

The Bell St Mall Traders' Association

The Bell St Mall Traders' Association (BSMTA) is an incorporated body representing business operators and owners across approximately 68 properties in the centre including the commercial properties across Oriel Rd in the Aldi space.



The Purposes of the Association, as stated in the BSMTA Rules are as follows:

- To constantly improve and promote the Bell Street Mall Shopping Centre;
- To generate and manage the collective marketing, promotion, advertising and business development activities for the Bell St Mall traders;
- To engage with the business owners and operators, represent their interests and work with them for the collective benefit of the Bell St Mall Shopping Centre;
- To develop positive relationships with our key stakeholders who impact and influence the role and function of the Bell St Mall Shopping Centre; and
- To engage in such other activities as may benefit the Heidelberg West community.

The Association operates through a Committee of Management and a Centre/Marketing Coordinator (Team). The Association is funded by a special rate and levied by Banyule City Council on behalf of the BSMTA, which amounts to approximately \$105,000 of which \$55,000 is levied and \$50,000 is contributed by council.

The Aims of the Association

- To promote the centre as a unique shopping environment with a range of interesting events and activities throughout the year;
- To maintain a productive partnership with Council to improve infrastructure, asset management and precinct presentation;
- To work towards increasing customer traffic and retail turnover to assist improvements to business performance;
- To potentially develop more interest and enthusiasm by all the businesses to promote the centre and become involved in the work of the Association;
- To maintain regular two-way communication with members and with community groups;
- To identify and deliver business development programs of value to the members;
- To help maintain an attractive mix of businesses in the centre.

What are some of our activities?

Over the last five years, some key activities have been upgrading of the CCTV Camera System, New Pylon Sign with Digital Screen, Graffiti Removal Programs, Development of a new website, Consistent Social Media marketing and advertising (Facebook, Instagram and Twitter), Christmas Carnival Events, Lunar/Chinese New Year Events, Ramadan/IFTAR Events, Cultural Diversity Day/Multicultural Events, Seasonal Promotions, Market Saturdays, Attracting a Weekly Fruit & Veg Market, and other events.

Major achievements of the program have included:

- Creating and executing an extensive range of strategic marketing promotions and campaigns consistently;
- Developing an increased presence online via relevant social media networks;
- Continuation of Cultural Events and markets as well as trying new events;
- Maintenance of an email database to use as a targeted effective marketing tool;
- Continued lobbying of Council and other relevant authorities producing beneficial precinct outcomes;
- Being recognised as a Cultural Precinct by the Victorian State Government;
- Building strategic partnerships with key organisations to best promote the shopping centre;
- Installation of new Pylon Sign on Bell St with a Digital Screen;
- Introducing and Maintaining a Trader Permit Parking System;
- Attracting multiple Government Grants in the hundred of thousands of dollars to assist with our funding of various projects and events.

2015-2020





BELL ST MALL
www.bellstmall.com.au

Lunar New Year Festival

WITH **BELL ST MALL MARKETS**
Saturdays
SATURDAY 16 FEBRUARY
Market & Festival: 10am - 3pm

MARKET HALL ST & MALL RD, HEIDELBERG VIC.

THEY SAY... NO BARRAGE BOUND

Lion Dances accompanied by Musicians and a Laughing Buddha
Chinese Tea Ceremony | Choir Singing | Calligraphy
Chinese Folk Dancing | Cultural Performances

For information: www.bellstmall.com.au



BELL ST MALL

MULTI CULTURAL FESTIVAL & TWILIGHT MARKET

FRIDAY 18 MARCH 2016
4pm - 9pm

Embracing diversity through song, dance and entertainment in the heart of the Bell St Mall.

Free event
Everyone is welcome

Featuring live performances from Asian, Middle Eastern, European and African Groups.

With special guests Electric Pop Duo, Rashed by the Stream.

Bell St Mall Corner Bell St & Oriel Rd Heidelberg West

FOR MORE INFO INCLUDING PROGRAM VISIT: WWW.BELLSTMALL.COM.AU

DAHLEES TO SOMALI
CULTURAL TRAVEL AND COOKING

28 JUNE
7-8 PM

For more info visit: www.dahlees.com.au

For an intimate, private cultural night at the Bell St Mall.

TICKETS \$20

BOOKINGS

Modern tastes of Somalia

COOKING DEMONSTRATION

FREE EVENT FRIDAY JUNE 28
7-8.30 PM

NOMADS PIZZA CAFE
SHOP 25 THE MALL

LEARN HOW ABOUT THE FLAVOURS OF SOMALIA WITH A COOKING DEMONSTRATION BY A FARMHOUSE CHEF. WATCH HOW FLAVOURS ARE INCORPORATED INTO RECIPES TO CREATE DELICIOUS DISHES. MEET A SOMALIAN TRAVEL, TALK AT THE END - WHO KNOWS YOU WILL WANT MORE.

BOOKING REQUIRED



BELL ST MALL

CHRISTMAS COMMUNITY DAY

WITH **MARKET SATURDAYS**

SATURDAY 14 DECEMBER 2019
9AM - 2PM

Corner Bell St & Oriel Rd Heidelberg West

FREE PROFESSIONAL PHOTOS WITH CARDS

CHRISTMAS HAMPER RAFFLE
MARKET STALLS
MUSIC AND MORE

FOR MORE INFO VISIT: WWW.BELLSTMALL.COM.AU

MARKET SATURDAYS
BELL ST MALL

9AM TO 1PM

STALLS, FOOD & ENTERTAINMENT

Every Saturday

COMMUNITY GROCER

YOUR LOCAL, NON-PROFIT, LOW-COST & QUALITY FRESH & VEGETABLE MARKET

BELL ST MALL HEIDELBERG WEST
CORNER OF BELL STREET AND ORIEL ROAD

WWW.BELLSTMALL.COM.AU

YOUR LOCAL NOT-FOR-PROFIT, LOW-COST & QUALITY

FRUIT & VEGETABLE MARKET

EVERY SATURDAY
9AM-1PM

IN THE MIDDLE OF THE BELL ST MALL

COMMUNITY GROCER

thecommunitygrocer.com.au

For more info visit: www.bellstmall.com.au



Our Digital Profile

The BSMTA has a strong digital profile that will continue to grow. **The BSMTA digital space includes:**

- Maintain, Develop and Promote the Bell St Mall current website that features a What's Trending Page bringing the Bell St Mall news and events digitally to people's devices in real time;
- Active social media profiles (Facebook, Instagram and Twitter) and paid social media advertising.;
- Database of customer email addresses to allow targeted marketing campaigns. New promotions will continue to grow this database;
- Management of Trip Advisor profile;
- Investigate the use of bloggers, vloggers, Concrete Playground, Urban List and Broadsheet;
- Develop a BSMTA Profile on the Australian Tourism Data Warehouse (ATDW) which provides information to over 80 tourism/event websites.



What are we planning?

2020 and beyond are shaping up to be important years in developing the Bell St Mall even further. Some of the activities we are planning are -

- Continue to highlight the experience of shopping in the Bell St Mall via various mediums;
- Maintenance and introduction of various digital marketing programs;
- Introduction of new competitions to further build our email database and broaden The Bell St Mall's appeal;
- Building on our online space - maintain website and continue with social media profiles and paid advertising;
- Continuation of Cultural Events and markets and other smaller events throughout the year;
- Continue to organise and encourage businesses to participate in training programs;
- Continue to work with Council to ensure that there is best management practices regarding car parking in the centre;
- Continue to promote and develop the Bell St Mall as a Cultural Precinct;
- Work with landlords and other relevant parties regarding development & growth opportunities for the shopping centre.

