

## 7.2 Greythorn Shopping and Business Centre - Marketing and Business Development Fund

### Executive Summary

#### Purpose

This report seeks a resolution from Council to introduce and give public notice of its intention to declare the Greythorn Special Rate and Charge Scheme (**Proposed Scheme**) as required under Section 163 of the *Local Government Act 1989 (1989 Act)*.

#### Background

Despite the introduction of the *Local Government Act 2020 (2020 Act)*, the legislative scheme governing rates and charges currently remains under Division 1 of Part 8 of the 1989 Act. Presently, there is no equivalent provision in the 2020 Act. Therefore, Section 163 of the 1989 Act still applies to special rate and charge schemes to be declared by Council, including the Proposed Scheme.

The current five year special rate and charge scheme for the Greythorn Shopping and Business Centre (**Centre**) will expire on 30 June 2023 (**Current Scheme**) and the Greythorn Traders Association (**GTA**) has requested Council undertake the statutory process to renew the Current Scheme for a further five years from 1 July 2023 to 30 June 2028 (inclusive) by declaring the Proposed Scheme (**Attachment 1**).

The Proposed Scheme, if declared by Council, will support the Centre in achieving the vision and actions outlined in the Greythorn Shopping Centre Strategic Business Plan 2023-2028 (**Strategic Plan**) (**Attachment 2**) and ensure it is well placed to respond to ongoing competition from other centres as well as providing opportunities for growth and development of the retail, services and hospitality businesses, helping the Centre to remain competitive and viable into the future.

#### Key Issues

Under the Proposed Scheme, the Greythorn Special Rate and Charge will be levied on all rateable land within the Centre which is primarily used, or adapted or designed to be used, for commercial purposes.

There are currently 73 rateable properties included in the Proposed Scheme Area as shown in the Plan outlined in **Attachment 3**. Further details of the Proposed Scheme are outlined in **Attachment 4**.

In summary, the liability of all persons subject to the Proposed Scheme will be calculated as follows:

- a rate of 0.112 cents in the dollar of the Capital Improved Value (**CIV**) will be levied on each rateable property in the proposed Scheme;
- Ground and upper level properties will be subject to a minimum charge of \$415 per annum;
- No maximum charge per occupancy; and
- The quantum of the rate in the dollar of the CIV and the minimum charges will be adjusted annually in accordance with Consumer Price Index (All Groups Melbourne) (**CPI**).

The scope of the Proposed Scheme and the proposed liability of the persons included in the Proposed Scheme Area has been devised having regard to the needs of the Centre and the current economic climate by seeking to minimise costs to businesses and property owners while still ensuring there are sufficient funds available to deliver the marketing and promotion program for the Centre.

The Proposed Scheme, if declared, is anticipated to raise approximately \$77,780 in the first year with a total levy of approximately \$388,900 expected over five years. The amount levied is likely to increase each year given the application of the CPI to the rate in the dollar and the minimum charges, along with likely increases in the CIV of rateable properties over the life of the Proposed Scheme. Supplementary valuations can also result in variations in the CIV of rateable properties and thus the amount levied.

#### Next Steps

Council's decision to proceed with initiating this process does not commit Council to the declaration of the Proposed Scheme. Council will consider any submissions and objections received at a future meeting in accordance with the 1989 Act. Council will then decide whether or not to proceed to declare the Proposed Scheme, after having considered all submissions and objections. This process is further described under 'Objection/Submission Process' below and in **Attachment 5**.

## Officers' recommendation

That Council resolve to:

1. Receive and note the request from the Greythorn Traders Association (**GTA**) to renew the special rate and charge for a Marketing and Business Development Fund for the Greythorn Shopping and Business Centre (**Centre**) for a further five years, commencing 1 July 2023.
2. Give public notice in February 2023 of its intention to declare a special rate and charge for the Centre in accordance with Section 163 of the *Local Government Act 1989* (**1989 Act**) as follows:
  - (a) a Greythorn Special Rate and Charge be declared for a period of five years commencing on 1 July 2023 and concluding on 30 June 2028.
  - (b) the Greythorn Special Rate and Charge be declared for the purpose of defraying expenses of advertising, promotion, centre management, business development and other incidental expenses associated with the encouragement of commerce in the Centre, which:
    - i. Council considers is, or will be, of special benefit to those persons required to pay the Greythorn Special Rate and Charge; and
    - ii. arises out of Council's functions of:
      - encouraging and promoting economic sustainability, commerce, retail activity and employment opportunities in and around the Greythorn Special Rate and Charge area and the broader municipal district; and
      - providing good governance in its municipal district for the benefit and wellbeing of the municipal community.

- (c) the Greythorn Special Rate and Charge so declared will be assessed and levied in accordance with the following:
- iii. A rate of 0.112 cents in the dollar of the Capital Improved Value (CIV) will be levied on each rateable property in the proposed Scheme;
  - iv. Ground and upper level properties will be subject to a minimum charge of \$415 per annum;
  - v. No maximum charge per occupancy;
  - vi. The quantum of the rate in the dollar of the CIV of each rateable property in the area, and the quantum of the minimum charges will be adjusted on 1 July 2024 and on each anniversary of that date by the March quarter Consumer Price Index (All Groups, Melbourne) (CPI) during the 12 months preceding the end of that March quarter; and
  - vii. The CIV of each parcel of rateable land is the CIV of that parcel of land at the time of levying the special rate and charge in each year. The CIV may change in the period during which the Greythorn Special Rate and Charge Scheme is in force, reflecting any revaluations and supplementary valuations which take place.
- (d) the area for which the Greythorn Special Rate and Charge will be declared is the area highlighted in the plan annexed to this report (**Area**) (**Attachment 3**).

For the purposes of this paragraph, the Area can be described generally as follows:

Ground level properties and upper level properties in the area comprising:

Doncaster Road:

- from Sylvander Street to Trentwood Avenue (odd numbers only);
- from Harrington Avenue to 308 Doncaster Road (even numbers only); and
- as well as properties in arcades;

Sylvander Street (odd numbers only),  
Tannock Street, Centreway, Agnes Avenue and Harrington Avenue.

- (e) the land in relation to which the Greythorn Special Rate and Charge will be declared is all land within the Area primarily used, or adapted or designed to be used, for commercial purposes.
- (f) the total cost of performing the function and the total amount of the special rate and charge to be levied is approximately \$77,780 in the first year, with a total levy of approximately \$388,900 over the five years of the scheme, having regard to adjustments in the CIV of the rateable properties and the application of CPI to the rate in the dollar and minimum charges as described in paragraph 2(c) of this resolution or such other amount as is lawfully levied as a consequence of this resolution.
- (g) the benefit ratio, being the estimated proportion of the total benefits of the Greythorn Special Rate and Charge to which the performance of the function or the exercise of the power relates (including all special benefits and community benefits) which will accrue as special benefits to all of the persons who are liable to pay the Greythorn Special Rate and Charge, is 100%, as the community benefit is considered to be nil.

- (h) the criteria to be used as the basis for levying the special rate and charge is ownership of any land described in paragraph 2(e) of this resolution.
  - (i) the owners of the land described in paragraph 2(e) of this resolution will, subject to further resolution of Council, pay the Greythorn Special Rate and Charge on the same date or dates as Council's general rates are due.
  - (j) Council will, subject to the 1989 Act, require a person to pay interest on any special rate and charge the person is liable to pay and has not been paid by the date specified for its payment.
- 3. Authorise Council's Chief Executive Officer to give notice in February 2023 of the proposed declaration of the Greythorn Special Rate and Charge in accordance with the Letter and Public Notice annexed to this report (**Attachments 6 and 7**) by:
  - (a) arranging for the Public Notice to be published in The Age newspaper; and
  - (b) sending the Letter enclosing the Public Notice to each person who will be liable to pay the Greythorn Special Rate and Charge.
- 4. Commence public consultation for a period of twenty-eight (28) days following the date of the publication of the Public Notice in The Age newspaper according to paragraph 3(a) of this Resolution.
- 5. Consider any submissions and objections received by Council in accordance with sections 163A, 163B and 223 of the 1989 Act at the Council meeting in May 2023 or such other date as Council subsequently determines.

**Responsible director:** Carolyn McClean, Director Community Support

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## 1. Purpose

This report seeks a resolution from Council to introduce and give public notice of its intention to declare a Greythorn Special Rate and Charge Scheme (**Proposed Scheme**) as required under Section 163 of the *Local Government Act 1989 (Act)*.

The Greythorn Shopping and Business Centre's (**Centre**) current five year special rate and charge scheme (**Current Scheme**) is due to expire on 30 June 2023. The Current Scheme funds marketing and business development initiatives in the Centre. The Greythorn Traders Association (**GTA**) has requested Council undertake the statutory process to renew the Current Scheme for a further five years from 1 July 2023 to 30 June 2028 by declaring the Proposed Scheme (**Attachment 1**).

## 2. Policy implications and relevance to community plan and council plan

Activity centres play an important economic and community role in the City of Boroondara. There are over 5,000 businesses in 53 centres in the municipal district. Council recognises the valuable role a special rate and charge scheme plays in providing support for commercial centres in Boroondara and provides support to facilitate the preparation and implementation of these schemes.

The Boroondara Community Plan 2021-2031 notes a key theme as "Local Economy" which contains strategies such as "Local retail precincts provide a gathering point for residents and attract shoppers through supporting initiatives which encourage a range of businesses needed by the community," "shopping centres and strips are hubs of community activity through activating local shopping precincts," and "local visitation is increased through showcasing and promoting local shopping and attractions".

The Proposed Scheme also supports Council's current Economic Development and Tourism Strategy and its key objective to "facilitate the development of best-in-class neighbourhood shopping centres throughout the City". A related action in this regard is to "continue with the special rate and charge scheme program and associated support and liaison with trader associations and groups to optimise business development and marketing in key shopping centres".

## 3. Background

The Centre has been designated as one of thirty-one 'Neighbourhood Centres' in Clause 21.08 of the Boroondara Planning Scheme which states, "Neighbourhood centres provide a vital component of the City's activities and are integral to the local economy. They provide a focus for goods, services and employment and are an important focal point for community life and interaction."

Consequently, the Centre is expected to continue to be a focal point for a wide range of economic and social activities, including retail, commercial offices,

community and civic facilities, as well as leisure and entertainment uses; and be a successful and vibrant shopping centre which serves the needs of local residents and visitors.

A special rate and charge scheme was first introduced in the Centre in 1997 and there have been continuous renewals since. During this time, the GTA has implemented the schemes with Council's oversight and has undertaken a wide range of activities associated with the promotion and marketing of the Centre.

During the past five years, the Centre has experienced a significant increase in marketing and promotional activity undertaken by the GTA and supported by the marketing and business development fund. These include:

- organising yearly and regular events and activations (Halloween event, Street Sounds music program, Christmas raffle draw, Santa visits);
- organising regular promotions and vouchers such as the Mothers' Day giveaway;
- developing and maintaining strong relationships with a range of external community organisations and stakeholders, including the Greythorn Community Hub and a local retirement home;
- improving the online presence of the Centre through development of a new website and enhanced social media presence;
- undertaking promotional activities to raise the profile of traders in the Centre through direct mailouts to shoppers and the development of a database of shoppers;
- creating a 'storytelling walk' through the installation of six sculptures in the Centre and directional street signage;
- supporting traders during the pandemic through the provision of resources and information about restrictions, government grants and other opportunities;
- successfully applying for government grants to increase funding for the association;
- developing a welcome pack for new traders to the Centre;
- contributing to Council's ongoing graffiti removal program;
- continuing to lobby for streetscape and traffic improvements; and
- liaising and advocating on behalf of the Centre to Council.

The new five year Greythorn Strategic Business Plan 2023 - 2028 (**Strategic Plan**) aims for "Greythorn Central to be an inviting village destination filled with a journey of discovery experiences for people in local communities in the eastern suburbs as well as attracting people from other communities who want to take a journey of discovery learning the history and development of this small neighbourhood tucked in one of Melbourne's most affluent suburbs.

Opportunities continue to be developed to discover a local shopping strip for places to eat, shop, meet friendly people with an authentic service. The lively, convenient one-stop shopping centre that provides an interesting range of eateries, goods and services for all cultural groups and creates a placemaking setting to encourage visitors and shoppers to choose Greythorn and stay longer at the centre."

In support of the vision, the Strategic Plan 2023 - 2028 has five specific goals aimed at keeping the Centre viable and growing, including:

- encouraging continual improvements to the streetscape and directory as well as encourage safety within the Centre's area of operation to make it a more desirable place to shop and visit;
- supporting local businesses by offering marketing, training and other forms of cooperation to boost best practices and dynamic business operations;
- encouraging retailers to participate in the association and maintain and manage an efficient and effective association;
- partnering with community organisations to promote a village feel of community and cohesion to foster stronger and more robust business activity in the shopping district; and
- forming a strong identity for the strip to give it, its own unique feel, style and purpose and differentiate it from other shopping strips.

If the Proposed Scheme is declared, it will assist the GTA in implementing strategies and actions to realise the vision and goals as set out in the Strategic Plan in the coming years. As outlined in the Strategic Plan (**Attachment 2**), these include:

- marketing and promotional activities to increase visitation to the Centre and raise the profile of its traders;
- initiatives to improve the streetscape and buildings in the Centre as well as traffic and car parking, along with activities to develop partnerships with community and business stakeholders; and
- a number of other strategies aimed at building the capacity of traders and ensuring the GTA remains relevant and valuable to its members and their needs.

The Strategic Plan estimates the cost of undertaking the proposed marketing, community and business development initiatives outlined in the Strategic Plan will require an annual budget of approximately \$86,000 in 2023-24, with Consumer Price Index (**CPI**) increases each year.

If declared, the Proposed Scheme will provide funds to assist the GTA in competing with other single owner hard-top centres, such as Chadstone, Doncaster and the CBD some of which have marketing and promotions budgets which are understood to be over \$1,000,000 per year.

In the interests of supporting the ongoing viability of the Centre, the GTA formally wrote to Council on 9 September 2022 (**Attachment 1**) requesting Council renew the Current Scheme, which is due to expire on 30 June 2023. A plan of the Proposed Scheme area (**Attachment 3**) and details of the Proposed Scheme (**Attachment 4**) are further discussed in the next section of this report.

Special rate and charge schemes are active in seven other shopping centres within Boroondara and support marketing and promotional activities. They reflect an important co-operative initiative between Council and the respective trader associations in continuing to actively promote and support local businesses and the ongoing viability of the shopping centres.

#### 4. Outline of key issues/options

Before declaring the Proposed Scheme, Council must comply with the statutory processes in section 163 of the Act. This includes:

- determining the method of calculating the maximum amount a Council may levy under the Proposed Scheme; and
- complying with the objection and submission process under the Act.

##### **Calculation of maximum total levy of the Greythorn Special Rate and Charge Scheme**

Before declaring a special rate and charge scheme, Council must determine the 'total amount' of the special rate and charge to be levied. The total amount is determined pursuant to a formula prescribed in section 163(2A) of the Act, see **Attachment 4**.

The proposed Scheme renewal area is as shown in the plan of the Greythorn Special Rate and Charge Area (**Plan**) in **Attachment 3**. The Area can be generally described as:

Ground level properties and upper level properties in the area comprising:

Doncaster Road:

- from Sylvander Street to Trentwood Avenue (odd numbers only);
- from Harrington Avenue to 308 Doncaster Road (even numbers only); and
- properties in arcades;

Sylvander Street (odd numbers only),  
Tannock Street, Centreway, Agnes Avenue and Harrington Avenue.

There are currently 73 rateable properties included in the proposed Scheme renewal, the details of which are generally described in **Attachment 4**.

It is proposed the Greythorn Special Rate and Charge will be assessed and levied as follows:

- a rate of 0.112 cents in the dollar of the Capital Improved Value (**CIV**) will be levied on each rateable property in the proposed Scheme;
- Ground and upper level properties will be subject to a minimum charge of \$415 per annum; and
- No maximum charge per occupancy.

The quantum of the rate in the dollar of the CIV of each property in the Area, and the quantum of the minimum charges, will be adjusted on 1 July 2024 and on each anniversary of that date by the March quarter ("**CPI**") during the 12 months preceding the end of that March quarter.

The Proposed Scheme, if declared, will raise approximately \$77,780 in the first year, with a total levy of approximately \$388,900 expected over five years. The amount levied is likely to increase each year given the application of the CPI to the rate in the dollar and the minimum charges along with likely increases in the CIV of rateable properties over the life of the proposed Scheme.



Supplementary valuations can also result in variations in the CIV of rateable properties and thus the amount levied.

The GTA Committee has been actively involved in the formulation of the parameters of the Proposed Scheme and in doing so, they considered the following factors:

- the Centre's needs for a Marketing and Business Development program as well as those of the individual business operators and property owners;
- differing levels of benefit depending on the location of the property and whether it is a ground or upper floor premises;
- the current economic climate and limiting increases in the cost of the proposed Scheme renewal in the first year for the majority of properties; and
- the use of planning scheme zone boundaries, roads or laneways generally as a basis for determining the proposed Scheme renewal zones.

Consequently, in comparison with the current scheme, the Proposed Scheme renewal remains effectively unchanged.

### **Objection/Submission Process**

Before declaring the Proposed Scheme the Act requires Council to, for a period of at least 28 days after publishing the public notice, provide an opportunity to:

- any member of the public to make a written submission in relation to the Proposed Scheme, and be heard in support of their submission, in accordance with sections 163A and 223 of the Act; and
- any person who will be liable to pay the Greythorn Special Rate and Charge to lodge a written objection in accordance with section 163B(4) of the Act. This right of objection may be exercised by an occupier who is required to pay rates under the terms of their lease, provided their objection is supported by documentary evidence of their liability (e.g. an extract of their lease).

Further detail on the objection and submission process is contained in **Attachment 5**.

With respect to objections, section 163B(6) of the Act provides that if Council receives valid objections in respect of more than 50% of the rateable properties on which the Greythorn Special Rate and Charge is to be imposed, Council cannot declare the Proposed Scheme. It is important to note the following in relation to objections:

- to trigger section 163B(6), valid objections must be received in respect of a majority of properties which will be required to pay the Greythorn Special Rate and Charge, as distinct from 50% of the total number of submissions Council may receive; and
- only one objection can be counted for each property – the valid objection for a property is the one supported by documentary evidence that the objector is liable to pay the Greythorn Special Rate and Charge, which is typically the tenant unless the property is vacant.

Officers will follow the process outlined in the Act to manage submissions and objections should Council decide to proceed with the intention to declare the Proposed Scheme.

The process is as follows:

- Council will send letters to relevant owners and occupiers and publish notice of Council's intention to declare the Proposed Scheme. A copy of the draft public notice is in **Attachment 7**.
- The proposed declaration for the Proposed Scheme will be exhibited and available for inspection at Council's offices or online for 28 days from the date of the publication of the public notice, as required under section 163(1B)(c) of the Act. Written submissions and objections may be lodged and received during this period.
- During the period for lodging objections or submissions, Council officers will contact those who have made objections that are not supported by adequate documentary evidence and provide them with the opportunity to provide such evidence by the conclusion of the public consultation period (**Attachment 5**).
- Valid objections will then be counted to determine if Council received objections in respect of 50% +1 of the rateable properties subject to the Proposed Scheme:
  - o if it does, Council cannot proceed with the declaration; and
  - o if Council does not receive objections in respect of the majority of the rateable properties subject to the Proposed Scheme, Council will consider the submissions received, hear from submitters who requested to be heard, and proceed with the declaration process.

## 5. Consultation/communication

If Council resolves to give public notice of its intention to declare the Greythorn Special Rate and Charge, a public notice will appear in The Age newspaper in February 2023, upon which date the 28 day public notice period will commence. It should be noted that ordinarily, the City of Boroondara commences the 28 day public consultation period three days after Council has resolved to give public notice but due to the busy Christmas trading and holiday period throughout December and January, the decision was made to publish the public notice and commence public consultation in February.

Further, all persons (property owners and occupiers) required to pay the Greythorn Special Rate and Charge will be sent a letter and a copy of the public notice within three days of the public notice being published. The sample letter and draft public notice are in **Attachments 6 and 7**.

The letter sent to all persons required to pay the Greythorn Special Rate and Charge will outline the area and details of the Proposed Scheme as shown in **Attachments 3 and 4**. As required by the Act, Council will detail which persons have a right to object, how those persons may object and that objections and submissions must be in writing and lodged with Council within 28 days of when the public notice is published.

In formulating the Proposed Scheme, Council has worked collaboratively with the Greythorn Committee.

The GTA has advised Council that its Five Year Strategic Business Plan has been informed by its committee members during monthly committee meetings and through feedback from traders who have provided input and advice into planned marketing initiatives, activations and events.

The GTA are confident the Greythorn traders strongly support the Current Scheme and its renewal by way of the Proposed Scheme, as evidenced by the regular positive feedback received from traders. In early September, all traders in Greythorn were provided with information about the Current Scheme and its proposed renewal by way of the Proposed Scheme, which included information in a general newsletter and also a flyer summarising its achievements and benefits. As part of the communications they received, traders were asked to indicate if they have any concerns or queries about the Scheme renewal - none were raised.

Over the past five years, the GTA has advised no trader within the Scheme has objected to how the Scheme funds are utilised, with all those subject to the Scheme supportive of how the marketing, promotions and shopping strip activities are undertaken at Greythorn. The high participation rate amongst events and promotions organised by the GTA further indicates the support for the Scheme.

Council's Revenue and Property Services department has been involved in the development of the Proposed Scheme.

Council's decision to proceed with initiating this process does not commit it to the declaration of the Proposed Scheme. Council will consider any submissions and objections received in accordance with the 1989 Act. Council will then be able to decide whether or not to proceed with declaring the Proposed Scheme after having considered all submissions and objections.

## **6. Financial and resource implications**

It is intended the Proposed Scheme will be in place for a period of five years between 1 July 2023 and 30 June 2028.

In the first year of the Proposed Scheme, the total amount to be raised is estimated to be \$77,780 with a total levy of approximately \$388,900 expected over five years. The amount levied is likely to increase each year given the application of the CPI to the rate in the dollar and the minimum charges, along with likely increases in the CIV of rateable properties over the life of the Proposed Scheme.

If the Proposed Scheme is declared, Council will administer the Greythorn Special Rate and Charge by levying notices and collecting payments. These proceeds will then be distributed to the GTA in two instalments each year to spend in accordance with an agreement entered with Council and its strategic and annual business plans.

There is an administrative cost involved in facilitating the Proposed Scheme, ensuring that the monies are collected and approving business plans and financial reports upon which the expenditure is based. These costs are accommodated within the Liveable Communities departmental operating budget.

## 7. Governance issues

The officers responsible for this report have no general or material conflicts of interest requiring disclosure.

The list of prescribed human rights contained in the Victorian Charter of Human Rights and Responsibilities has been reviewed and it is considered the proposed actions contained in this report present no breaches of, or infringements upon, those prescribed rights.

## 8. Social and environmental issues

Supporting the continuing viability of local shopping centres through promotion and marketing funds provides a positive impact on community and social wellbeing by offering the local community places for interaction.

Providing local shopping centres gives residents the option to travel less to obtain goods and services, and in doing so, provides an environmental benefit.

## 9. Evaluation and review

If the Proposed Scheme is declared, Council will enter into an agreement with the GTA in relation to expenditure of the proceeds.

Under this agreement, the GTA will be required to submit an annual budget and business plan to Council for approval prior to each new financial year. The GTA will also be required to provide financial statements and reports. A member of the Liveable Communities department will attend the GTA's Annual General Meeting. Payment of funds raised under the Proposed Scheme to the GTA will be dependent upon the GTA complying with its obligations under the agreement. This ensures a level of accountability concerning the use of funds raised under the Proposed Scheme.

## 10. Conclusion

The process outlined in this report provides the opportunity for those who will be liable to pay the Greythorn Special Rate and Charge to make a submission or objection for the purposes of Council's future consideration before declaring the Proposed Scheme.

The request before Council for the Proposed Scheme represents an ongoing commitment by the GTA to a coordinated and unified approach to promoting the Centre and ensuring its continued long-term viability.

<b>Manager:</b>	<b>Michelle Forster, Manager Liveable Communities (Acting)</b>
<b>Report officer:</b>	Nancy Multari, Coordinator Local Economies

## Attachment 1 - Letter from Association



9 September 2022

Lucinda Bakach  
Manager Economic Development  
City of Boroondara  
8 Inglesby Road  
CAMBERWELL 3124

Dear Lucinda and Economic Development Team  
**Proposed New Association Special Rate and Charge, 2023 - 2028**

On behalf of the Association Committee, I am writing to request Council to undertake the statutory processes associated with the declaration of a new special rate and charge scheme for Greythorn Traders Association Incorporated, as outlined below.

The proposed special rate and charge has been developed in line with the Association's current five year Strategic Business Plan, which will be reviewed and issued for the same period as that covered by the proposed new scheme. A copy of the current Plan is included here:



## Attachment 1 - Letter from Association

The purpose of the new scheme is for advertising, promotion, centre management, business development and other incidental activities associated with the encouragement of commerce in the precinct.

The scheme is proposed to operate for a period of five years from 1 July 2023 to 30 June 2028.

The proposed properties to be covered by the new special rate and charge are within the Greythorn precinct. Please refer to the attachment entitled, Greythorn SR&CS 2013-18. These consist of commercial properties in:

- Doncaster Road on the North side between Sylvander Street (including the commercial properties in Sylvander Street and the rear Car Park area) and Trentwood Avenue (including the commercial properties in Trentwood Avenue).
- Doncaster Road on the South side between Harrington Avenue (including the commercial properties in Harrington Avenue) to Agnes Avenue (including the Car Park area at rear).
- Doncaster Road on the South side between Agnes Street (including the commercial properties in Agnes Street) to, but not including the Fire Station (including the Car Park area at rear).

An invitation is being extended to the North Balwyn Medical Centre and the Dental Room if they wish to become associate members to be charged at the yearly minimum charge fee of \$415. They will not be eligible for voting rights.

The total cost of the proposed scheme is equivalent to the total amount raised by the special rate and charge in accordance with the formulae outlined below. It is estimated that the total cost in 2023-2024 is in the order of approx. \$79,000 expected to be raised in Year 1 of the Scheme (subject to ground truthing/auditing by an external organisation).

Proposal of a special rate and charge formulae to be applied to the Area as follows:

- A rate of 0.112 cents in the dollar applied to the capital improved value of each property used, adapted or designed for commercial purposes with:
- Ground and upper level properties will be subject to a minimum charge of \$415 per year and no maximum charge per occupancy.
- CPI to be applied on 1 July each year after the Scheme commences to the rate in the dollar and minimum charge.

The Association considers that the special benefits of the proposed new scheme will flow solely to the owners and business operators liable to pay the special rate and charge. As such, the community benefit in fiscal terms is considered to be nil.

The special benefits that the Association considers are as follows:

- Conducting an efficient and effective Association Management Committee
- Employing a part-time qualified Marketing Coordinator
- Sustaining the Greythorn Shopping Centre brand and signage
- Enhancing community partnerships
- Social media and digital marketing across all available channels
- Liaising with Council for precinct appearance improvements
- Organising marketing, promotion and business development programs including:
  - An extensive Christmas promotion
  - A special Halloween event
  - Mothers Day promotions

## Attachment 1 - Letter from Association

- Business assistance (e.g. Council education seminars and advice on website development and point-of-sale advertising)
- Publicising Greythorn events in the media
- Communicating regularly with traders and other business operators
- Arranging periodic member meetings
- Maintaining a Greythorn website with links to member websites
- Arranging graffiti removal
- Improving public safety (e.g. traffic control)
- Monitoring Council policies and programs relevant to Greythorn businesses.

I recommend that Council commence the statutory processes for declaring the proposed new special rate and charge as soon as possible.

Yours sincerely

Gabriele Crema  
President  
Greythorn Traders Association



**Greythorn  
Central**

*Discover the difference*

# **Strategic Plan**

**2023-2028**

**Prepared by  
Greythorn Traders' Association**

**August-September 2022**



## INTRODUCTION

The purpose of this report is to outline a five-year Strategic Business Plan for Greythorn Central (to be referred to as the Centre herewith). The Plan provides a vision for the Centre and strategies and actions to achieve it. The Plan has been prepared through a consultative process involving Committee members and general members from the Greythorn Traders' Association (GTA) and Greythorn Central businesses. The Strategic Plan reflects the collective traders' vision and direction for the Centre.

The GTA is an incorporated body representing owners and business operators of approximately 73 properties in the Centre. Chart 1 on page 16, details the mix of Greythorn Central businesses as at June 2022.

The Statement of Purposes of the Association is as follows:

- ☐ *To act as the central co-ordinating body to seek improvements to Greythorn Central*
- ☐ *To organise marketing, promotions and business development programs to enhance the shopping centre*
- ☐ *To communicate regularly with business operators in the centre through formal meetings, newsletters, social gatherings and visits from committee members and the centre co-ordinator*
- ☐ *To liaise and lobby with City of Boroondara Council and government on matters to improve the centre.*

The Traders' Association operates through a Committee of Management and employs a marketing coordinator. The centre has been fortunate to have continuity in having the services of the same marketing coordinator since July 2014.

## 2. PROFILE OF THE CENTRE

### Location

Greythorn Central is located in the fast-growing precinct of Balwyn North that borders the Eastern Freeway occupying approximately 9,800 square metres, located along Doncaster Road between Sylvander Street/Harrington Avenue and Trentwood Avenue. Greythorn Central is at the heart of a thriving development precinct, further enhanced in recent years with the redevelopment of the Greythorn Community Hub. It has become a destination precinct for shoppers and diners from across the Melbourne metropolitan region who are keen to enjoy shopping and dining in a place-making setting which offers a historical and cultural walk of arts chronicling the history and development of this iconic shopping precinct.

### Offer

Located in a leafy stretch of Doncaster Road, Greythorn Central offers more than 70 retail shops, cafes, restaurants, supermarkets, medical and professional services to capture all cultural groups and professional and health services. A good selection of services includes a

small (IGA) and larger (Aldi) supermarkets, post office and health services such as dental, medical, optometry and chiropractic and wellness services at one convenient location. Professional offices are located above many of the street-level retail businesses and the centre is renowned to have minimal vacancies due to its outstanding and personalised customer service. The same carried through during COVID with minimal vacancies being experienced.

The Centre is a friendly and welcoming streetscape. It has benefited from a revitalisation program in recent years and new paddle signage was installed in May 2022 to give people an easy way-finding directory along the shopping strip. This makes shopping at Greythorn Central an easy navigation experience to its local community.

### **Economic catchment**

Approximately 21,859 people live in the primary catchment area of Balwyn North. Add the population of nearby Balwyn of 14,759 and Kew East of 7,066 and the catchment population totals some: 43,684.

The 2021 census showed the following statistics of the 167,896 residents in the City of Boroondara:

Babies and Presschoolers 0-4 years	4.0%
Primary schoolers 5-11	7.9%
Secondary schoolers 12-17 years	8.5%
Tertiary education and independence 18-24 years	10.2%
Young workforce 25-34 years	12.5%
Parents and homebuilders 35-49 years	21.5%
Older workers and pre-retirees 50-59 years	11.9%
Empty nesters and retirees 60-69 years	10.7%
Seniors 70-84 years	10.4%
Elderly 85 and over	3.0%

<sup>1</sup> City of Boroondara Community Profile - <https://profile.id.com.au/boroondara/service-age-groups>

### **Business Mix**

Details of Greythorn Central Business Activity Mix, as at June 2022, is outlined in section 7 Monitoring and Evaluation Program (Chart 1 Greythorn Central Business Activity Mix).

### **Special Rate and Charge Scheme Plan**

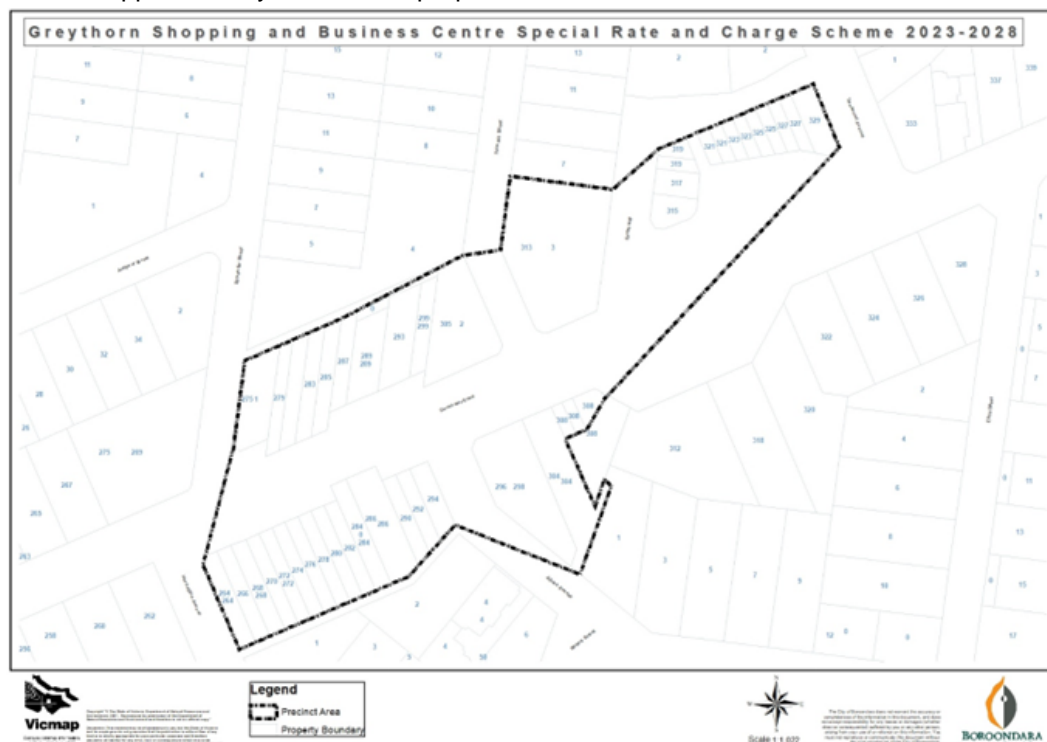
In 2013, Council declared a special rate and charge for the Centre. In the first year of the Scheme, the total rate was estimated to be \$48,000. However, over the term of the Scheme

(1 July 2013 - 30 June 2023), this sum is adjusted in accordance with any revaluations or supplementary valuations that are processed each year. The Consumer Price Index (All Groups Melbourne) was also applied each year to allow for likely further cost increases over the term of the proposed Scheme.

Administration of the Scheme took place through Council collecting the special rate and charge proceeds, and then distributing this to the GTA in two instalments each year to spend in accordance with the annual business plan.

The 2023-2028 special rate and charge scheme plan boundary area is shown below.

It covers approximately 73 rateable properties in the Centre.



To resource and support this five year strategic plan, the GTA will be writing to Council to request that it facilitates a renewal of the special rate and charge scheme for a further five years from 1 July 2023 to 30 June 2028 to support the activities and strategies proposed in this five year strategic plan.

### Marketing and Business Development Activities

Over the last four years, the following activities have been undertaken or facilitated by the GTA funded by the special rate and charge scheme.

#### Yearly promotions

- Mother's Day giveaways
- Halloween event
- Christmas raffle draw
- Greythorn Soul

- Special voucher giveaways
- Sounds of the Streets of Greythorn
- Santa visits
- Footpath Beautification decals

**Other initiatives GTA funds and co-sponsors:**

- ☐ Christmas decorations on the strip with additional decals
- ☐ Lobbied to have gardens upgraded on the strip
- ☐ Lobbied for better car park lighting on the strip
- ☐ Lobbied for 40km zone at Greythorn
- ☐ Yearly contact with retirement homes updating offerings at Greythorn Central
- ☐ New directional street signage at Greythorn
- ☐ Monthly newsletter
- ☐ Upgraded social media campaigns and active Facebook presence
- ☐ Website reworked and relaunched
- ☐ Greythorn Soul produced digitally
- ☐ Active on stopping graffiti attacks on the strip and immediate clean-up program
- ☐ Created a storytelling walk through the history and development of Greythorn with the installation of six statues along the shopping strip.
- ☐ Welcome pack and welcome introduction prepared for new businesses
- ☐ Facebook promotions and regular social media posting to promote the Greythorn Central
- ☐ Sharing of news story information of new businesses on the strip with the wider community through direct mail outs to shoppers.
- ☐ Set up database of shoppers. A membership database of 700 interested members.

Over the last four years there has also been significant improvements made to the Centre, such as a

- ☐ the revitalisation program which saw three years of funds advanced for \$1 million spent on improving the gardens, footpath and parking at Greythorn Central.
- ☐ Completion of the North-East Community Hub (NE Hub) (\$17.2 million community meeting place and multipurpose venue which houses the North Balwyn RSL sub-branch and is home to a neighbourhood house, a childcare centre and a maternal and child health centre).

### 3. KEY ISSUES AND OPPORTUNITIES

Regular engagement with local businesses and members of the GTA throughout the periods, and newsletter distribution with the traders has identified the following strengths, weaknesses, opportunities and threats for Greythorn Central.

#### Strengths

The local traders considered the following strengths of Greythorn Central to be:

- ☐ Strong and loyal local community support / personal shopping experience
- ☐ Friendly community atmosphere
- ☐ Long established and well known, friendly traders
- ☐ Destination businesses - shoppers come from near and a far (statistics from Halloween event surveys)
- ☐ Key anchors that help drive traffic are Australia Post, Aldi, Food Works, Dunyazad destination restaurant.
- ☐ Variety of good products and services, with a range of convenience shops and services in the personal, professional and food industries.
- ☐ Recent installation of six statues which chronicle the history and development of the Greythorn area.
- ☐ Zero tolerance to graffiti
- ☐ Very low vacancy rates
- ☐ Accessibility to roads and transport
- ☐ Free and available car parking
- ☐ Proximity of local schools
- ☐ Increase and change in population / demographics
- ☐ Strong partnerships with local schools, community organisations, North East Community Hub, North Balwyn Rotary Club, real estate agents and City of Boroondara
- ☐ The operations of the North East Community Hub which houses a library, childcare centre and numerous community groups
- ☐ Strong Association and demonstrated advocacy
- ☐ Improvement of Trentwood shops with bins being enclosed in rubbish enclosure.

- ☐ Clean up of back of shops at Trentwood
- ☐ Installation of wheel stops in all car parks on Doncaster Road and Trentwood to stop cars from jumping the kerb and damaging shop fronts

### **Weaknesses**

The local traders considered the following weaknesses of Greythorn Central to be:

- ☐ Loss of banks. There are no banks and no ATMs any longer at Greythorn.
- ☐ The forward position of the Aldi and supermarket divides the shopping strip of the top end to the bottom end at Trentwood
- ☐ Doncaster Road is a very busy road
- ☐ car parking times are limited on the side of Trentwood Avenue
- ☐ lack of some business shop presentation / visual merchandising
- ☐ increase of community use of Centre rubbish bins
- ☐ lack of extended business trading hours
- ☐ lack of strong trader support, contribution and participation in Centre initiatives
- ☐ small Traders' Association committee / membership
- ☐ impact of the loss of upmarket, quality clothing stores – no clothes stores left at Greythorn
- ☐ too many similar businesses. Greater variety of businesses required
- ☐ limitations on physical improvements to properties
- ☐ lack of communication and support of property owners / land lords

### **Opportunities**

The following opportunities continued to be canvassed:

- ☐ Seek trader traction to increase trading hours to 7 day trading, extended or night time trading hours (depending on the type of business) to meet consumer demand.
- ☐ Communicate with traders and increase awareness of the effects of parking in close proximity to the Centre, which decreases parking for shoppers.
- ☐ Encourage and attract quality, unique and diverse range of business offerings for the Centre
- ☐ Encourage an anchor business to set up in one of the two major buildings at Greythorn – the two former bank premises on corners of Sylvander Street and also at Agnes Avneue.

- ☐ Increase communication, awareness and support of property owners / land lords
- ☐ Encourage more landlords to upgrade their buildings
- ☐ Seek opportunities and initiatives to increase growth and vibrancy of the Centre
- ☐ Increase community engagement and collective communication from traders
- ☐ Continue to maintain in good condition outdoor beautification
- ☐ Encourage environmental, safety and awareness campaigns and initiatives
- ☐ Explore collective Centre trader online shopping and campaigns (use of Centre website, online promotions and online store)
- ☐ Encourage traders to promote the Greythorn Central-Discover the Difference, logo and branding
- ☐ Attract children-focused businesses, such as a book shop, children / toy stores
- ☐ Explore the attraction of a farmer's market to the Centre
- ☐ Opportunity to seek value-added collective group campaigns for services and utilities
- ☐ Increase continued advocacy through the Association

Advocate with local councillors, to increase communication as the community does to advocate for local businesses

Advocate to Council for better infrastructure to counter act sole use of cars e.g. lobby for the tram line to be extended to Greythorn

Advocate to Council for waiving parking permits for Centre traders. Current waivers exist for residents of new NE Hub and Aldi.

Investigate and lobby to identify future planning developments of businesses at Greythorn

### **Threats**

The local traders considered the following threats to be:

- ☐ Loss of key anchor and destination businesses such as banks may limit traffic to the centre
- ☐ A major threat to the Centre is Westfield Doncaster, located close in proximity to Greythorn Central (causing the loss of upmarket clothing stores in the Centre).
- ☐ Other similar main street shopping centres, in close proximity are North Balwyn, Kew and Camberwell.
- ☐ Rising cost for businesses, including increase in rental property.

- ☐ Keeping the status quo - the fear of moving forward with modern or different approaches
- ☐ Online retailing meeting consumer demand and the growth of Amazon with low prices, vast selection and fast delivery.
- ☐ The demand to meet consumer needs with other nearby centres trading 7 days or extended hours.
- ☐ Attracting the same business type in the Centre, in place of a diverse business mix may limit the Centre's offering.

## 4. FUTURE DIRECTIONS

### Vision

*Greythorn Central is to be an inviting village destination filled with a journey of discovery experiences for people in local communities in the eastern suburbs as well as attracting people from other communities who want to take a journey of discovery learning the history and development of this small neighbourhood tucked in one of Melbourne's most affluent suburbs. Opportunities continue to be developed to discover a local shopping strip for places to eat, shop, meet friendly people with an authentic service. The lively, convenient one-stop shopping centre that provides an interesting range of eateries, goods and services for all cultural groups and creates a placemaking setting to encourage visitors and shoppers to choose Greythorn and stay longer at the centre.*

The centre will capitalise on the number of food establishments and iconic shops to become a hub of community activity by providing a mix of uses in a friendly community setting.

### Goals

Ongoing trader engagement over the years has identified the following goals to enhance, attract and revitalise Greythorn Central and increase trader engagement.

The Goals represent the key strategic directions the committee will pursue over the next five years.

- 1. Encourage continual improvements to the streetscape and directory as well as encourage safety within the centre's area of operation to make it a more desirable place to shop and visit.**
- 2. Support local businesses by offering marketing, training and other forms of cooperation to boost best practices and dynamic business operations.**
- 3. Encourage retailers to participate in the Association and maintain and manage an efficient and effective Association.**
- 4. Partner with community organisations to promote a village feel of community and cohesion to foster stronger and more robust business activity in the shopping district.**



## **5. Form a strong identity for the strip to give it, its own unique feel, style and purpose and differentiate it from other shopping strips.**

### **Principles and Values**

The principles that are important to the Traders' Association are:

- ☐ Innovating to identify attractive marketing initiatives
- ☐ Lobbying to achieve improvements in amenity
- ☐ Supporting individual and collective businesses
- ☐ Maintaining diversity of businesses
- ☐ Maintaining commitment for effectively connecting with the community
- ☐ Being transparent and accountable.

### **Our values are:**

- ☐ Personal commitment to our stakeholders
- ☐ Mutual assistance and support
- ☐ Willingness to work together as a professional association
- ☐ Honesty and integrity.

## **5. STRATEGIES**

The following strategies aim to pursue the goals of the Association.

### **Streetscape and Centre Improvements**

- ☐ Lobby Council for improvements and maintenance to pavements, footpaths, laneways, graffiti removal, bins, cleaning, safety and enhancing the environment and sustainability of the centre
- ☐ Improve footpaths where showing deterioration as planned in council's streetscape improvements strategies and plans
- ☐ Form an 'anti-vandalism and safety' community group for better protection of assets and assist to curb crime and vandalism.
- ☐ Engage with landowners to update and improve their buildings
- ☐ Lobby for a placemaking zone in Agnes Avenue

**Traffic Improvements**

- ☐ Advocate to government for street and car park surveillance (CCTV)
- ☐ Advocate to Council for appropriate location where traders can park and make use of the North East Community Hub car park for traders.
- ☐ Advocate to better patrol illegal U-turns on Doncaster Road shopping strip
- ☐ Advocate to ensure the pedestrian crossing markings are well maintained and the lights signal for pedestrian is longer to allow for elderly people to cross Doncaster Road

**Community and business partnerships and sponsorships**

- ☐ Enhance community partnerships with the Greythorn Falcons, local Cancer Council, RSL, North Balwyn Rotary Club, Greythorn Bowling Club, North Balwyn Rotary Club; Trentwood at the Hub, Greythorn Early Learning and Childcare Centre, the five local schools
- ☐ Investigate productive two-way public partnerships with community and sporting groups and local schools
- ☐ Nurture new partnerships with the NE Community Hub
- ☐ Investigate private partnerships and strengthen business partnerships and sponsorships with local traders to donate prizes and engage with the Association's promotional endeavours

**Association Management**

- ☐ Regularly seek feedback from members
- ☐ Continue to build on a database of members/categories
- ☐ Further develop and promote the Greythorn Central 'Discover the Difference' brand
- ☐ Undertake further consultations with traders and consumers via online surveys.
- ☐ Increase communication, awareness and support of property owners / landlords
- ☐ Meet regulatory and reporting requirements

**Member Support**

- ☐ Advise members of professional development, seminars, presentations and conferences likely to be of value

- ☐ Encourage cross-marketing to strengthen local businesses
- ☐ Explore opportunities for joint initiatives and cost-savings

### **Marketing**

- ☐ Increase growth and vibrancy of the centre
- ☐ Conduct events on key dates of the calendar year
- ☐ Implement annual advertising and promotion programs, utilising cross-marketing tools and social media
- ☐ Identify new marketing and promotional initiatives such as development of business profiles and trader brochures
- ☐ Keep growing the annual Halloween Festival, Sounds of the Greythorn Streets program, investigate and entrepreneur's market to be held yearly.
- ☐ Opportunity to seek value added collective group campaigns for services and utilities
- ☐ Encourage environmental, safety and awareness campaigns and initiatives
- ☐ Explore collective centre trader online shopping and campaigns
- ☐ Opportunities with lessees, tenants and community groups residing in the new North East Community Hub.
- ☐ Increase social media presence and membership/followers
- ☐ Explore a cross-marketing and communication mix to engage with community
- ☐ Encourage and attract a diverse business mix in the Centre
- ☐ Encourage traders to promote the Greythorn Central, Discover the Difference, logo and branding

These strategies will be detailed further in annual Business Plans and modified annually, as required.

## **6. MANAGEMENT**

This is a key priority. For the success of an ongoing centre improvement program at Greythorn Central, it is critical to sustain a strong traders' association.

Effective two-way communication with members and other stakeholders is a critical factor. It will be an ongoing priority for the management committee.

The committee is committed to ensuring sound financial planning and management and meeting the reporting requirements of the government; City of Boroondara and Consumer Affairs Victoria.

### **Centre Coordinator**

The Association has engaged a professional part-time Centre Marketing Coordinator to oversee the marketing and business development activities.

### **The Association**

The strategies to sustain the management and communication processes are:

- ☐ Continue to elect an active committee each year with representation from different types of businesses in the centre
- ☐ Organise monthly meetings of the committee to direct and monitor the agreed program of activities through appropriate governance practices
- ☐ Lobby the City of Boroondara and other Government agencies to achieve improvements in the centre
- ☐ Encourage teamwork among members and the development of a strong local community and precinct identity
- ☐ Communicate with traders regularly. Continue to prepare and distribute a monthly newsletter and minutes and to make regular visits to keep businesses up to date with proposed new events and activities in the centre
- ☐ Ensure the Five Year Strategic Plan is made available to all traders at the centre

### **Financial Strategy**

The Association will concentrate initially on governance, membership and a cross mix of marketing and promotions, including strengthening its on-line presence. Longer term, the focus of the organisation will be to develop sustainable marketing and business development partnerships. This will include:

- ☐ Distributing the financial plan at trader meetings and provide regular updates on budget tracking.
- ☐ Annually updating the budget to align with the annual marketing and activities plan.
- ☐ Identifying and applying to council and other organisations on an annual basis for grants for specific projects, promotions and events (e.g. community grants that are valued up to \$10,000).
- ☐ Seeking sustainable marketing partnership and sponsorship programs to provide short term, and ongoing program funding from local businesses to support marketing and business development activities.

The GTA proposes the next five-year plan is funded through the special rate and charge scheme on the basis of the following:

- There are approximately 73 rateable properties in the centre (based on recent ground truth from valuers)
  - It is estimated in the first year (2023-2024) the Scheme will raise approximately \$77,780.20
  - Estimated total over 5 years without application of CPI on 1 July each year (first year total \$ x 5): \$388,901.00 (2023-28)
  - a rate of 0.112 cents in the dollar of the Capital Improved Value (CIV) will be levied on each rateable property in the proposed Scheme
- Ground and upper level properties will be subject to a minimum charge of \$415
  - No maximum charge per occupancy
  - CPI will be applied each year to the rate in the dollar and minimum charge.

### Implementation

An indicative, financial implementation plan seeking funding from multiple sources is provided here:

Financial strategy	Indicative budget cost
Streetscape and Centre improvements	\$2,000
Traffic improvements	\$1,000
Community and business partnerships & sponsorships	\$2,000
Association management	\$2,000
Member support	\$1,000
Marketing and promotions	\$40,000
Marketing coordinator	\$30,000
In kind donation / support	-
<b>Proposed annual cost</b>	<b>\$78,000</b>
Halloween Event Grant (City of Boroondara 2023-2026 submission to be made and hopeful of \$8,000 - \$9,000p.a. for three years til the next renewal)	\$ 8,000
<b>Total</b>	<b>\$86,000</b>

**Note:**

An annual budget of approximately \$78,000 is required to support the strategic plan. We are hopeful this will be supplemented by a grant for Halloween, from the City of Boroondara of \$8,000 - \$9,000 p.a. (three-year funding contract effective from 2023-2026 and rolled over for a further three years with an additional application of \$8,000 - \$9,000 p.a.),

The trading environment is currently difficult as everyone re-establishes themselves following COVID, and the management committee realises this aspect for the initial phase of the plan. The Association's activities continue to innovate to meet the market conditions of the direction the association wishes to take the marketing of the centre. It also recognises the need to provide value to members that they perceive as justifying the costs.

The committee is committed to analysing trader's needs, implementing targeted activities and delivering visible benefits to Association members.

An audit of the Association's annual income and expenditure is to continue to be prepared at the end of the Association's financial year and presented to the Association's AGM as well as to the City of Boroondara.

## **7. MONITORING AND EVALUATION PROGRAM**

The degree of achievement of strategies outlined in the Five Year Strategic Plan is to be evaluated at regular intervals throughout each financial year.

The Five-Year Plan will be fully reviewed each year in conjunction with the development of the Business Plan for the following year. Any modifications and additions will be made on a rolling annual basis.

If the special rate and charge scheme is declared by council an agreement will be entered into with the GTA in relation to expenditure of the proceeds from the scheme. Under this agreement, there will be a requirement for an annual budget and business plan to be submitted by the GTA to council for approval generally prior to the end of each financial year. The annual budget and plan will need to in strategic alignment with this five-year strategic plan. The GTA will also be required to provide financial statements and reports prior to the disbursement of funds. We trust we will receive strong support and assistance from the Economic Development department with the preparation of our reports to ensure they comply with council's requirements. We are a very small association and this council support is imperative to us which in recent years has been removed.

### **Management Committee**

The Committee members of the Association for 2022-23 are:

President Mr Gabriel Crema – Representing Inspire Fitness for Well-Being

Vice President Mr Terry Zafirou – KX Pilates

Treasurer Mr Joseph Yap – First National Real Estate

Secretary Rita Alessio -Yours Now Mine

Ordinary Members Paula Monaco – Boroondara Eye Care

Scott Huang – Top Digital

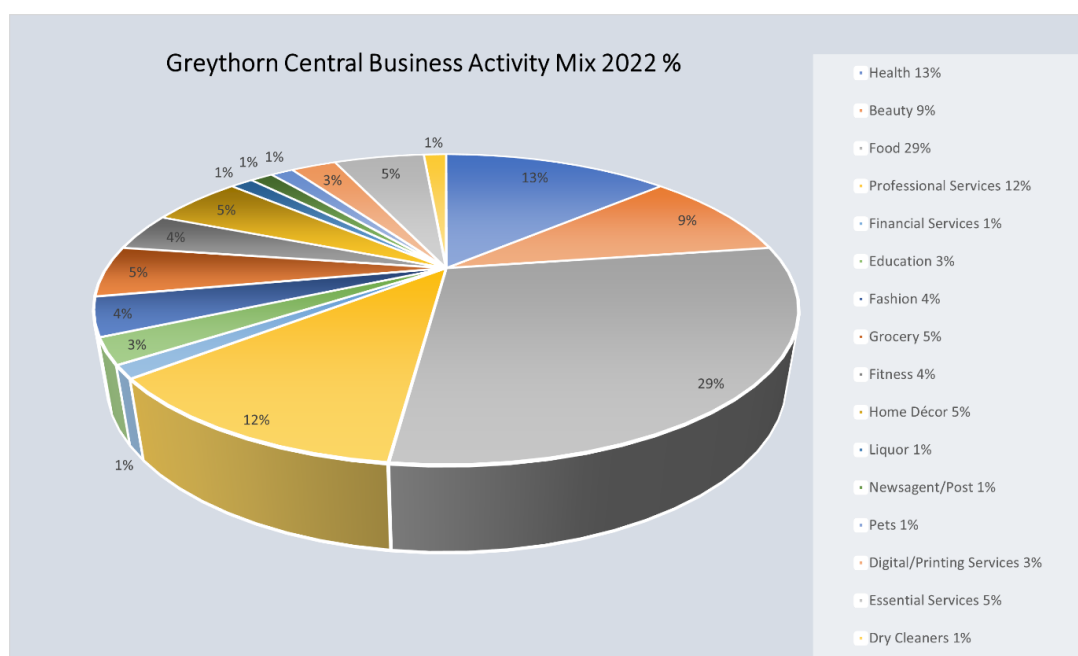
Michael Costanzo – Chef in a Box

Spiros Ziras – Dough Addict

Gracia Anggraini - Kobodi

Centre Co-ordinator Yolanda Torrisi

**Chart 1: Greythorn Central Business Activity Mix as at June 2022**



### **Greythorn Central's top three business types**

The chart above indicates the business types at Greythorn Central, the largest business type is Food by way of cafes, takeaways and restaurants 29%, Health and Beauty 13% followed by Professional Services 12%.

### **Appendix 1 – Greythorn special rate and charge scheme business list**

Based on the business directory, there are 73 properties in Greythorn Central as at June 2022. For an updated listing of all businesses visit [www.greythorncentral.com.au](http://www.greythorncentral.com.au). Below is the current list of businesses at Greythorn as at 30 September 2022.

## Greythorn Traders' Association | Five Year Strategic Business Plan 2023-2028

Business name	Business Address	Category
A & C Financial Solutions	264C Doncaster Road	Financial services
Aldi	313 Doncaster Road	Supermarket
All About You Skin Clinic	Level1/285 Doncaster Road	Hair & beauty
Atlantic Seafood Fish & Chips	325 Doncaster Road	Takeaway
Balwyn Kebab	276 Doncaster Road	Takeaway
Bare Bella Beauty	Suite 3a, 291 Doncaster Road	Hair & beauty
Beacon Lighting	304 Doncaster Road	Household goods
Bel Air Hairdressing	2/308 Doncaster Road	Hair & beauty
Better MultiSensory Learning	Level 1, 279 Doncaster Road	Educational
Bit Loud Digital	Suite A, 264 Doncaster Road	Professional services
Bite Me	323A Doncaster Road	Takeaway
Bluestar Living	1C Agnes Avenue	Professional services
Boroondara Eye Care	264 Doncaster Road	Medical services
Bradley Lawyers	2/296 Doncaster Road	Professional services
Browns Body Corporate	Harrington Avenue	Professional services
Caffé Romeo	319 Doncaster Road	Café / takeaway
Catherine Bird Massage	Suite 3a, 291 Doncaster Road	Health & wellbeing
Chef in a Box	307 Doncaster Road	Food / butcher
Comfort Feet	Shop 4/296-302 Doncaster Road	Health & wellbeing
Commercial Control	268 Doncaster Road	Professional services
Creative Framing	278 Doncaster Road	Home décor
David Grooming for Man	1 Sylvander Street	Hair & beauty
Designer Hair Studios	286 Doncaster Road	Hair & beauty
Dobsons	274 Doncaster Road	Fashion/school supplies
Dough Addict	321a Doncaster Road	Takeaway
Dunyazad	329 Doncaster Road	Restaurant
Elite Myotherapy (in same premises Inspire Fitness)	279 Doncaster Road	Health & wellbeing
Eyecare	298 Doncaster Road	Medical services
First National Real Estate Balwyn North	Suite 1, 291 Doncaster Road	Real Estate
Flightpath	Suite 2, 291 Doncaster Road	Professional services
Flooring Expert	3/308 Doncaster Road	Household goods/service
Foodworks	293-295 Doncaster Road	Supermarket
Greekery	327 Doncaster Road	Takeaway
Greythorn Amcal Pharmacy	297-301 Doncaster Road	Pharmacy
Greythorn Bread & Cake Kitchen	289 Doncaster Road	Food/takeaway
Greythorn Cellars	309-311 Doncaster Road	Bottle shop
Greythorn Drycleaners	281 Doncaster Road	Drycleaner
Greythorn Post, Lotto and News	272 Doncaster Road	Post Office/Newsagency
Hair by Hardeep	Suite 3, 291 Doncaster Road	Hair & beauty
Inspire Fitness for Wellbeing	317 Doncaster Road	Health & wellbeing



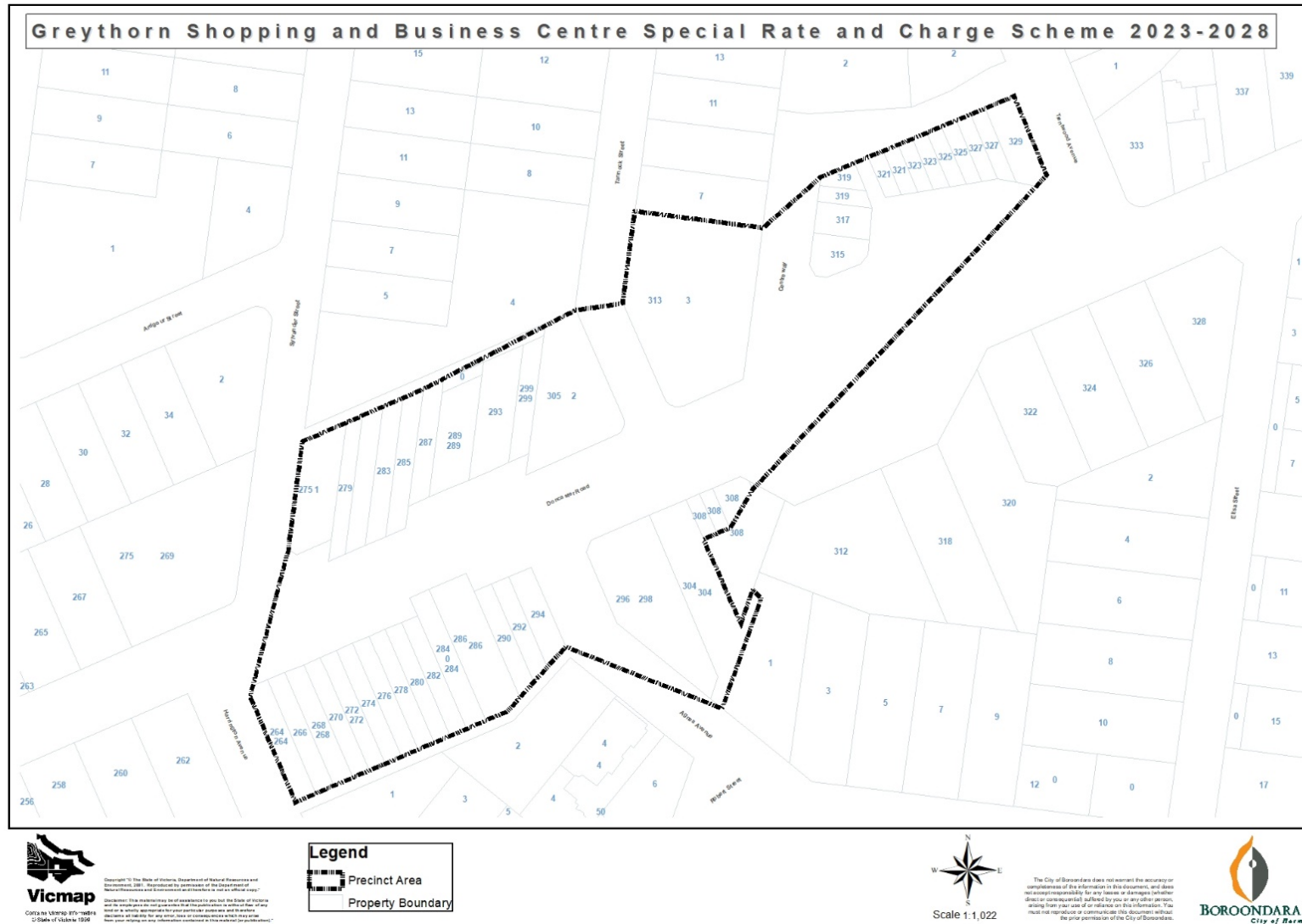
## Greythorn Traders' Association | Five Year Strategic Business Plan 2023-2028

<b>Instyle Hair &amp; Beauty</b>	300 Doncaster Road	Hair & beauty
<b>Jolly Miller</b>	315 Doncaster Road	Café / takeaway
<b>Kitchen Home &amp; Gifts</b>	282 Doncaster Road	Home & café
<b>Kobodi</b>	2 & 2A Tannock Street	Health & wellbeing
<b>KX Pilates &amp; Barre Balwyn North</b>	Level 1, 296 Doncaster Road	Health & wellbeing
<b>Malaysia Station</b>	283 Doncaster Rd	Restaurant
<b>Math Minds</b>	190 Doncaster Rd;	Educational services
<b>Mazark &amp; Associates Pty Ltd Architects</b>	286A Doncaster Road, Balwyn North	Professional services
<b>Melbourne Ballet Company</b>	1 <sup>st</sup> Floor 309 Doncaster Road	Educational services
<b>Mr Tanuki</b>	319A Doncaster Road	Café / takeaway
<b>MyoRevive Muscle Therapies</b>	279 Doncaster Road	Health & wellbeing
<b>Nakanaka</b>	270 Doncaster Road	Restaurant
<b>No. 1 Flooring</b>	305 Doncaster Road	Home and décor
<b>Performance Edge Psychology</b>	264C Doncaster Road	Health & wellbeing
<b>Prosperous Fortune Mini Mart</b>	1B Sylvander Street	Groceries
<b>Red Lantern</b>	327A Doncaster Road	Restaurant
<b>Regent Estate Agents</b>	266 Doncaster Road	Real Estate
<b>Rooster &amp; Co</b>	325A Doncaster Road	Takeaway
<b>Salon Embee</b>	Level 1, Suite 4, 289-291 Doncaster Road	Hair & beauty
<b>Seven Seasons Art Learning</b>	1A Agnes Avenue	Gifts/educational
<b>Subway</b>	Shop 2, 308 Doncaster Road	Takeaway
<b>Sushi Café</b>	292 Doncaster Road	Takeaway
<b>Taipei Delight</b>	296 Doncaster Road	Café / takeaway
<b>Tesoro Gastronomia</b>	280 Doncaster Road	Café/ takeaway
<b>Thai Massage and Flexibility Studio</b>	1B Agnes St	Health & wellbeing
<b>Top Digital Colour</b>	1A Sylvander Street	Printing – Professional
<b>Travelling Bandit</b>	287 Doncaster Road	Café / takeaway
<b>Viva La Fruit</b>	291 Doncaster Road	Food retail
<b>Wardika Concept Salon and Spa</b>	285 Doncaster Road	Hair & beauty
<b>Well by Design Chiropractic</b>	279 Doncaster Road	Health & wellbeing
<b>Yours, Now Mine</b>	321 Doncaster Road	Fashion/accessories
<b>Yuppy Puppy Day Spa</b>	288 Doncaster Road	Pets



### Attachment 3 - Plan of proposed Scheme area

## Proposed Greythorn special rate and charge scheme 2023 - 2028 (the Plan)



## Attachment 4 - Details of proposed Special Rate and Charge

### Details of the Proposed Greythorn Special Rate and Charge

#### Duration

It is proposed that the Greythorn Special Rate and Charge (**Proposed Scheme**) for the Greythorn Shopping and Business Centre (**Centre**) be declared for a period of five years commencing on 1 July 2023 and concluding on 30 June 2028.

#### Purpose

The Proposed Scheme will be declared for the purpose of defraying expenses of advertising, promotion, centre management, business development and other incidental expenses associated with the encouragement of commerce in the Centre, which Council considers is or will be of special benefit to those persons required to pay the special rate and charge.

Council will administer the Proposed Scheme and levy and collect payments. These payments will then be distributed to the Greythorn Traders Association (**GTA**) to fulfill the purposes outlined above through its administrative, marketing, engagement and promotional activities.

Funds from the Proposed Scheme may also be spent on the GTA's administrative and management costs. For example, the GTA may employ a part-time bookkeeper to assist with preparation of the budget and financial records relating to the implementation of the Proposed Scheme, the salary of whom may be paid for out of the Proposed Scheme funds. The role of such a person is limited to management and administration of the Proposed Scheme, and may not be used for the carrying out of the GTA's affairs generally.

The above activities are all associated with the encouragement of commerce, retail and professional activity and employment at the Centre. The Proposed Scheme will enhance the viability of the precinct as a commercial, retail and professional area through increased economic activity. This, in turn, will confer a special benefit on all of the commercial properties located in and around the Centre that are liable to pay the Greythorn Special Rate and Charge.

#### Area

The Proposed Scheme will apply to all rateable properties located in the relevant area within the Centre that are used, or adapted or designed to be used, primarily for commercial purposes.

The Proposed Scheme area is shown in the plan of the Greythorn Special Rate and Charge Area. The area can be described as follows:

- i. Ground and upper-level properties in the area comprising:

##### Doncaster Road

- from Sylvander Street to Trentwood Avenue (odd numbers only)
- from Harrington Avenue to 308 Doncaster Road (even numbers only)
- as well as properties in arcades

##### Sylvander Street (odd numbers only)

#### Attachment 4 - Details of proposed Special Rate and Charge

Tannock Street, Centreway, Agnes Avenue, Harrington Avenue

#### Maximum Total Levy

Before declaring a special rate and charge scheme, Council must determine the “total amount” of the special rate and charge to be levied. The total amount may not exceed the maximum total amount calculated by the formula:

$$R \times C = S$$

where –

**R** is the benefit ratio, being the estimated proportion of the total benefits of the scheme to which the performance of the function or the exercise of the power relates (including all special benefits and community benefits) that will accrue as special benefits to all of the persons who are liable to pay the special rate and charge;

**C** is the total cost of the performance of the function or the exercise of the power; and

**S** is the maximum amount that may be levied from all persons who are liable to pay the special rate and charge.

This formula is set out in accordance with section 163(2A) of the *Local Government Act* 1989 and the *Ministerial Guideline on Special Rates and Charges* published in September 2004.

#### Benefit ratio – ‘R’

A further formula is used to determine the benefit ratio (R):

$$\frac{\text{TSB (in)}}{\text{TSB (in)} + \text{TSB (out)} + \text{TCB}} = R$$

TSB (in) is the estimated total special benefit for those properties that Council proposes to include in the scheme.

TSB (out) is the estimated total special benefit for those properties with an identified special benefit that Council does not propose to include in the scheme.

TCB is the estimated total community benefit.

This formula is set out in accordance with section 163(2B) of the *Local Government Act* 1989 and the *Ministerial Guideline on Special Rates and Charges* published in September 2004.

With respect to the total special benefits, it is determined that all rateable properties used, or adapted or designed to be used, primarily for commercial purposes in the Centre (as generally described above in the section under “**Area**”) will receive a special benefit from

#### Attachment 4 - Details of proposed Special Rate and Charge

all of the activities undertaken with funds raised under the Proposed Scheme.

With respect to community benefits, there are no community benefits included in the Proposed Scheme. Any benefits to people visiting the businesses in the Centre are included in the special benefits conferred on those businesses.

The calculation of the benefit ratio is therefore as follows:

$$\frac{1.0 (100\%)}{1.0 (100\%) + 0 + 0} = 1.0 (100\%)$$

#### *Total cost of the service – ‘C’*

The total cost of the Proposed Scheme is approximately \$388,901 or such other amount as is lawfully levied as a consequence of the declaration. This figure is supported by the GTA based on their previous expenditure, and five year strategic business and financial plan.

#### Maximum amount – ‘S’

Having calculated the total cost and the benefit ratio, the maximum total levy, in accordance with section 163(2A) of the *Local Government Act 1989*, is \$388,901 or such other amount as is lawfully levied as a consequence of the declaration. Council intends to levy this amount under the Proposed Scheme.

#### **Apportionment**

The determination of apportionment criteria (or the basis of distribution of the Greythorn Special Rate and Charge) is a separate process from the calculation of the maximum total levy.

It is proposed that the Greythorn Special Rate and Charge will be assessed and levied as follows:

- i. In the first year a rate of 0.112 cents in the dollar of the Capital Improved Value (**CIV**) of each rateable property in the Proposed Scheme area, subject to the following minimum charge per occupancy per annum:

## Attachment 4 - Details of proposed Special Rate and Charge

Precinct	Minimum per annum
<p>Ground and upper-level properties in the area comprising:</p> <p>Doncaster Road</p> <ul style="list-style-type: none"> <li>from Sylvander Street to Trentwood Avenue (odd numbers only)</li> <li>from Harrington Avenue to 308 Doncaster Road (even numbers only)</li> <li>as well as properties in arcades</li> </ul> <p>Sylvander Street (odd numbers only)</p> <p>Tannock Street, Centreway, Agnes Avenue, Harrington Avenue</p>	Minimum \$415

It is further proposed that the persons liable to pay the Greythorn Special Rate and Charge will do so on the same date/s as Council's general rates are due, and that they be required to pay interest on any amount which has not been paid.

The quantum of the rate in the dollar of the CIV of each rateable property in the area, and the quantum of the minimum charges, will be adjusted on 1 July 2024 and on each anniversary of that date by the March quarter Consumer Price Index (All Groups, Melbourne) (**CPI**) during the 12 months preceding the end of that March quarter.

The CIV of each parcel of rateable land is the CIV of the parcel of land at the time of levying the Greythorn Special Rate and Charge in each year. The CIV may change in the period during which the Proposed Scheme is in force, reflecting any revaluations and supplementary valuations which take place.

## Attachment 5 - Objections and Submissions

### **Objection/Submission process pursuant to the *Local Government Act 1989***

Section 163(1) of the *Local Government Act 1989* (**Act**) empowers a council to declare a special rate and charge for the purposes of defraying expenses in relation to the council's functions and powers if the council considers that it will be of special benefit to the persons required to pay the special rate and charge.

#### Submissions and Objections

Section 163A of the Act allows any person to make a submission in relation to Council's proposed declaration. Submissions must be lodged within twenty-eight (28) days after the date on which a public notice is published, and will be considered in accordance with section 223 of the Act.

In addition, any person who will be required to pay a special rate and charge is also entitled to exercise a right of objection under section 163B of the Act.

Section 163B(4) provides that any person who will be required to pay the special rate and charge is entitled to exercise the right of objection. Section 163B(5) goes on to state that, for the purposes of sub-section (4), a person who is an occupier is entitled to exercise the right of objection if the person submits documentary evidence with their objection which shows that it is a condition of the lease under which the person is an occupier that the person is to pay the special rate and charge.

Objections must be in writing and lodged within twenty-eight (28) days of the date of a public notice. Where the person making an objection is an occupier under a lease, the objection in writing must include the documentary evidence showing the person is to pay the special rate and charge in order for the objection to be considered a 'valid objection'.

During the period for lodging objections or submissions, Council officers will contact those who have made objections that are not supported by adequate documentary evidence and provide them with the opportunity to provide such evidence by the conclusion of the public consultation period.

#### Objections and Council's decision

Where a special rate and charge is proposed to recover an amount that exceeds two thirds of the total cost of a scheme, a council can only make a declaration under section 163(1) of the Act after complying with the objection process set out in section 163B of the Act.

Significantly, Council cannot proceed to declare a special rate and charge if Council receives valid objections in respect of more than 50% of the rateable properties on which the special rate and charge would be imposed. In circumstances where Council receives valid objections in respect of more than 50% of the rateable properties on which the special rate and charge would be imposed, Council may also discontinue the submissions process described above.



## Attachment 6 - Owner Occupier Letter

3 February 2023

<Owner Name> [The Occupier]  
<Property Address 1>  
<Property Address 2>  
<SUBURB> <STATE> <POSTCODE>

**Property Address**  
<Property address>  
<SUBURB> VIC <POSTCODE>

Dear [Property owner] [Occupier]

**Notice of Intention to Declare the Greythorn Special Rate and Charge**

At the request of Greythorn Traders Association (**GTA**), the City of Boroondara (**Council**) proposes to renew the existing special rate and charge scheme (**Current Scheme**) for the marketing and business development of the Greythorn Shopping and Business Centre (**Centre**) by declaring a new Greythorn Special Rate and Charge.

A special rate and charge scheme has been in place for the Centre for a number of years and the funds collected represent an important collaborative initiative amongst all the local businesses to actively promote and market the Centre. Under the Current Scheme, Council supports this initiative and plays a part in collecting funds and providing this to the GTA to implement, under Council's oversight.

This letter is to inform you of the details of the proposed Greythorn Special Rate and Charge and your ability to have a say by making a submission and/or objection, should you wish to.

**Outline of the Proposed Greythorn Special Rate and Charge**

On 28 November 2022 Council resolved to give notice under section 163 of the *Local Government Act 1989 (Act)* of its intention to declare the new Greythorn Special Rate and Charge Scheme (**Proposed Scheme**). The proposed Greythorn Special Rate and Charge will be levied on properties located in the Centre for the purpose of advertising, promotion, Centre management, business development and other incidental expenses associated with the encouragement of commerce at the Centre.

The Proposed Scheme will commence on 1 July 2023 and remain in force for a period of 5 years ending on 30 June 2028. The proposed Greythorn Special Rate and Charge is to be levied on all rateable land located within the areas described in the **enclosed** public notice which is primarily used, or adapted or designed to be used, for commercial purposes.

**How your liability will be calculated**

It is proposed the Greythorn Special Rate and Charge will be assessed and levied as follows:

- (i) In the first year, a rate of 0.112 cents in the dollar of the Capital Improved Value

(CIV) of each rateable property in the Proposed Scheme area, subject to the following minimum charge per occupancy per annum:

Precinct	Minimum per annum
<p>Ground and upper-level properties in the area comprising:</p> <p>Doncaster Road</p> <ul style="list-style-type: none"> <li>from Sylvander Street to Trentwood Avenue (odd numbers only)</li> <li>from Harrington Avenue to 308 Doncaster Road (even numbers only)</li> <li>as well as properties in arcades</li> </ul> <p>Sylvander Street (odd numbers only)</p> <p>Tannock Street, Centreway, Agnes Avenue, Harrington Avenue</p>	Minimum \$415

It is further proposed the persons liable to pay the Greythorn Special Rate and Charge will do so on the same date/s as Council's general rates are due, and that they be required to pay interest on any amount which has not been paid.

The quantum of the rate in the dollar of the CIV of each rateable property in the area, and the quantum of the minimum charges, will be adjusted on 1 July 2024 and on each anniversary of that date by the March quarter Consumer Price Index (All Groups, Melbourne) (CPI) during the 12 months preceding the end of the March quarter.

The CIV of each parcel of rateable land is the CIV of that parcel of land at the time of levying the Greythorn Special Rate and Charge in each year. The CIV may change in the period during which the Proposed Scheme is in force, reflecting any revaluations and supplementary valuations which take place.

### Your rights

A copy of the proposed declaration including a detailed plan of the area of the Proposed Scheme can be viewed at the Council Offices at 8 Inglesby Road, Camberwell until **[insert date]**. Electronic copies are also available at [www.boroondara.vic.gov.au/business](http://www.boroondara.vic.gov.au/business).

### Objections

Any person who will be required to pay the proposed Greythorn Special Rate and Charge is entitled to exercise a right of objection.

Usually, it is property owners who are entitled to exercise the right to object. Where this is the case, the signatory of the objection letter must be the registered property owner. Where the owner is a corporate entity, documentary evidence must be provided to demonstrate that the person signing the letter has the authority to act on behalf of the registered property owner. For example, in the case of land being registered in the name of a company, the person could enclose a company extract that shows they are a director of this company.

Alternatively, occupiers/tenants have a right to object (instead of the property owner) if they submit appropriate documentary evidence of their liability to pay the Greythorn Special Rate and Charge. For example, this could include extracts from a lease agreement which identifies the tenant and contains a condition requiring the tenant to pay rates and charges for the property. Pursuant to section 163B(5) of the Act, only those objections which include this documentary evidence will be treated as valid. Again, where the tenant is a company, evidence will be required that the signatory has the authority to act on behalf of then tenant company.

### Submissions

The right of objection described above is in addition to the right to make a submission, which is afforded to all persons, whether or not they are required to pay the Greythorn Special Rate and Charge.

Submissions concerning the Proposed Scheme will be considered and heard by Council at a meeting on **(Insert Date)** 2023 in the Council Chamber, at 8 Inglesby Road, Camberwell, or online if necessary (or such other date as Council subsequently determines).

If you make a submission, you are entitled to appear personally (face to face or virtually), or to be represented by a specified person, to be heard in support of your submission. If you wish to be heard, you must state this in your submission and then register in the foyer of the Council Chamber. If the Council meeting is held virtually, you must register to speak via [LocalEconomies@boroondara.vic.gov.au](mailto:LocalEconomies@boroondara.vic.gov.au) by midday **[insert date]** 2023.

### How to lodge

All **objections** should clearly state whether they are from the owner or occupier and include the necessary documentary evidence of the objector's liability to pay the Greythorn Special Rate and Charge.

All **submissions** should state whether they support or oppose the Proposed Scheme.

All submissions and objections must be lodged by **[insert date]** in writing, addressed and sent by mail or email to:

Manager Liveable Communities  
City of Boroondara  
Private Bag 1  
CAMBERWELL VIC 3124

[boroondara@boroondara.vic.gov.au](mailto:boroondara@boroondara.vic.gov.au)

### **Further information**

**Enclosed** for your information is a brochure from the GTA in relation to its request for renewal of the Scheme. The brochure details the GTA activities to be funded by the Proposed Scheme. It also provides contact details for the GTA.

Should you have any questions you may contact the Local Economies team on 03 9278 4444 or by email [boroondara@boroondara.vic.gov.au](mailto:boroondara@boroondara.vic.gov.au).

Yours sincerely



**Michelle Forster**  
**MANAGER LIVEABLE COMMUNITIES (Acting)**

*Enclosed*

- *Copy of the proposed Greythorn Special Rate and Charge Scheme Public Notice*
- *Greythorn Traders Association brochure*

DRAFT

## Attachment 7 - Public Notice

**Public Notice – Notice of Intention to Declare Greythorn Special Rate and Charge****PROPOSED DECLARATION OF GREYTHORN SPECIAL RATE AND CHARGE**

Notice is hereby given that Boroondara City Council resolved on 28 November 2022 to give public notice of its intention to declare a Greythorn Special Rate and Charge (**Proposed Scheme**) pursuant to section 163 of the *Local Government Act 1989 (Act)*.

The Proposed Scheme is intended to, in effect, renew the current Greythorn Special Rate and Charge which supports the Marketing and Business Development Fund for the Greythorn Shopping and Business Centre (**Centre**) and is due to expire on 30 June 2023.

The Proposed Scheme will be declared for the purpose of defraying the expenses of advertising, promotion, Centre management, business development and other incidental expenses associated with the encouragement of commerce at the Centre. It will commence on 1 July 2023 and remain in force for a period of five years, ending 30 June 2028.

The proposed Greythorn Special Rate and Charge is to be levied on all rateable land located within the Centre which is primarily used, or adapted or designed to be used, for commercial purposes. A plan of the Proposed Scheme area appears below.

A copy of the proposed declaration, including a detailed map of the Proposed Scheme area, is available for inspection at Council offices at 8 Inglesby Road, Camberwell or on the Council's website at [www.boroondara.vic.gov.au/business](http://www.boroondara.vic.gov.au/business) for at least twenty-eight (28) days after the date of this notice.

It is proposed that the Greythorn Special Rate and Charge will be assessed and levied as follows:

- (i) In the first year a rate of 0.112 cents in the dollar of the Capital Improved Value (**CIV**) of each rateable property in the Proposed Scheme area, subject to the following minimum charge per occupancy per annum:

Precinct	Minimum per annum
Ground and upper-level properties in the area comprising: Doncaster Road <ul style="list-style-type: none"> <li>from Sylvander Street to Trentwood Avenue (odd numbers only)</li> <li>from Harrington Avenue to 308 Doncaster Road (even numbers only)</li> <li>as well as properties in arcades</li> </ul> Sylvander Street (odd numbers only) Tannock Street, Centreway, Agnes Avenue, Harrington Avenue	Minimum \$415

Note: The minimum charge has not changed from those in the Current Scheme.

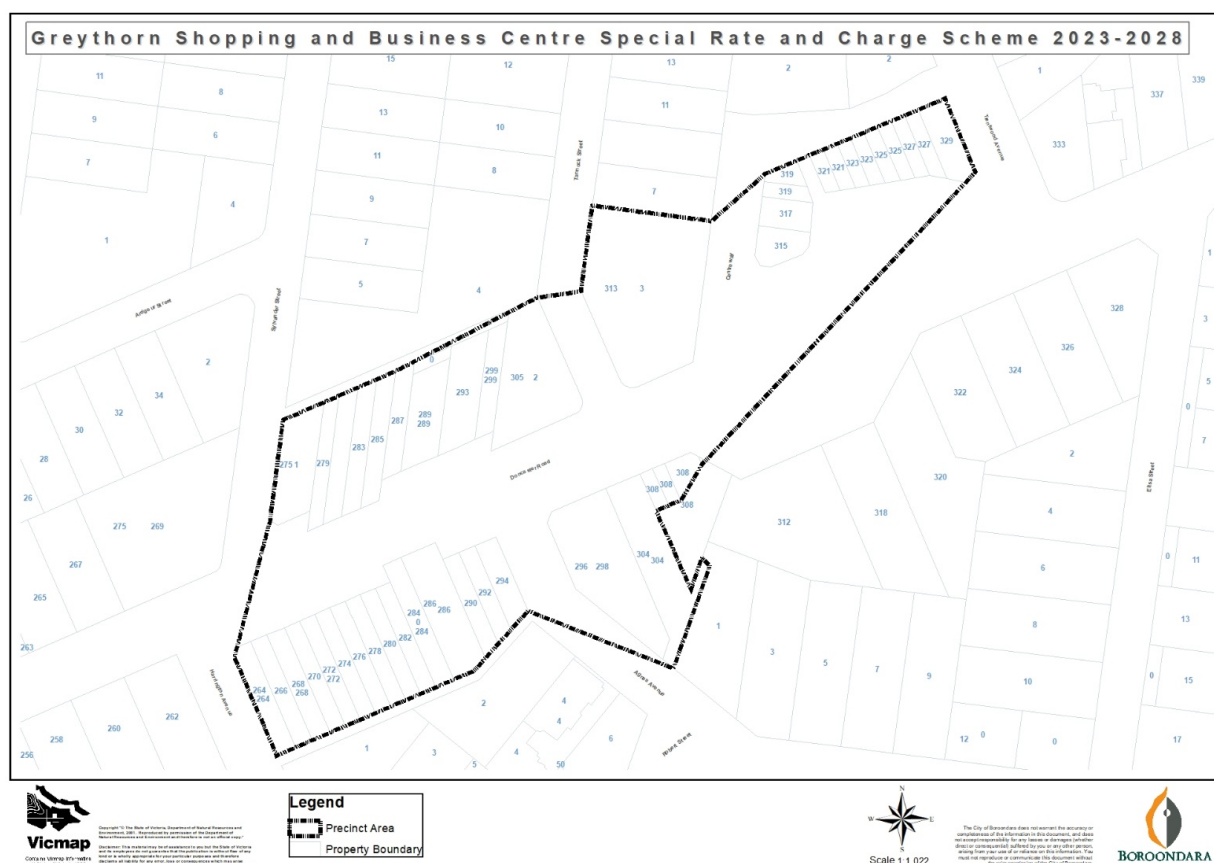
It is further proposed that the persons liable to pay the Greythorn Special Rate and Charge will do so on the same date/s as Council's general rates are due, and that they be required to pay interest on any amount which has not been paid.

The quantum of the rate in the dollar of the CIV of each rateable property in the area, and the quantum of the minimum charge, will be adjusted on 1 July 2024 and on each anniversary of that date by the March quarter Consumer Price Index (All Groups, Melbourne) (**CPI**) during the 12 months preceding the end of that March quarter.

The CIV of each parcel of rateable land is the CIV of that parcel of land at the time of levying the Greythorn Special Rate and Charge in each year. The CIV may change in the period during which the Proposed Scheme is in force, reflecting any revaluations and supplementary valuations which take place.

In the first year, the Proposed Scheme is estimated to raise \$77,780. The Proposed Scheme is estimated to raise approximately \$388,900 in total over five years.

### GREYTHORN SHOPPING AND BUSINESS CENTRE



Council considers that each rateable property included in the Proposed Scheme area that is required to pay the Greythorn Special Rate and Charge will receive a special benefit because the viability of the Centre as a commercial, retail and professional area will be enhanced through increased economic activity.

### Submissions

Any person may make a submission in relation to the Proposed Scheme. Submissions must be lodged within twenty-eight (28) days after the date of this notice, **[insert date]**, and will be considered in accordance with section 223 of the Act.

A person making a submission is entitled to request in the submission that he or she wishes to appear in person, or to be represented by a person specified in the submission, at a meeting to be heard in support of the submission. Submissions will be heard by Council at its meeting on **[insert date]** 2023 (or such other date as Council subsequently determines).

Any person making a written submission under section 223 of the Act is advised that details of submissions may be included within the official Council Agendas and Minutes which are public documents and which may be made available on Council's website.

## Objections

Any person who will be required to pay the Greythorn Special Rate and Charge is also entitled to exercise a right of objection under section 163B of the Act. An occupier of a property is entitled to exercise the right of objection if the person submits documentary evidence with their objection which shows that it is a condition of their lease that the occupier is liable to pay the Greythorn Special Rate and Charge in respect of the property.

Objections must be made in writing, accompanied by the necessary documentary evidence of the objector's liability to pay the Greythorn Special Rate and Charge, and lodged within twenty-eight (28) days of the date of this notice, by **[insert date]**. The right of objection is in addition to the right to make a submission.

### **Submissions and/or objections must be in writing and addressed and sent by mail or email to:**

Manager Liveable Communities  
City of Boroondara  
Private Bag 1  
CAMBERWELL VIC 3124

[boroondara@boroondara.vic.gov.au](mailto:boroondara@boroondara.vic.gov.au)

Council will consider whether to declare the Proposed Scheme at a meeting on **[insert date]** 2023 (or such other date as Council subsequently determines).

**Any person requiring further information concerning the proposed declaration of the special rate and charge should in the first instance contact the Local Economies team on 03 9278 4444 or email [boroondara@boroondara.vic.gov.au](mailto:boroondara@boroondara.vic.gov.au).**

[final to be signed]

**Phillip Storer**  
**CHIEF EXECUTIVE OFFICER**