

**Meeting Date:** Wednesday September 9<sup>th</sup>, 2019

**Location:** Shop 48

**Time:** 5:30pm to 7pm

**Attendees:** Emily Metcalfe, Hussein Haraco, Val Smith, John Petsas, Ian and Rona McLaughlin, Stavros Zikou, Nicole Parker, Tess Gardiner

**Special Invited Guests:** Nicole Parker (Interact), Tess Gardiner (Community Grocer),

1. **Chairperson's Opening** – I declare the meeting opened at 5:35pm. Good evening all and welcome. My name is Emily Metcalfe and as the President of the Association I will be the Chairperson tonight. I would also like to thank Banyule Council for letting us use their space for tonight's meeting. I would also like to thank all my other committee members and the special invited guests for attending the meeting. Can I ask all attendees to please fill out the attendance sheet which should be circulating around? As per the notice this meeting will run until 7pm the latest.
2. **Apologies** – Cr Craig Langdon, David Gilmour, Circe Zikou
3. **Special Invited Guests:** Both Nicole Parker (Interact) and Tess Gardiner (Community Grocer) addressed the group. Warmly received.
4. **Reports:** Centre/Marketing Coordinator's (below)
5. **Financial Update:** \$42,306.98 in the BSMTA Account as of 9/09/2019.
6. **General Business:** Fading lines in the car park.
7. **Meeting Closed at:** 6:30pm

## Centre & Marketing Coordinator's Report

**Meeting Date:** Wednesday September 9<sup>th</sup> 2019

### 1. Digital Update:

BSM Website Item	Aug 2018	Aug 2019
Sessions	602	484
Unique Users	516	429
Pageviews	2772	1969
Pages per session	4.60	4.07
Av Session duration	1:40	1:13
Notes		

**Most popular Pages Aug 2019**– Home – 22%, Traders – 12.5%, About – 8.30%, Contact – 4%, Shop – 3.1%, African Light Cafe – 2.8%, Gallery – 2.4%, Trending – 2.4%, Dine – 2.2%, Events – 2%

Social Media Update: FB – 902, Insta – 128, Twitter – 8

Posts are made nearly every day. Time sensitive. #1 Way BSMTA stays relevant and interacts with Traders and Community

Most popular Organic Facebook Posts:

July 2nd – Lawyer Yusuf Mohammed (3961 People Reached, 851 Engagements, 19 Shares, 3 Comments)

**Bell St Mall** is at Shop 48 - The Harmony Centre.  
July 2 · Heidelberg West, Melbourne · 🌐

Great write-up in the Heidelberg Leader on the Young Somali Lawyer Yusuf Mohamad who hosts a free drop-in legal service every Friday at Shop 48 - The Harmony Centre in the Bell St Mall.

#BellStMallRocks!

**NEWS**

## Legal first boost for region

Free service welcomes Somali lawyer

Courtesy Beaumont  
courtesybeaumont.com.au

The first Somali Australian lawyer in Victoria is the newest addition to the West Heidelberg Community Legal Service team.

Yusuf Mohammed is heavily sought after in the community, and he's proposed a local service under the state Work Development Permit scheme, where people participate in community work to reduce traffic and public transport fees.

Mr Mohammed hosts a free drop-in legal service every Friday at Bell St Mall.

He said a lot of his clients were refugees with limited English who weren't aware free legal advice was available to them.

Most of the issues his clients bring to him are tenancy related or the repercussions of fines.

"They're not sure what their options are so their fines accumulate and it pushes them further into poverty," he said.

Abdiaziz Farah of Mondo Community Counsel said they would take the permit scheme on as an attempt to reduce vulnerable people and provide them with a link to their community.

"We want to keep people out of the justice system," Mr Farah said.

West Heidelberg Community Legal Service principal lawyer Stephanie Price said Mr Mohammed identified a recurring issue and saw a need for change.

"The community has challenges but they're very well resourced. With the right programs like this, they can thrive," Ms Price said.

Many clients travel from as far as Flemington and Tarweil, seeking legal advice from a fellow Somali.

"The Somali community has been here for 30 years, the community is starting to grow its own but we need to provide them with a better understanding of the law," Mr Mohammed said.

The drop-in legal service is open every Friday at the Harmony Centre, 48 Bell St Mall, West Heidelberg. Phone: 8582 9500.

Lawyer Yusuf Mohammed (right) with client Abdiaziz Farah. Picture: Andy Greenhill

3,961 People Reached      851 Engagements      [Boost Post](#)

👍❤️ 27      3 Comments 19 Shares

👍 Like      💬 Comment      ➦ Share

**Performance for Your Post**

**3,961** People Reached

**171** Reactions, Comments & Shares 📊

134 Like	21 On Post	113 On Shares
13 Love	6 On Post	7 On Shares
4 Comments	4 On Post	0 On Shares
20 Shares	19 On Post	1 On Shares

**680** Post Clicks

288 Photo Views	0 Link Clicks	392 Other Clicks 📊
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

2. **Mall CCTV / Incident Update:** 14 Incidents so far in 2019 (41 in all of 2018). Police (and Traders) are loving the CCTV footage.

3. **2019 Events and Promotions:**

Feb – Lunar New Year, May - Mother’s Day Raffle, and Iftar, June – Cultural Precinct Tours and Cooking Demo, August - Father’s Day Raffle, September – Community Grocer Launch, November – Bring back Market Day Saturdays (TBC), December – Christmas Event Saturday December 14th (might have a different flavour this year).

4. **Grants –**

Multicultural Festivals and Events Program – Support for IFTAR until 2022. SACOV is the BSMTA official Event Partner.

Stronger Communities Programme – Considering applying to upgrade Bell St Mall Radio System (\$20,000).

5. **Bell St Mall Welcome and LED Sign:** Joint project between Council (\$45k) and the BSMTA (\$30k). Fully operational. Feedback has been very positive. This state-of-the art sign features a huge electronic screen. The BSMTA control the messaging of this screen that will be primarily used to promote what’s going in the Bell St Mall. If any Trader is interested in their business being featured on this sign/screen, they need to email [info@bellsmall.com.au](mailto:info@bellsmall.com.au)

One Trader has already emailed and reach out (Dry Cleaners). This is a process and the information will be forward to our Graphic Artist to make the messaging look presentable, standardised and meet the certain specifications.

6. **Community Grocer Heidelberg West:** This has been in the works for a very long time (18 month process) and the Bell St Mall was successful in being selected over a number of competitive sites in 3081. We were hoping (and got to see on the weekend) the market attract more people to the Mall including a different and growing demographic that are known to have moved and still moving into the area. They will operate every Saturday from 9am – 1pm (only closing 2 weeks after Christmas). We believe it is in the Bell St Mall's and all Traders interest to support them as much as possible.
7. **Mall Anti-Litter Project:** Middle area painted blue (completed June 30<sup>th</sup>), floor anti-litter decals in front of bins (September), cigarette butt bins (October/November)
8. **Mall Mural:** E-focus driven community project. Will likely happen over the next 6 months.
9. **Mall Parking Permits:** New Parking permits will be distributed around Mid October.
10. **Renew Australia Project in collaboration with the Banyule City Council:** Official Letter attached. The purpose of this project is to stimulate economic development by addressing vacancies in the Bell St Mall. Renew Australia is reviewing the opportunity to activate the vacant properties, by placing local social enterprises; aboriginal enterprises; small businesses owned or operated by a young person, newly arrived, or person with disability; and creative enterprises into empty spaces on a temporary basis. Working alongside landlords and their agents, this will bolster foot traffic without interfering with the leasing process, as well as assisting to improve the look of vacant property and reduce the chances of vandalism. This model works and has proven success in stimulating economic development in regenerating a range of areas across Australia, including Geelong, Docklands and Newcastle.