



AGENDA

- 1. Confirmation of 2019 Annual General Meeting Minutes**

- 2. Presentation of Reports**
 - a. President's Report

 - b. Audited Financial Report

 - c. Marketing / Centre Coordinator's Report

- 3. Election of Officers and Ordinary Members**

- 4. Close**



Bell Street Mall Traders Association Annual General Meeting Minutes

Date: 13 November 2019

Location: Shop 48 the Mall, Bell Street Heidelberg West

Attendance: Emily Metcalfe, Val Smith, Hussein Haraco, Hassan Q Mohamed, Ian & Rona McLaughlan, Stavros Zikou, Cr Craig Langdon,

Meeting Opened: 5:42pm by President / Chairperson Emily Metcalfe

Apologies: David Gilmour, John Petsas, Ahmed Ismail, Banyule Eco Dev,

Motion: That the minutes of the last AGM be accepted and confirmed.
Moved: Val/Emily. Carried.

Reports: President's Report – Emily Metcalfe
Financial Report – Provided by Auditors (ASR Partners)
Centre Coordinator's Report – Stavros Zikou
Councillor's Report – Craig Langdon (verbal). Discussed developments around the Mall, the housing estates update and ward changes for Council in 12 months.
Rona had some questions surrounding the Financial Report which were answered on the night.

Motion: That all the reports be received
Moved: Val/Rona. Carried.

Election: Returning officer Notice was circulated:

President	Emily Metcalfe
Vice President	Hussein Haraco
Treasurer	David Gilmour
Secretary	Valerie Smith

Ordinary Committee Members: John Petsas, Ahmed Ismail

Election was not carried out at AGM. Centre Coordinator emailed all attendees in the following 36 hours following the meeting. Centre Coordinator spoke to both Hassan and Ian/Rona who both nominated to be on the committee. Val Smith seconded their nomination. Both joined the committee.

General Business:

The Mall Special Rate Renewal is due by June 2020.

Meeting Closed: 6.50pm



President's Report

AGM – Wednesday the 11th of November 2020

Good Evening Fellow Members/Traders/Landlords of the Bell St Mall Traders Association, Councillors, Council Staff, Ladies & Gentlemen.

2020 has been an incredibly challenging period for all Melbournians, particularly small business owners due to the Covid-19 Pandemic. Many businesses were forced to shut their doors for an extended period and my business was no exception. There were quite a number businesses in the Mall however that did continue to operate right through due to the nature and classification of their business. Even though there were restrictions, the last 12 months it has been a functional and significant period for the Bell St Mall Traders Association. Working with Council on a number of issues, dealing with partners and suppliers and assisting Traders as much as possible. It was great to see the BSMTA pivot some of our promotions to have more of an online focus and still engage with the local community. Much of this good work owes credit to our Marketing & Centre Coordinator Team Stavros & Circe Zikou.

The special annual events & promotions calendar that the BSMTA typically puts on was affected by the Pandemic, however we still managed to host the Lunar New Year Festival in February before restrictions hit. Unfortunately, our popular IFTAR Dinner Event had to be cancelled. We pivoted our Father's Day Hamper Raffle to online, which was well received. The Community Grocer Fruit & Veg Market still managed to take place every Saturday in the Mall helping create some atmosphere. It is also great to see so many different Traders being displayed on the Pylon Sign and the new Christmas Decorations look festive and fabulous.

It seems like an eternity ago, when I wrote my newsletter in March of this year with critical information on how the BSMTA can help its Traders during the Pandemic. It is pleasing to hear via our Coordinators that many Traders have reached out for assistance particularly with marketing and promoting their businesses. I want again to thank our Coordinators for working tirelessly during the Pandemic in assisting businesses. Since March this year, they have sent out 25 different memos of correspondence with time sensitive and critical information for Traders. Much of this communication provided various access to support packages offered from various levels of Government. I also want to personally thank the Banyule City Council, who came out early and offered exceptional support and relief to businesses and the community.

Amongst all this, 2020 was also a BSMTA Special Rate Renewal year. It was great to see the Special Rate renewed for another 5 years with much support. I also want to publicly thank our long serving Councillor Craig Langdon for all his support towards the BSMTA and the Bell St Mall over the years. Craig is a local so I am sure we will see him around. The BSMTA looks forward to working with new Olympia Ward Councillor Peter Dimarelos and the new Banyule Council in the year ahead.

Finally, on behalf of the Traders Association, I would like to thank all my fellow committee members for volunteering their valuable time over many meetings and correspondence throughout the year. I know many of you, like me, have put your hands up to run again in 2021 which is much appreciated.

Thank you

Emily Metcalfe

Bell St Mall Traders President 2020

Not-For-Profit - Association Report

Bell Street Mall Traders Association Inc.- A0040518W

ABN 29 776 298 561

For the year ended 30 June 2020

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Committee's Report

Bell Street Mall Traders Association Inc.- A0040518W For the year ended 30 June 2020

Committee's Report

Your committee members submit the financial report of Bell Street Mall Traders Association Inc.- A0040518W for the financial year ended 30 June 2020.

Committee Members

The names of committee members throughout the year and at the date of this report are:

Committee Member	Position	Date Resigned	Date Started
Emily Metcalfe	President		
Hussein Haraco	Vice President		24 October 2018
David Gilmour	Treasurer		
Valerie Smith	Secretary		
Ruth Shepherd	Member	13 November 2019	28 August 2018
John Petsas	Member		
Ahmed Ismail	Member		24 October 2018
Stavros Zikou	Centre Coordinator		
Circe Zikou	Centre Coordinator		
Ian McLaughlan	Member		13 November 2019
Hassan Q Mohamed	Member		13 November 2019

Principal Activities

The principal activities of the association during the course of the year were:

- the representation of landlords and traders of the Bell Street Mall,
- to promote the Bell Street Mall business precinct,
- to seek grants & assistance from private businesses, government and council to further that aim,
- to organise events & disseminate information & promotional materials to further that aim.

Significant Changes

No significant changes in the associations state of affairs occurred during the financial year.

Operating Result

The deficit for the financial year amounted to \$3,725.

The result was significantly impacted by the decrease in the contribution from Department of Premier and Cabinet and increase in the spending for organising promotional functions and events.

Going Concern

This financial report has been prepared on a going concern basis which contemplates continuity of normal business activities and the realisation of assets and settlement of liabilities in the ordinary course of business. The ability of the association to continue to operate as a going concern is dependent upon the ability of the association to generate sufficient cashflows from operations to meet its liabilities. The members of the association believe that the going concern assumption is appropriate.

Signed in accordance with a resolution of the Members of the Committee onNovember 2020:

Emily Metcalfe (President)

Date / /

David Gilmour (Treasurer)

Date / /

Income and Expenditure Statement

Bell Street Mall Traders Association Inc.- A0040518W For the year ended 30 June 2020

	2020	2019
Income		
Banyule City Council		
Special charge scheme -Rates	13,750	55,000
Council capped contribution	91,250	50,000
Contribution - Electricity reimbursements	-	5,955
Contribution - Litter alliance project	-	2,300
Total Banyule City Council	105,000	113,255
Government Grants (non operating)		
Grants received	1,000	25,000
Total Government Grants (non operating)	1,000	25,000
Other Income		
Functions & fundraising	-	20,000
Reimbursements	9,428	-
Interest Income	62	106
Total Other Income	9,491	20,106
Total Income	115,491	158,361
Expenditure		
Accounting & bookkeeping	313	568
Advertising & promotion	103	72
Audit fees	1,200	1,800
Bank fees & charges	-	140
Cleaning & rubbish removal	629	200
Consultants fees	79,240	94,000
Depreciation	11,712	18,038
Electricity	5,529	5,955
Fundraising, performances & functions	14,594	104,782
Insurance	499	472
Permits, licenses & fees	54	181
Printing & Stationery	1,288	842
Postage	657	107
Rent / sublease	500	177
Repairs and Maintenance	255	2,837
Website development & maintenance	2,643	2,092
Total Expenditure	119,215	232,262
Current Year Surplus / (Deficit)	(3,725)	(73,901)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

Assets and Liabilities Statement

Bell Street Mall Traders Association Inc.- A0040518W As at 30 June 2020

	NOTES	30 JUN 2020	30 JUN 2019
Assets			
Current Assets			
Cash and Cash Equivalents		38,088	63,454
GST Refundable		2,044	11,401
Total Current Assets		40,132	74,855
Non-Current Assets			
Plant and Equipment			
Plant & equipment at cost		95,407	95,407
Less accumulated depreciation		(63,444)	(51,732)
Total Plant and Equipment		31,963	43,675
Total Non-Current Assets		31,963	43,675
Total Assets		72,095	118,529
Liabilities			
Current Liabilities			
Trade creditors		10,435	53,145
Total Current Liabilities		10,435	53,145
Total Liabilities		10,435	53,145
Net Assets		61,660	65,385
Member's Funds			
Current Year Earnings		(3,725)	(73,901)
Retained Earnings		65,385	139,286
Total Member's Funds		61,660	65,385

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached audit report.

Statement of Cash Flows - Direct Method

Bell Street Mall Traders Association Inc.- A0040518W
For the year ended 30 June 2020

	2020	2019
Operating Activities		
Finance Costs	-	(140)
Cash Receipts From Other Operating Activities	115,491	158,361
Cash Payments From Other Operating Activities	(107,504)	(214,084)
Net Cash Flows from Operating Activities	7,987	(55,863)
Other Activities		
Other Activities	(33,353)	39,611
Net Cash Flows from Other Activities	(33,353)	39,611
Net Cash Flows	(25,366)	(16,252)
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	63,454	79,706
Cash and cash equivalents at end of period	38,088	63,454
Net change in cash for period	(25,366)	(16,252)

Notes to the Financial Statements

Bell Street Mall Traders Association Inc.- A0040518W For the year ended 30 June 2020

1. Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012 - Victoria and Banyule City Council Special Charge Funding Agreement. The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

Property, Plant and Equipment (PPE)

Leasehold improvements and office equipment are carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all PPE is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the income and expenditure statement.

Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Cash on Hand

Cash on hand includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

These notes should be read in conjunction with the attached audit report.

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

Financial Assets

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

	2020	2019
2. Cash on Hand		
Cash at Bank - Bendigo Bank 7613	38,088	63,454
Total Cash on Hand	38,088	63,454

These notes should be read in conjunction with the attached audit report.

Certificate By Members of the Committee

Bell Street Mall Traders Association Inc.- A0040518W

For the year ended 30 June 2020

I, Emily Metcalfe certify that:

1. I attended the annual general meeting of the association held on the 13th November 2019.
2. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Signed:

Dated: / /

True and Fair Position

Bell Street Mall Traders Association Inc.- A0040518W

For the year ended 30 June 2020

Annual Statements Give True and Fair View of Financial Position and Performance of the Association

We, Emily Metcalfe and David Gilmour, being members of the committee of Bell Street Mall Traders Association Inc.- A0040518W, certify that –

The statements attached to this certificate give a true and fair view of the financial position and performance of Bell Street Mall Traders Association Inc.- A0040518W during and at the end of the financial year of the association ending on 30 June 2019.

Signed:

Dated: / /

Signed:

Dated: / /



Marketing Coordinator's Report

AGM – Wednesday the 11th of November 2020

Since the last AGM, working with the Bell St Mall Traders Association our company Marketa has undertaken **17** significant projects (Details on next page). During 2020, the following major accomplishments stand out:

1. Constantly supporting and updating traders/members with time sensitive COVID information and support resources. Over 25 emails were sent to traders and members since March regarding COVID and all support and grants available to them. Many traders have commented on how much they appreciated the correspondence as it made it easy for them to understand what help was available to them. This correspondence also simplified restriction rules for traders and directed them to relevant resources. Further to this, we also applied and continue to apply for various Grants to support the Association through the Pandemic.
2. Continuing to increase the safety and attractiveness of the centre. This was accomplished via assisting police and/or traders in **8** incidents via CCTV footage so far this year (15 in 2019, 33 in 2018, 9 in 2017, 17 in 2016, 21 in 2015, 22 in 2014, 21 in 2013, 37 in 2012, 57 in 2011.). Approximately 36 months ago saw the installation of our new state of the art CCTV Camera system with 50 + new cameras in and around the Mall. This project also upgraded the lighting in both Cambridge and Regent arcades and new spotlights at key locations in the shopping centre. Routine cleaning (above standard Council cleaning) and graffiti removal have also continued helping keep the shopping centre clean. Unfortunately, this has been impacted by the Pandemic. A big graffiti clean-up is scheduled for next week. The Pigeons in the Mall have been an ongoing issue, which is not helped by traders and patrons feeding them. The BSMTA is currently speaking with various professionals on how to best address this. We are also speaking with other Shopping Centres who has the same issue. It was great to see Council recently complete the Oxford Arcade Upgrade. The feedback has been extremely positive, and the space is truly transformed. Enquires have already been made to see if there are any opportunities moving forward to look into upgrading the other arcades. The new Christmas Decorations have also helped transform the Mall and the fact that many of them are visible from Bell St with many thousand passing vehicles daily has made them high profile!
3. The Mall annual calendar of promotions and events took a big hit in 2020 due to the Pandemic. We were lucky to able to host yet another ***Lunar New Year Celebration & Market*** event in February with Asian entertainment including Lion Dances, calligraphy, lantern making, cultural dances and traditions. It was good to once again recognise the Asian community, which also make up some 25% of our Traders who are of Asian background. ***The Community Grocer in Heidelberg West*** continued throughout the Pandemic and continue to help activate the Mall every Saturday morning and attract a different clientele into the space whilst offering the community affordable and great quality Fruit & Veg.
4. Continuing to take advantage of the Digital Age which is critical considering how many people today get their news online and in particular from Social Media. Managing the www.bellsmall.com.au responsive website which average 350+ hits per month. Creating and sending out EDMs which are emailed to our approximate 600+ database which we have maintained over 7+ years. Ramping up our Social Media exposure and engagement with creative and savvy Facebook, Instagram and Twitter posts that created follower engagement. All this adds to making our Association relevant and engaging in this fast-changing world.

Most popular visited pages on the Mall Website for 2020 to date: Home – 19.5%, Traders – 9.0%, About – 7.3%, Contact – 4.6%, Shop – 3%, Dahab Shiil – 2.6%, Discount Pharmacy – 2.2%, Gallery – 2.2%, Phoenix Massage – 2.1%, Dine – 2%

Expanding on the above, 2020 was also the year of more social media. From January 1st this year until the present, on behalf of the BSMTA, as Marketing Coordinators we have has posted over 900+ posts across Facebook, Instagram and Twitter. These posts have featured new store openings, store specials/offers, general campaign posts, general Mall promos and events, milestones and time sensitive updates regarding Covid-19. We also introduced Flashback Friday posts that have been very popular. In an age where the average Australian is spending more than 10 hours per week on social media, the BSMTA is focused on where the action is. We are finding ourselves constantly promoting the shopping centre and trader offerings more than ever and social media management continues to be a huge part of our role. This includes the messages, emails and tags we receive from Mall Traders requesting us to promote their offers. It was also great see more and more Mall Traders active on Social Media during 2020. The fact that the Mall is automatically a network of 80+ businesses should not be underestimated and should be leveraged at every opportunity. And last but not least, it has been great to see so many different businesses constantly promoted on our Pylon Sign. These Traders are very appreciative of the extra exposure for their respective businesses.

Bell St Mall
July 24 · 🌐

Flashback Fridays @ the Bell St Mall - 1919 !!

In the wake of World War I, returning soldiers brought the so-called "Spanish" influenza to Australia. Despite control measures, including banning large gatherings and closing some interstate borders, it eventually spread throughout the nation with around 40% of Australians catching the virus.

Often whole families were infected, meaning there was no-one to cook or shop for the household. Various charity groups, including the Red Cross and the Salvation Army, established charity kitchens and meals were delivered to the homes of those affected, initially often by Boy Scouts and later by volunteers with motor vehicles (see pic below).

During the epidemic, restaurants were allowed to remain open but were subject to strict regulations regarding the boiling of cutlery, the cleaning of glasses, the provision of fresh napkins and the amount of space to be allowed for each customer (250 cubic feet per person).

Thanks to Melbourne author and food historian Jan O'Connell for the content and inspiration down memory lane!

Enjoy your Weekends and Please Stay Safe !

#BellStMallRocks! #FlashBackFriday #PhysicallyDistance #RemainSocial #SupportSmallBusiness #ShopLocal

1,432 People Reached 142 Engagements Boost Post

2020 was also a Special Rate Renewal year, which saw the Special Rate passed for another five years. It was great to see our President Emily speak so articulately at the Council meeting and reiterate just how important the Special Rate continues to be for the Bell St Mall Traders Association in progressing the Bell St Mall.

It is with great sadness that 2020 was also the year which saw the passing of our long time Bookkeeper Paula Money as well as long-time local and supporter of the Bell St Mall, Michael Bradley. Michael loved the Bell St Mall and assisted with all community events, markets etc. He installed decorations, setup up the PA on the Stage, high pressure cleaned, swept and removed graffiti in the Mall, always caring for it. Many Traders knew Michael personally over many years as he frequented and shopped at the Mall very often. He always had a smile on his face and would love to help anyone in need being honoured with a Banyule City Council Volunteer Award not so long ago. RIP Paula & Michael.

I would like to thank the very active 2020 committee for volunteering their time over countless hours in attending meetings and responding to emails, phone calls and text messages. I would also like to publicly thank Banyule Council & Shop 48 for investing the many resources towards the Bell St Mall and the greater area over the past 12 Months. Frances, Maha, Bianca, Amy etc have been an inspiration who keep introducing a vast array of different communities into the Mall. The new

economic development team lead by Michelle, Dani, Helena and Daniela are a great support. Thanks also to our long serving ward councillor Craig Langdon for all his support over the years. We look forward to working with our new Ward Councillor Peter Dimarelos and the new Council once they are officially sworn in.

In conclusion, The Bell St Mall experienced a unique and challenging year during a period of local retail and neighbouring challenges as well as 1 in 100 year global pandemic. In the past 12 months it is encouraging to see new business owners that have moved into the shopping centre and we wish them all the best. 2020 promises another big year with the further opportunities for the Mall including further utilising the Pylon Sign, building on the Cultural Precinct Program, regenerating our festival and events programme, and the constant challenge of working towards promoting, improving and enhancing the already unique Bell St Mall in the midst of a Pandemic.

Yours truly,

Stavros Zikou and Circe Zikou
BSMTA Marketing Coordinator Team

Projects in 2020:

January – Mall CCTV Footage Retrieval and assisting relevant parties (All year)
January – Graffiti Removal Program with Council and DOJ (All year – Covid-19 Affected)
January – Maintain and Manage Website / Social Media / Email and Updates (All Year)
January – The Community Grocer Project (All year)
January – Bell St Mall Pylon Sign (All year)
January – Bell St Mall Special Rate Renewal including the 2020 Strategic Business Plan
February – Lunar / Chinese New Year Celebration & Market
March – Covid-19 Support and Assistance for Traders (ongoing)
May – Mother’s Day Hamper Raffle
June – 2020/2021 BSMTA Budget
September – Father’s Day Hamper Raffle
October – Oxford Arcade Upgrade
October – Parking Permit System Renewal for BSM Businesses
November – New Christmas Decorations
November – BSMTA AGM
November –Mall of Us Once Again State Government Accountability Report
December - Christmas Promotion 2020 (TBC)

To Members of the Bell Street Mall Traders' Association Inc:

Election Notice - BSMTA 2020 Committee Elections

In accordance with the Rules of The Bell Street Mall Traders' Association Inc (BSMTA)
I write to declare the result of the BSMTA 2020 Committee Elections –

In total the following five (5) Valid Nominations were received from Registered Members and are all declared elected:

President

Nomination - Emily Metcalfe

As only one nomination was received for the position of President, I hereby declare Emily Metcalfe elected as President.

Vice President

Nomination – Hussein Haraco

As only one nomination was received for the position of Vice-President, I hereby declare Hussein Haraco elected as Vice President.

Secretary

Nomination – Valerie Smith

As only one nomination was received for the position of Secretary, I hereby declare Valerie Smith elected as Secretary.

Treasurer

Nomination - David Gilmour

As only one nomination was received for the position of Treasurer, I hereby declare David Gilmour elected as Treasurer.

Committee Member – 4 Positions

Nominations - John Petsas,

As one (1) nominations were received for the positions of Committee Member I hereby declare John Petsas elected as Committee Members.

As only one (1) nomination have been received for the positions of Ordinary Committee Member a further three (3) nominations can be received from the floor at the BSMTA 2020 AGM from Bell St Mall Traders Association Registered Members Only.

No proxies were received, so only Registered Members will vote (if necessary).

Returning Officer

11 November 2020