

# ANNUAL REPORT 2022

Werribee Business &  
Tourism Association



*Werribee*

Business & Tourism  
association, inc



# WHAT WE DO

The Werribee Business & Traders Association (WBTA) formed in 2015 and its purpose is to be a strong and engaged voice for the heart of the Werribee City Centre and surrounds.

We are a member-based organisation that includes **100+ businesses across retail, hospitality, community services, professional services, sports and recreational, and health & wellbeing.**

The WBTA supports members to **collaborate and advocate for benefits to our community,** business and tourism sectors in Werribee and Wyndham.

We **partner with a diverse cohort,** from volunteer-run clubs and services, through to very large business, and government stakeholders, where **we seek to foster prosperity, liveability, and social connections.**

## OUR BOARD

**Deborah Dickinson** *Chairperson*

**Lisa Field** *Vice-Chair*

**Brian Duckworth** *Treasurer*

**Kim Carter** *Secretary*

**Pare Parate-Waru** *Tourism*

**Joel Reyes** *Member Liaison*

**Imram Kashem** *Advocacy*

**Lachlan Hall** *Media & Marketing*

## ACHIEVEMENTS SNAPSHOT

**30+ Forums, Stakeholder Meetings & Partnership Events** to support advocacy

**10 Board Meetings**

**6 General Meetings & 2 Special Events**  
300+ attendees & many special guest speakers

**3 Grants**  
3 applied, 2 received, 1 outstanding

**3 Charity & Community Campaigns**  
Men's Walk, Gift Giving Uniting Wyndham, Wellbeing Breakfast donation

**1 Activation & Comp**  
Go Local Win Local campaign

# CHAIR & VICE-CHAIR'S REPORT

DEBORAH DICKINSON & LISA FIELD

Dear Members,

Thanks for your support these past 12 months. As we emerge from the pandemic, there has been a strong focus on the recovery of the local economy and for supporting each other.

As a new Chair of the Association, I have certainly benefitted from the support and stability of the other board members, and I extend a thank you to them all.

So, since our last AGM, the board have reviewed our business operations, ensuring we too are stable and strong. This year we reviewed our prices and introduced stakeholder fees and sponsorship fees. This has been necessary to grow and enrich our capacity, and for financial viability into the future. Thank you to the early adopters of these sponsorship opportunities.

And we have certainly been focussed on our mission too, that is to be a:

***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 held all 6 General Meetings, with guest speakers and providing relevant updates for our members that cover retail, hospitality, community services, professional services, sports and recreational, and health & wellbeing. These meetings are well attended and well received.

We were engaged by Wyndham City to host a special EOFY Winter Mingle, and we also delivered a Wellbeing Business Breakfast and project focused on wellness and mental health.

We applied for 3 grant applications, 2 received and 1 pending. This work has included the development of a position description for a paid role, and the recruitment of a Campaign Coordinator to advocate with government and strategic partners and to develop creative campaigns to drive sales and marketing to Werribee City Centre. This project is currently being rolled out.

In partnership with Committee for Wyndham, we participated in 7 Community Forums that were organised in the lead-up to the Federal election in May 2022, covering key topics, i.e. multiculturalism, the environment, hospitality etc. Our board members were also active in other local advocacy forums, ie, Werribee City Centre Planning Forum and Wyndham Safety Forum.

## CONTINUED.....

Behind the scenes, our board has met 10 times. We have been focused on our membership and on advocacy for the region, so we can give back more, and it is pleasing to see an increase in our membership base this past year.

Some of our members might remember that last year our AGM was online, and during the FY of 2020-2021, we were only able to offer 3 in-person events. This year, by contrast, we have been very active in event creation and in attending forums, meetings, consultations and attendance at the Mainstreet Australia Conference.

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

The following reports provide a snapshot of the year that was for 2021 – 2022.

Take care,

Deborah and Lisa



*Deborah Dickinson & Lisa Field*

**WBTA Chair & Vice-Chair**



# TREASURERS REPORT

BRIAN DUCKWORTH

WBTA total revenue for the 2021-2022 financial year (FY) is \$39,693.85. This is an increase from \$28,322.73 in the previous financial year, due to new grant funding, an increase in membership fees and a reduction in operation costs.

The net profit for the WBTA for the 2021-2022 FY is \$27,527.72, with a significant part of these funds to be spent in the following financial year as per our grant funded project obligations.

The bank balance as at 30 June 2022, is \$37,446.39 and no outstanding payable that time.

## Profit and Loss

### Werribee Business & Tourism Association Incorporated For the year ended 30 June 2022

	2022	2021
<b>Trading Income</b>		
Other Revenue	26,500.00	21,100.00
Sales - Events	384.77	340.91
Sales - Memberships	10,809.08	6,881.82
Westside Living Advertising	2,000.00	-
<b>Total Trading Income</b>	<b>39,693.85</b>	<b>28,322.73</b>
<b>Cost of Sales</b>		
COGS - Purchases	300.00	-
Events Costs	2,770.00	1,217.07
<b>Total Cost of Sales</b>	<b>3,070.00</b>	<b>1,217.07</b>
<b>Gross Profit</b>	<b>36,623.85</b>	<b>27,105.66</b>
<b>Operating Expenses</b>		
Admin costs	3,134.00	5,190.00
Advertising	2,400.00	9,012.78
Donations	390.00	370.00
Entertainment	(136.36)	136.36
Freight & Courier	-	123.64
General Expenses	542.61	2,500.00
Insurance	1,307.75	1,355.38
Merchant Fees	-	74.90
Printing & Stationery	16.85	-
Stripe Fees	56.96	14.05
Subscriptions & Memberships	906.72	363.14
Training & Development	200.00	3,300.00
Website maintenance	277.60	1,170.36
<b>Total Operating Expenses</b>	<b>9,096.13</b>	<b>23,610.61</b>
<b>Net Profit</b>	<b>27,527.72</b>	<b>3,495.05</b>

# MEMBER LIAISON REPORT

JOEL REYES

Thankfully the challenges of the last 2 year of the Pandemic are now passed us.

Although some business are still experiencing issues with staffing and other factors, most of our members have remained in business.

Our membership numbers have increased passed 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.

A couple of members did not renew their membership because of their closed business, and some even relocated outside Wyndham, but it's great to see most members still see the benefits the WBTA have to offer and stayed on.

The biggest change we made this year is our membership modelling. The WBTA have clearly defined the Free membership to PAYG employees. Whereas our free membership model included Non-For-Profit Organisations, we decided to have a clear guide on NPF's who are 100% Volunteers or NPFS with staff. This did produce mixed results when implemented at 30 June.

The other change to the membership model is the inclusion of stakeholder membership which includes many benefits above the standard membership.

Other than continued membership growth, we will continue to 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.



# ADVOCACY REPORT

IMRAN ABUL KASHEM

There is so much benefit for businesses to connect with each other, and to work together to benefit the city. Advocacy is vital part of the WBTA's agenda.

This year our team of board members have attended 30+ forums, stakeholder meetings & partnership events to support advocacy.

We have regularly met with Wyndham Council, State Government, significant stakeholders and our members.

We have also sent out many surveys to gather feedback from members, so we can best represent them.

An example of this work was our partnership with the Committee for Wyndham at 7 Community Forums that were designed to provide input to politicians in the lead up to the May Federal election.

There has been tremendous growth of new businesses in the Werribee City Centre this past year. With more people preferring to eat, work and play locally, this expansion is looking very positive.

**But what does the future of the Werribee City Centre and surrounds look like?** This was the topic of one forum we attended, and what is clear is that our input, representing our membership, is most relevant. We clearly have valid and authentic feedback that can inform government in their plans and developments.

There are also new precincts emerging in Wyndham, i.e. the law precinct and East Werribee. What is clear is that the WBTA do need to ensure these future plans are developed properly, in consultation with our membership.

The Werribee City Centre has far more opportunities than issues, but we encourage member to voice their ideas, and to be active in advocating together.



# TOURISM REPORT

## PARE PARATA-WARU

Coming off the back of what was a challenging two years, business was able to get back to a 'post-COVID' norm, which saw those who were able to weather the highs and lows of the constant changes emerge and grow.

Events made their way slowly back; we saw smaller gatherings and some large events return with people just wanting to get out and about after such a long time of disruptions.

Based on some of the major events, attractions and places visited, this saw visitor numbers increase exponentially.

- Werribee Cup = 5K+ Dec
- Werribee Zoo = 185K+ in the Nov-Dec quarter & over 600K in the 21-22 period
- Pacific Werribee = 190K+ in the Nov-Dec quarter & over 750K in the 21-22 period

Our biggest tourism market affected was our Visit Family & Relatives (VFR) market. VFR make up around 44% of our tourist visitors and are a key component to the recovery of our Visitor Economy. This equated to an estimated loss of around 71% in revenue for our local area which is more significant given we were the most affected due to our high numbers of COVID-19 cases which saw us locked down for longer. Prior to COVID, over half of tourism spending came from International Visitors and our Day Trip markets.

There has been a number of regeneration programs offered both by the government and local council to start enticing both business and visitors back to regions.

The Visit Werribee & Surrounds brand ran multiple advertising campaigns which specifically targeted both statistical and demographic-based audiences, with over 2.9M interactions to the campaign. During the campaign months, research showed significant increases in visitor spending from those of the previous time periods and the same pre-pandemic periods.

The local economy is far from back to business as usual and is predicted to feel the effects for a few more years to come given the current world environment with the cost-of-living challenges, staff shortages, fuel and energy increases, but with all of the pressures, you also see the resilience of businesses and business owners, especially those in small business. It's the challenges we face and how we face them which determine how well we weather the storm.

These past 6 months have really seen a priority around staying connected and collaborating which is encouraging for business and for tourism. The more we stay connected the better informed we are and the more we collaborate the more increase we see. Moving forward I'm sure we will likely see more and more growth for our local economy, the expansion of the Werribee Zoo, the Wyndham Harbour our big events like the Werribee Cup, Children's Week Picnic, One Electric Day, So Frenchy so Chic, LIT and more. I look forward to what the future brings for Wyndham.

# MEDIA & MARKETING REPORT

## LACHLAN HALL

The marketing board role has been in existence for 3 years now and is intended to explore opportunities to market the WBTA and its members.

Key achievements include the promotion of our **GoLocal ShopLocal** campaign and the development of new digital assets for the WBTA to market itself.

### Activities:

- GoLocal ShopLocal Campaign:
  1. Creation of QR code for easy entry by customers.
  2. Creation of posters to be displayed by participating businesses.
  3. Paid Facebook advertising to drive awareness of the campaign amongst locals.
- Facebook Advertising Campaign for the EOFY Event.
- Developing and scheduling posts to showcase new and existing members.
- Updating the WBTA member directory with new members.
- Creation of videos to recap WBTA general meetings.
- Creation of a sign-up page to grow the WBTA email database.

### Summary of the WBTA's social media

#### Facebook (year)

- Organic Reach - 29,945
- New Page Likes - 237
- Paid Reach - 2,687

#### LinkedIn (year)

- Impressions - 7,178
- New followers - 92



General Meeting



EOFY Winter Mingle

# SECRETARY REPORT

**KIM CARTER**

**General Business Meetings:** We were able to hold all 6 meetings this year. It was so great to see everyone back out and connecting. We started with our Christmas Event at the stunning Holiday Inn in December and we were back there in September. It was great to visit the new SPARK facilities in February and The Park Hotel in April and October.

Attendance at our meetings was more than 1/3 of our membership base and our selection of speakers was amazing. With presentations from the following members:

- Old Habits
- Wyndham TV
- Cartridge World
- Tonia T Boutique
- Interact Australia
- Wyndham Harbour
- Fully Promoted Werribee
- Anytime Fitness Werribee
- Werribee Open Range Zoo
- Werribee River Association
- Essence Theatre Productions
- Werribee Hospital Foundation
- Melbourne Furniture Installers
- Encompass Community Services

And guest speakers: The Honourable Tim Pallas MP, Barbara from Committee For Wyndham and Brendan from SPARK.

We had 3 sponsors for 2 of our meetings - Tonia T Boutique, Deborah Dickinson Coaching and Fully Promoted Werribee and one meeting supported by the Victorian State Government.

**Management of Social Media Platforms:** Facebook profile increased to 1,838 followers. An increase of 666 for 2021/2022.

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

- **Christmas** - Uniting Toy Drive
- **Go Local / Win Local** - encourage and reward those who spend their money locally and purchase goods, services and gift cards from listed WBTA Members

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



# EVENTS AND PROMOTIONS REPORT

KIM CARTER

This year, the WBTA Hosted two special events:

- EOFY Winter Mingle
- Your Wellbeing Breakfast

## EOFY Winter Mingle

The Werribee Business and Tourism Association (WBTA) hosted an annual End of Financial Year celebration event sponsored by Wyndham City Councils, Economic Growth Team. The event was held to recognise and acknowledge all that is business in the Wyndham community.

We welcomed our guest speaker Gail Bray who is the Director of the Wyndham Tech School.

We welcomed over 50 attendees of the Wyndham Business community who enjoyed a fun and eventful night.

## Your Wellbeing Breakfast

The Werribee Business and Tourism Association (WBTA) hosted Your Wellbeing Breakfast in conjunction with The Wellness Lab and supported by the Victorian State Government.

We welcomed our guest speaker, Anthony Renesco, Managing Director and Founder of Ecosmart Plumbing and his guest - The Salvation Army.

Over 40 attendees were also treated to a hot breakfast and a goodies bag to take home to support them on their wellness journey.





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*Thank You*