



# The Glenferrie Road Malvern Business Association



## SPECIAL RATE LEVY

Collectively Marketing, Managing and Developing  
Glenferrie Road Malvern.

[www.glenferrieroadmalvern.com.au](http://www.glenferrieroadmalvern.com.au)



# LET'S CONTINUE WHAT WE'VE STARTED.

The Glenferrie Road Malvern Business Association (GRMBA) has a committed group of Malvern business operators working on its behalf to ensure the continued success of our precinct. Through the Special Rate Levy, GRMBA was formed over 20 years ago and a part time Co-ordinator employed to implement the precinct business plan and marketing strategies.

Our precinct has thrived with a very low vacancy rate, a renowned reputation for exceptional customer service and a unique business mix of predominantly owner operators who really care about our precinct and the community we service.

To continue to build on the achievements to date, it is vital that the Special Rate Levy is renewed with a commitment to a further four year term.



Within the City of Stonnington, throughout Melbourne and indeed the world, collective approaches to marketing and management of main streets have been established to enable strip shopping centres to compete with major retail complexes and neighbouring strip centres.

The Special Rate Levy allows for management of the precinct by an appointed Co-ordinator and the implementation of the annual Business and Marketing Plan on behalf of the entire precinct.

If Malvern is to continue to address the many issues necessary for its growth, development and continued prosperity, it is vital that we are united and work towards a prosperous shopping precinct for all our members.

## WHAT IS THE SPECIAL RATE LEVY?

Glenferrie Road Malvern has a special rate levy program in place since 1997 where business operators or property owners contribute to an annual budget.

The special rate levy is collected by the City of Stonnington and distributed on a quarterly basis to Glenferrie Road Malvern Business Association upon submission of quarterly financials and reports based on the annual marketing and business plan.

Traditional retailers are facing increased challenges with ever increasing outgoings and the impact of the internet and changing customer preferences. Now more than ever main street businesses need to work together on the challenges and opportunities presented with a formalised strategy.

Currently, GRMBA is made up of 513 businesses in Glenferrie Road Malvern, between High St and Dandenong Road, our precinct encompasses Malvern Central, Station St and Claremont Ave. The businesses within our strip are predominantly retail, however we also have a strong professional and service sector. A part time Co-ordinator is contracted to implement the following objectives, with the support of the committee and Association

## WHAT HAVE WE ACHIEVED SO FAR?

- Monthly StreetSheet newsletters hand delivered and sent via email
- Trader Bulletins and initiatives such as the Malvern What's App Security Group
- Website and daily Facebook and Instagram updates @glenferrieroadmalvern
- FREE Graffiti removal from all commercial properties within the precinct
- Malvern shopping bags
- Print, Cinema and online advertising
- Quarterly postcards promoting Malvern
- StreetMeet quarterly business networking events
- Sponsorship and support of local community stakeholders – Men of Malvern, Firestation Print Studio, Malvern Historical Society, East Malvern Food and Wine Festival, Carols in Central Park
- Christmas Decorations for the precinct
- Support events in the precinct including Jazz Jammin in Malvern, GLOW Festival, VAMFF
- Annual Malvern Directory of all businesses
- Christmas Wrapping Campaign supporting local charity KOGO
- Easter Rabbit promotions
- Health and Wellbeing Week and Expo
- Monthly committee meetings
- Well administered management
- Advocating to council for improvements in the amenity of Malvern (Laneway restorations, street furniture, footpath cleanliness, signage, car parking)



# OUR PURPOSE

- To Promote and Market Malvern following the GRMBA Business and Marketing Plan
- Communicate with and offer assistance to the members
- To provide administrative support to the Association
- Advocate on behalf of our members and precinct



# A THRIVING COMMUNITY

We have a strong, vibrant shopping precinct in Malvern. Our association prides itself on great communication with our members and actively supports and encourages all our businesses to work together for the ongoing success of precinct. We are an inclusive community – we genuinely want to help each other and our association is the mechanism that facilitates this. We need to continue to work together to market and promote Malvern as a fabulous shopping precinct and a sought after destination for quality products and services. We encourage you to be involved.

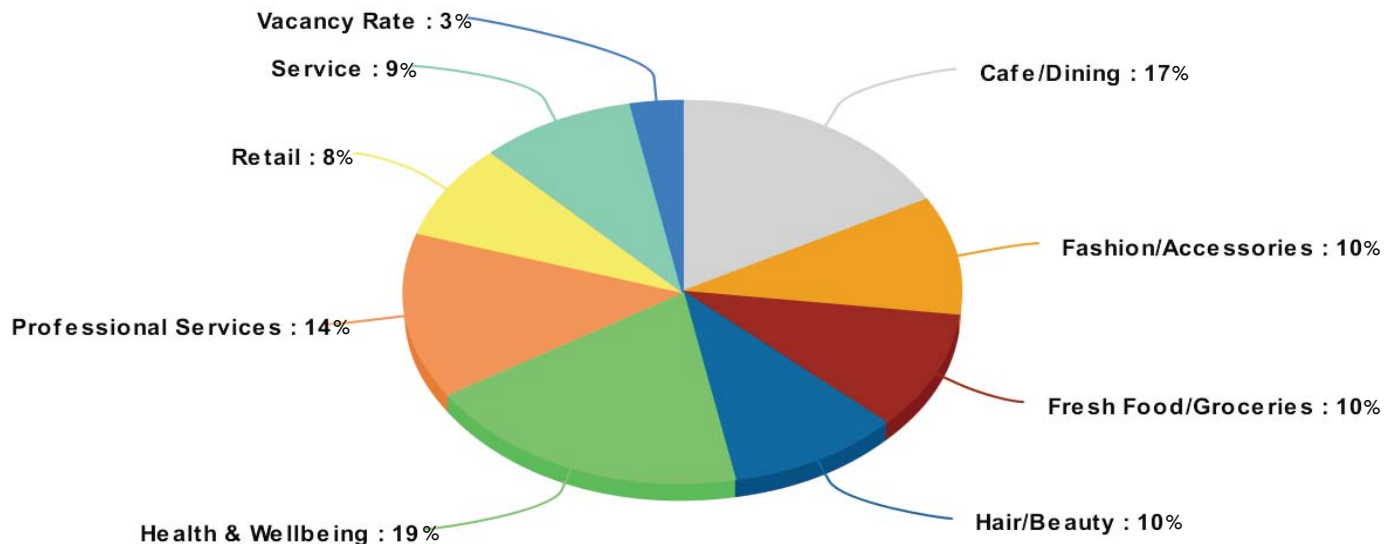


**513 BUSINESSES**



**TRAM, TRAIN, FREE PARKING**

**Business Mix**



**Contact** Alex Hume Co-ordinator 0410 504 994  
alexhume@bigpond.net.au www.glenferrierroadmalvern.com.au  
**Facebook & Instagram** @glenferrierroadmalvern

## KEY FACTS

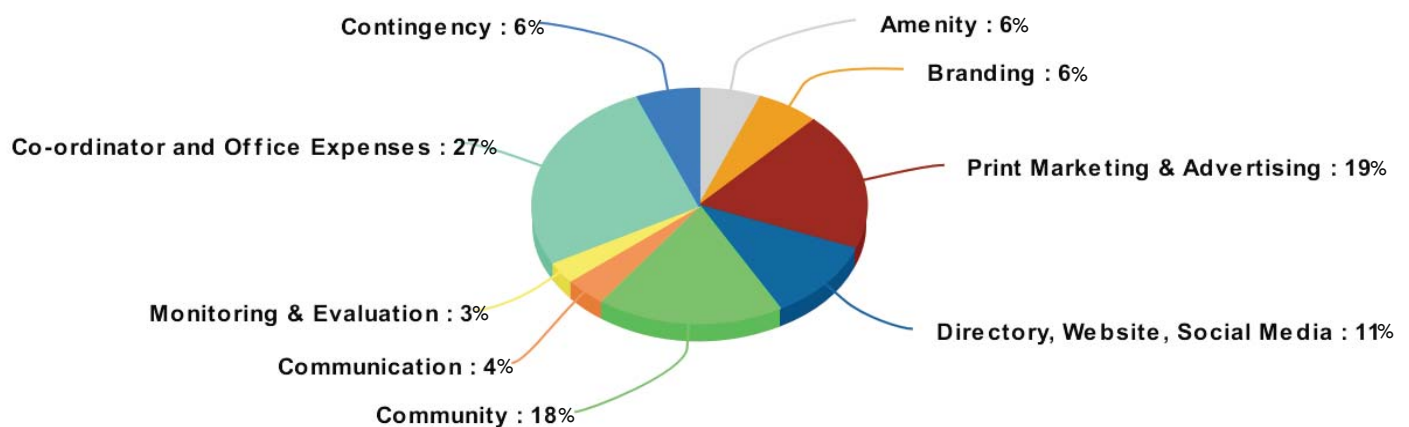


**239K ANNUAL BUDGET**

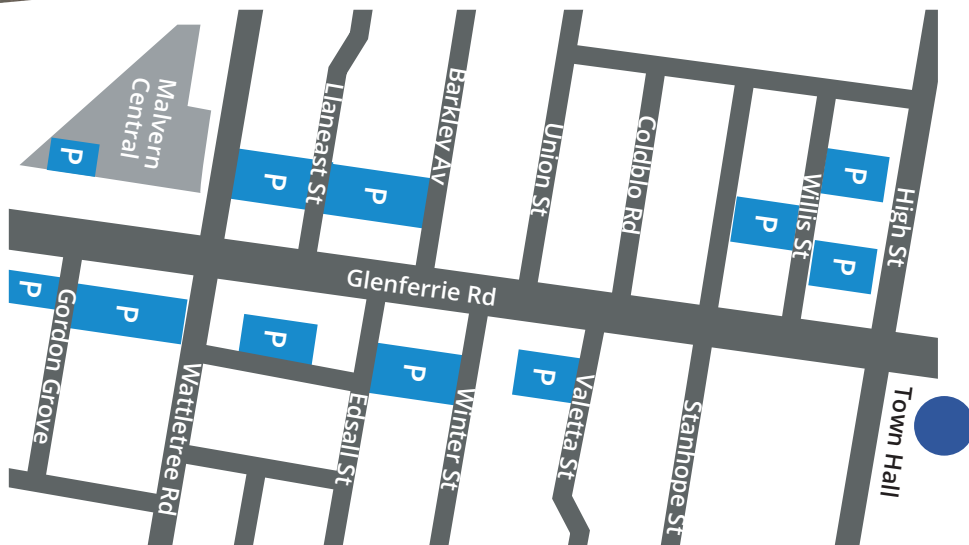


**FOUNDED IN 1997**

**2017 / 2018**







@glenferrieroadmalvern

Follow us on Facebook & Instagram



[www.glenferrieroadmalvern.com.au](http://www.glenferrieroadmalvern.com.au)