tourism Greater Geelong and the Bellarine focus is on Geelong and Bellarine. This came with issues, of loss of funding and loss of recognition, but is now a dedicated organisation. A massive strategy for next 30 years has been done, so businesses will be aware that there are plenty of opportunities.

Helen went on to say that Di was with Geelong Chamber and has helped increase their membership base. She started with Tourism Greater Geelong and the Bellarine in July and is concentrating on making sure there is a large membership. Businesses don't just rely on grants, so there is a large focus to get membership, which currently has 21 tourism partners. A lot of interest recently has been international tourism. There is a new website and app which have been very helpful.

Tourist businesses don't just work in isolation. There are formal and informal partnerships. The OGBA could possibly look at some sort of arrangement with Tourism Greater Geelong and the Bellarine.

Discussions then focused on the information centres around Geelong and the Bellarine. All feedback regarding the centres was positive, but the question was raised about having one in Ocean Grove. There is currently one at Flying Brick Cider House, and a Pop-Up Centre at Barwon Heads which is there from mid December through to the end of Jan or Easter. The one at the Flying Brick is currently not overly popular, as tourists mainly get information in Geelong before heading down to the Bellarine, but this may be expected to increase once people are more aware of the centre.

Some potential venues were discussed for an information centre in Ocean grove including the Library, the main street or the corner of Tuckfield and the Parade. The question was also asked about rotating the caravan each year between Barwon Heads and Ocean Grove.

Action Item: Committee to compile some tangible items to propose Tourism Greater Geelong and the Bellarine. Helen Butteriss to then ask Roger Grant to a meeting (May Breakfast Meeting TBC) to answer any questions and respond to the OGBA proposals.

5. Safer Streets Program

The application closes on 27th February, and Helen Butteriss indicated that they will assist in completing the application.

Action Item: Helen Butteriss to ensure the application is submitted by the due date.

6. Calendar of Events

Committee meetings will be held on the first Thursday of each month, and be rotated between mornings and evenings.

- Thursday 3rd March at 7:30am at Driftwood Cafe
- Thursday 7th April at 5:30pm at Driftwood Café
- Thursday 5th May at 7:30am at Driftwood Café
- Thursday 2nd June at 5:30pm at Driftwood Café
- Thursday 7th July at 7:30am at Driftwood Café
- Thursday 4th August at 5:30pm at Driftwood Café
- Thursday 1st September at 7:30am at Driftwood Café
- Thursday 6th October at 5:30pm at Driftwood Café
- Thursday 3rd November at 7:30am at Driftwood Café
- AGM to be confirmed

Other dates for the year include late night shopping in December, and the Small Business Festival in August. There is also a proposed date of Thursday 14th April for an OGBA social event.

Action Item: Confirm details of the social event, and also finalise other dates for events.

7. Treasurers Report

Cathy Staehr is being added as signatory for cheques. There is currently \$4451 in the account. There may be a need to utilise some of these funds for the Safer Streets Program (CCTV). There may also be allocation for the proposed event on Thursday 14th April.

Report moved by Helen Butteriss. Accepted and seconded by David Thomas.

8. Membership Report

The paid membership list is currently at 45. This figure is normally around 100 members, so there is an urgent need to look at a recruitment drive. It was discussed that it is important to identify the key benefits of membership. Examples are events such as the recruitment session conducted by Carli Saw, of Strawberry Seed Consulting. Toursim Greater Geelong and the Bellarine also conduct sessions on topics such as social media, which are beneficial to business.

Action Items:

- Committee to identify key member benefits to be added to the flyer.
- Shelley Gross to compile list of current members, potential members, and unpaid previous members. This list will then be distributed for allocation of who to make contact.
- Cathy Staehr to prepare a survey to distribute to ask 'what they want from OGBA'.
- Mark Edmonds will ask Small Business, Small Change – Geelong Chamber of Commerce for ideas about membership.

9. Website & Directory

Jeanette Roache indicated that she can't access the members area on the website and is currently not on directory, but was previously listed. Shelley Gross has recently taken on the role of website maintenance. Shelley indicated that she is available to reset passwords and to update listings as required. She also volunteered to create business listings on the directory for any members.

There was a concern that members were not able to easily use the website for making payments or updating their profiles. It was suggested that Shelley review the current processes and put together a proposal to streamline.

Social media was also discussed, with the possibility of Instagram for OGBA. Kathryn McCauley was mentioned as a suggested contact. Mel Stewart may also be suitable for a presentation.

Action Items:

- Members to contact Shelley Gross if they want their membership listing either edited or created.
- Shelley Gross to review processes
- Someone to contact Kathryn McCauley about what would be involved for Instagram maintenance
- Someone to see if Mel Stewart would be available for a presentation on social media.

10. Survey of Businesses

Timely to do a survey which could include feedback about late night shopping (such as blocking the street) and what do you want from OGBA

Action Item: Cathy Staehr to put together a survey.

11. Late Night Shopping

Social media was huge for advertising, but this year we need print advertising too. There needs to be one person to take control of event, including an application for closing the street (providing feedback requests this). These things need to be organised in the next few weeks as the process can take some time.. This needs to be done now. Cathy happy to do this.

Action item: Mark Edmonds to give Cathy Staehr contact details for Go Traffic and Cathy to identify other items that need urgent addressing.

12. Parking for Business Owners

The question was asked about where business owners should be parking. The response was that they should be parking as far away as possible. There was a suggestion of 'Ride to Work Day' and whether the OGBA can have access to a map that indicates all day parking. The Terrace currently has only half hour park in street, is it long enough? It was determined that it helps to keep traffic flowing and increases availability and that there is 2 hour behind the main street available and ample free parking a short walk away.

Action Items: Mark Edmonds to contact council to ask for a map for parking or at least a list.

13. Correspondence

Nil correspondence. Helen is regularly checking mailbox.

14. General Item:

14.1 Geelong Chamber of Commerce offers the Excellence Awards. Mark Edmonds recommended all businesses apply. As part of the entry, it is a good opportunity to review your business including what is in your business plan and where are you heading. The selection process is very thorough, and includes judges coming out which gives you an opportunity to look at your business from customers perspective. As an outcome of applying, the businesses that enter generally make improvements. There is an information session on the Awards at the Shell Road Sports Complex on 16th March 5:30pm – 6:30pm.

Action Item: Mark Edmonds will send details of the Awards for distribution to OGBA.

14.2 There will be a town planning meeting shortly, and the OGBA should be represented. This is not a short term project, but is more likely to be around 2030.

Action Item: Cathy Staehr to give information to Mark Edmonds who may attend.

15. Next Meeting: Thursday 3rd March at 7:30am at Driftwood Cafe

16. Meeting Closed: 7:09pm



Safer Streets a priority across Corangamite

On Thursday 19 November 2015, I will be attending a meeting of the Ocean Grove Business Association to update local traders on the Federal Government's *Safer Streets Program*. Traders from other towns and local residents are also invited to attend.

The next funding round of the *Safer Streets Program* opens within a month. This is a terrific opportunity to fund much needed CCTV cameras in Ocean Grove, as well other crime hot spots.

Just a few months ago, we saw a smash-and-grab raid in Ocean Grove which may not occurred if CCTV cameras had been installed.

I am delighted this investment is supported by Ocean Grove Police and would urge the council to support the funding application.

The *Safer Streets Program* aims to enhance community safety and security by reducing street crime, violence and antisocial behaviour and through increased perception of safety in the community.

The Program will provide over \$20 million nationally to fund projects to install security-related infrastructure or remove environmental characteristics that facilitate street crime in local retail, entertainment and commercial precincts that have been identified as experiencing problems with criminal or anti-social behaviour.

Local residents who own and work in small businesses across Corangamite need to feel safe.

It is extremely disappointing that no state funding has been provided for CCTV cameras across our region. This is not good enough, particularly as Bellarine MP Lisa Neville has reneged on her promise to open Bellarine police stations seven days a week including the Queenscliff police station.

In the Corangamite electorate, traders in Belmont, Barwon Heads and Queenscliff are also seeking funding to make their shopping precincts safer.

I look forward to working with all Corangamite communities to support funding for this vital investment in community safety.

9 November 2015