

ANNUAL REPORT 2021

Werribee Business &
Tourism Association



werribee

Business & Tourism
association, inc



CHAIR & VICE-CHAIR'S REPORT

HADI CHAMI & LISA FIELD

Dear Member

The Werribee Business & Tourism Association was certainly impacted by the pandemic during this past reporting year, October 2020 – October 2021.

Like any business or community organisation, we have had to meet remotely, adapt to new working conditions and not be disheartened when we have had to cancel our popular General Meetings or other planned activities, only to reschedule, and then cancel them again. In what has been a difficult year, we have managed to achieve relevant outputs.

The board have undertaken strategic planning workshops to review the WBTA's core values, mission and to improve the internal operating systems. We are pleased to share our revised Vision Statement:

***A strong and engaged voice for the heart of Werribee City Centre and surrounds,
supporting members to collaborate and advocate for improvements
to our community, business and tourism sector.***

We have also continued to develop our voice with key stakeholders such as Wyndham Council, Committee for Wyndham and Mainstreet Australia, and most importantly, to partner and support the members of the Association.

This last year we did host a series of workshops for our member's organisations, aimed at supporting them through the covid recovery. These workshops, kindly funded through a Wyndham Council business recovery grant, also supported inter-relations between like-minded WBTA members.

Our website was updated this year, placing members into 6 broad categories, incorporating new marketing elements and the Go Local Werribee marketing themes.

The former board obtained funding from the Business Chamber and Trader Groups program for the Go Local Werribee project. This has now been completed, resulting in vibrant videos on YouTube and Facebook and fresh photos to promote Go Local Werribee. You can view these photos on the front page and read the highlights of this campaign in Lachlan's report on page 8.

Much of our communications were focused on information about changes to trade, recovery grants, opportunities for outdoor expansion etc., as well as member stories and promotions. We also expanded our digital space to include LinkedIn.

CONTINUED.....

WBTA supported members like the Werribee River Association with a small dollar contribution to their Clean Up Australia Day, and the current board have approved funds to go toward 'The Man Walk', a Men's Health Walking group, led by Craig Emery at CJC Consulting for coffee in November 2021. They meet every Saturday at 7:30 am and welcome any men who are keen to meet up. We did some small activation around Christmas 2020, the Grand Final and Winter Festival, which was retired due to the snap lockdown.

WBTA hosted 3 General Meetings this past 12 months, 1 cancellation and our AGM. For those who are yet to attend one of our General Meetings, we certainly encourage you to come along and be a part of the WBTA community. Our meetings have received positive feedback, they are a friendly environment where there is a strong culture of members sharing updates and building strategic partnerships.

Our virtual AGM is back again this year. Now that Victoria has a Covid roadmap, we expect our next General Meeting/ Christmas Event on Thursday 9th December 2021 will be back in person. Please come along, even just for a short time. We can't wait to see all your faces in person again.

The following reports provide a snapshot of the year that was for 2020 – 2021. Be assured our volunteer Board Members are working to improve Werribee and surrounds across many areas, including amenity, presentation, safety, visitation, place-making, and more.

We would like to thank Aneet Kohli from Café B2B for her time on the board. Setting up a new business, Kohli & Co. Lawyers, during a pandemic, was never going to be easy and we appreciate your ongoing support. Karen Kennedy from Bookit Bookkeeping will also be leaving us. Your contribution has been invaluable and we thank you for your contribution and further automation of the association finances.

Thank you for your contributions, as a member, a supporter, a stakeholder – we warmly invite your feedback and future collaborations to supporting Werribee and surrounds be a fantastic destination, a thriving and welcoming village, and a business centre that proudly WBTA is a contributing voice towards its development.

Regards,

Hadi Chami & Lisa Field

WBTA Chair & Vice-Chair/ Advocacy



WBTA Board - 2020-2021

TREASURERS REPORT

KAREN KENNEDY

WBTA total revenue for the year is \$25,997, that is 28% less compare in 2019/20, and a profit of \$2,386

The bank balance as at 30 June 2021, is \$11,559.86 and no outstanding payable that time.

Profit and Loss

Werribee Business & Tourism Association Incorporated

For the year ended 30 June 2021

Cash Basis

	2021
Trading Income	
Other Revenue	20,900
Sales - Events	341
Sales - Memberships	5,973
Total Trading Income	27,214
Cost of Sales	
Events Costs	1,217
Total Cost of Sales	1,217
Gross Profit	25,997
Operating Expenses	
Admin costs	5,190
Advertising	9,013
Donations	370
Entertainment	136
Freight & Courier	124
General Expenses	2,500
Insurance	1,355
Merchant Fees	75
Stripe Fees	14
Subscriptions & Memberships	363
Training & Development	3,300
Website maintenance	1,170
Total Operating Expenses	23,611
Net Profit	2,386

MEMBER LIAISON REPORT

JOEL REYES

Similar to 2020, this year the WBTA experienced the same challenges.

Our expectation of increasing membership numbers didn't eventuate because the Pandemic hindered our opportunities to gather, network and promote. With constant Lockdowns, we had only a handful of meetings in 2021, and showcasing the WBTA was limited. Most disappointing was the constant changes to hold our General Meeting at the "Holiday Inn". The Interest from both members and the General Public could have been a fantastic promotional tool to increase awareness of the benefits of membership with the WBTA.

Our membership numbers have continued to hover around the 100 members mark. As always, our current members vary from financial members to NPF's and Volunteer associations. Our members are spread from financial services, retail, hospitality, health and wellbeing, community and sports services.

Our Free membership campaign which was offered to new members ended on June 30. For those who didn't renew, the reasons vary from members change in business procedures to funds allocation in these unprecedented times. We also saw many of those who took up the free membership not renew.

We update our invoicing system to Xero to better streamline our payment system.

Other than continued membership growth, we will liaison with local businesses, suppliers and services to bring focus on the membership benefits. This will be in the form of competitive supplier rates and costings to our members.

Currently, the WBTA is committed to bringing awareness and assistance with any grants made by local, state or federal authorities.

In the next 12 months, the intention is to build our brand and awareness which will, in turn, increase membership numbers.



LOCAL
LOCAL

EVENTS & PROMOTIONS REPORT

IMRAN ABUL KASHEM

This year the WBTA Events and Promotions started slow and with a reduced number due to the lockdowns and social restrictions that were still in place due to Covid.

The first event for the board was our General Meeting/ Christmas party celebration held at the Werribee Bowling Club on Thursday the 8th December 2020. Around 35 members attended, with many enjoying a social game of barefoot bowls and a great selection of food with a great BBQ cooked by the bowling club volunteers. This venue is one of the many wonderful venues that accommodate outdoor social gatherings, highly suited to our new Covid safe world.

Leading up to Christmas, we worked with our Retail Traders promoting two main shopping days: Family Day on Sunday 13th December and Twilight Shopping on Friday 18th December. With many Covid restrictions in place, numbers were down, however, the fashion parade held at Tonia's Boutique was a great success.

We always work closely with Vibrant City Centre (VCC) on all Werribee City Centre events and promotions. We were disappointed to not be a big part of the planned Winter Street Party.

At the start of the year, it was great to see local businesses work with our local members on grazing packs and food deliveries for their events.

We also supported our members through promotions of their events, including Samuel Johnson's visit to the Werribee City Centre and the Jack & Millie play by Essence Promotions.

Hosting or promoting events is always done in partnership with our members and stakeholders. We invite existing and new members to help support the development of future events with the WBTA. And if you are an event planner, or passionate about new events for the Werribee and surrounds, please consider getting involved, or reach out to us for support of your idea.



TOURISM REPORT

PARE PARATA-WARU

It's been a challenging year for most with the current lockdowns and not being able to meet up or get out and about, and again, Tourism and Hospitality have been those industries that have been majorly impacted by this and we have sadly seen businesses go due to COVID and excitingly open during what has been a tough year. It's during times like these, people and businesses come together to strengthen each other and their communities. "Building stronger relationships for resilient communities".

During these past 12 months we have been able to continue to strengthen our relationships with our community partners in a variety of ways from face to face, when permitted as well as virtual events;

- > Committee for Wyndham
- > Wyndham City Council (Tourism / Vibrant City Centres)
- > Western Melbourne Tourism
- > Tourism Greater Geelong and The Bellarine (TGGB)
- > Avalon Airport
- > Zoos Victoria
- > Mainstreet Australia

Some notable events attended have been, the Melbourne Symphony Orchestra at Wyndham Park which brought over 1,000 of our community members into not only the recently upgraded Wyndham Park but also the Werribee City Centre, the Westend Experience, the launch of the official Experience Werribee Tourism website and brand at the recently opened Holiday Inn, the Wyndham Council Business Event hosted by the Economic Growth Department at the Meerkat Bar at the Werribee Open Range Zoo, Committee for Wyndham FLOW Leadership initiative and several online forums, webinars and catch-ups.

The goal for 2021-2022 is to not only continue to strengthen our existing relationships but to also be a part of the ever-evolving community strategy to increase the Tourism footprint here in Wyndham and to ensure our members benefit from the collaboration of information around Tourism initiatives and provide ways they can adapt these strategies into their business models and profiles by outlining and working with them to achieve these benefits and goals.



community
over
competition

SOCIAL MEDIA REPORT

LACHLAN HALL

The marketing board role has been in existence for 2 years now and is intended to explore opportunities to market the WBTA and its members.

This year, we were successful in obtaining funding from the Victorian Government to undergo a GoLocal campaign. A summary of the campaign activities is below.

Core Campaign Activities:

- Development of new directory to showcase member businesses
- Video production to showcase local business categories
- Photography to showcase local business owners.
- Local Area Facebook Advertising.

Additional Activities that came up:

- Speaker arrangement on a local business webinar.
- Newspaper article with Star Weekly.

Website (images below)

- Changes to Website Business Directory and new Latest Offers advertising

Photography (images on the homepage)

- Professional photos were taken of WBTA Members.

Video (can be found on the Werribee Business & Tourism Association YouTube page)

- A video advertisement for each of the following categories was developed and used in Facebook advertising campaigns:

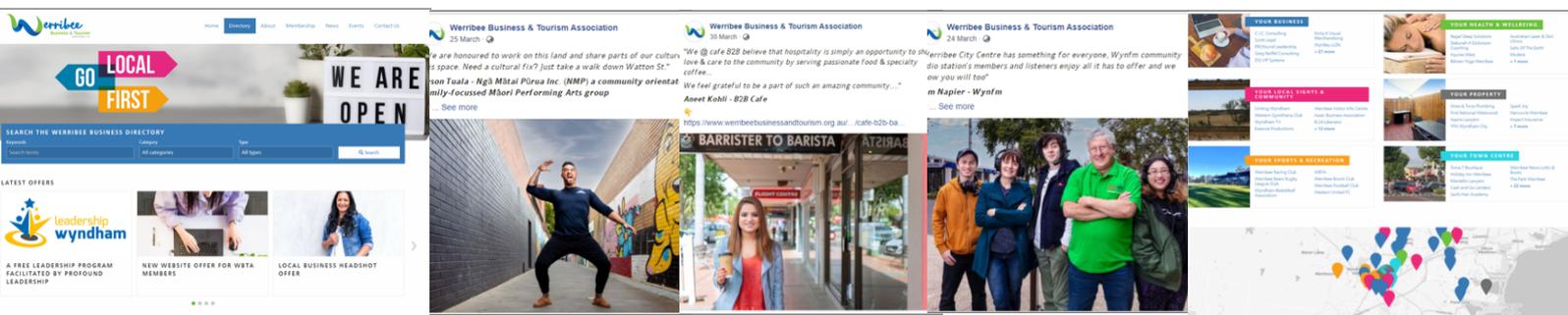
1. Business
2. Property
3. Retail & Hospitality
4. Sports & Recreation
5. Health & Wellbeing
6. Local Sights & Community

Social Media Advertising

Category	Reach	Cost per 1,000 Reach
• Business	27,267	\$3.67
• Property	24,879	\$4.02
• Town Centre	25,666	\$3.90
• Sports & Recreation	25,846	\$3.87
• Health and Wellbeing	23,391	\$4.28
• Local Sights & Community	25,568	\$3.71

Page Follow Results Increase throughout campaign Likes = 46 Follows = 52

Organic Business Posts (images below) Avg reach per post = 656 Total reach = 7,218



SECRETARY REPORT

KIM CARTER

General Meetings: With the constant challenges being faced with continued lockdowns, we were able to hold 3 of the General Meetings including our Christmas event in person. It was disappointing to have our scheduled meeting at the Holiday Inn cancelled at the last minute and our last meeting, the AGM, virtually. We still plan to hold a future event at The Holiday Inn and we are looking forward to seeing this new establishment - so stay tuned.

Management of Social Media Platforms: Facebook profile increased to 1,472 Followers. An increase of 322 followers for 2020/2021.

Membership Survey: A survey was conducted in March 2021. Feedback received has been addressed via guest speakers at our general meetings, posts on our facebook page and via presentations that were scheduled for our cancelled general meeting. These will be presented at a future meeting.

Mainstreet/ Werribee City Centre Promotions: Coordination of attractions and events in conjunction with Local Traders and Vibrant City Centre (VCC).

- **Christmas**

- Twilight Shopping Night - "Sip & Shop"
- Family Day Out - including gifts (sponsorship by VCC) for children to celebrate with at home, distributed through member and non-member businesses

- **AFL Grand Final**

- Show us your colours - Celebration of the 2021 AFL Grand Final, including the sponsorship of gifts for children to celebrate the event at home, distributed through 4 member businesses

Streamlining of internal processes: Assisted in the migration across to Xero

Covid-19: Keeping members up to date and across packages and grants available.

GoLocal Group: Coordination of 6 group sessions to discuss and gather new ideas on how businesses/ groups in like groups can work together and engage/ create awareness further with our locals.

Administration activities: Website Management including member directory profiles, and News. Social Media posts. Sharing member promotions via our various channels.





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Thank You