

CHAPEL INNOVATION

Chapel Street Precinct
Association Inc.

DESTINATION MARKETING

Annual
Report
2019:20

C.ST

CHAPEL STREET
precinct



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Chapel Street Precinct Association (CSPA) is an independent, not for profit, membership based Incorporated Association that represents over 2,200 commercial properties. Chapel Street Precinct is Australia's largest retail, entertainment and lifestyle precinct. CSPA is governed by a member elected board who volunteer their time to steer the direction of one of Melbourne's most iconic precincts.



CHAPEL STREET
precinct

REPRESENTING

CHAPEL STREET

SOUTH YARRA

WINDSOR

PRAHRAN

Funds for the activities of CSPA are primarily raised through a Special Rate collected from commercial properties, the rate is then provided to CSPA to market and promote Chapel Precinct.

Our Association's mission is to enhance the economic prosperity within the precinct via market-leading Destination Marketing and events.

CSPA has been operating and serving our members since 1999.

CSPA represents the business and retail community. Our members are business owners, property owners and operators.

CSPA advocates on our members behalf for the collective benefit and prosperity of the Chapel Precinct area.

OUR KEY HEADLINE FOCUSES 2019:20

- Increased **member engagement & collaboration**
- Greater **value** for the special rate payment
- **Fairer spread of special rate funds** across all suburbs, business categories, plus day & night trade



THE TEAM



The below stand as at 12 August 2020.

Executive Chairperson /President	Justin O'Donnell	Print Express
Secretary	Andrew Szoeka	Studio Legal
Vice President & Treasurer	Maxwell Gratton	Melbourne Queer Film Festival (Representing Prahran Market Clinic)
General Board	Melissa Glentis	Dilly Daly (Representing Forrest Hill Precinct, South Yarra)
General Board	Chris Voyias	Delphi Bank
General Board	Nathan Weidemann	Vision Personal Training
General Board	Lanis Lanigan	Lucky Penny Cafe
General Board	Carlie Lansdown	Soak Bar & Beauty
Associate Board Member	Jack Hall	Thorne Harbour Health
CSPA Office	Chrissie Maus	General Manager (CSPA Secretary Delegate Director)
CSPA Office	Michelle Fifi	Marketing Project Manager

The below CSPA directors also served on the board over the 2019:20 period.

Lyndal Guterres - Betty's Burgers & Concrete Co ('til Feb 2020)

Laura Main - Signed & Numbered ('til March 2020)

Alana Hutson - Pran Central (Precision Group of Companies Pty Ltd) ('til March 2020)

Katherine Sampson - Hello Sam & Little Green on Chapel ('til May 2020)

It's an honour to represent Thorne Harbour Health as an Associate Director on the Chapel Street Precinct Association and share in its advocacy role. I am immensely proud of the breadth of work undertaken by the management team and how, despite how high the bar may be set, it continues to rise to the challenges of an ever-changing environment. Whilst evident in recent years this has been acutely demonstrated during the COVID-19 pandemic. The response has been one of creativity, vision, and at times bravery, in undertaking its campaigns and advocacy.

Not only does the Association place its members first, it ultimately places its community first.

Never shrinking from articulating its role, the Association brings a refreshing and robust approach to the public discourse across a range of issues. It advocates for the precinct's businesses and is prepared to take bold initiatives that demonstrate inclusivity of the intersecting communities and interests that are part of what the Chapel Street Precinct is all about. Representing an LGBTI health and wellbeing organisation, I am aware that by actively contributing to community opportunities does build connection, resilience, and success alike. If any organisation can lay claim to the phrase *"I dream things that never were, and say, why not?"*, it is the Chapel Street Precinct Association.

John E. Hall (Jack)

Thorne Harbour Health
Chapel Street Precinct Association
Associate Director



It has been an honour to assist and represent the largest growing sector (Health and Fitness) in Chapel Street Precinct.

Although it's been an extremely challenging year for our entire community, I'm proud that the CSPA has been there to advocate and support. I'm glad our team has been able to assist businesses over such a difficult period. Looking beyond the adversity, I have a sense of pride in the way CSPA has been able to continually innovate and deliver marketing that has proven a real return through meticulously planned campaigns, taking into account how diverse our community is.

I'm thankful to be part of an inclusive culture and such an inspiring group that really drives brave innovation. Most importantly of late, putting a spotlight on the businesses who have adapted and shown their resilience across the pandemic. I'm humbled to support and steer the direction of our loved precinct (via CSPA) and I am so proud of the way we have come together as a community.



Nathan Weidemann

Secretary
Chapel Street Precinct Association

PRESIDENT & GENERAL MANAGER ADDRESS

On behalf of the Chapel Street Precinct Association (CSPA) Board of Directors, we would like to thank our members for their support and positive feedback for our revised direction in 2019 and the bravery and innovation they have shown through the global pandemic.

Whilst normally we would address the year that was in order of events, we think it's fitting this year that we first talk to the global pandemic and the impacts this has had on our Precinct and the actions taken to support each other through this so far.

From mid-March the effects of the global pandemic hit our businesses hard and fast. We quickly realised that we could not market and promote our businesses through this crisis alone. As these changes were happening so quickly, we decided to first focus on areas that would have the greatest impact in helping as many of our businesses make it through to the other side. So before the stage three lockdowns even started, we began lobbying through political contacts and the media on behalf of our members, to call for rent relief and assistance for any businesses that would be impacted by forced lockdowns and business restrictions.

This got the country talking and ultimately resulted in seeing the State Government Commercial Tenancy Relief Scheme being rolled out. We have heard from many businesses that this was critical to helping them get through this. We understand not all landlords and tenants reached workable agreements so we also provided details and support for where they could obtain assistance with mediation.

The next major overhead for many businesses was staff and wages, so we lobbied and advocated for support here also. Thankfully JobKeeper was rolled out reasonably quickly and this has been a lifesaver for many of our businesses.

We also heard from many of our businesses that delivery app commissions were exorbitant (up to 35%) and this was a major overhead and drain on critical profit margins. The CSPA campaigned heavily for delivery apps to reduce their commissions, utilising our extensive media contacts. We did see a small reduction from some, however, as this would not do much to help many businesses we launched our hugely popular CHAP-DRIVE-THRU campaign. This major marketing blitz encouraged people to *order and collect their orders direct* to help keep profits in our businesses and support local jobs. **The digital element to this campaign to date has had over 240,000 online views and the marketing received significant Australia wide traction with complete media coverage saturation.** We heard from a number of businesses that their takeaway orders (collected by customers) had increased significantly and this campaign was putting critical profits back into their pockets. Cars were lined up to take part and our businesses experienced a real revenue spike as a direct result of this guerrilla campaign.

At the same time as all of this, we rapidly overhauled our website and social media and launched a number of innovative marketing campaigns to help promote and support as many local businesses that we could. **These included our 'Lemonade out of Lemons' digital marketing that promoted our businesses that were pivoting and being brave in the face of adversity.** This was created to keep people informed of their local faves that now offered takeaway or delivery, boutique retailers offering their products online, plus many other businesses who innovated to stay alive. **CSPA was exposed to many businesses struggling but it's important to remember there were lots of examples of businesses that adapted and viewed this time as an opportunity.**

'Dolly Does Chapel *from home*' and 'Dane (Swan) Does Chapel' were campaigns that engaged two well known local celebrities with strong social media reach to highlight and encourage ways people could support locals *even when in lockdown*.

As we hope you can see, we have been far from idle during this pandemic, instead we have been busier than ever ensuring that we are there side by side with our members, creating a sense of community and support instead of isolation. Our clear goal from day one of this pandemic was to assist our businesses to the other side of this crisis. We would be there to stoically support a speedy recovery with a mightily driven commitment to all our members that once we have overcome all lockdowns, we will be by their side to rebuild.

COVID-19 has been a pertinent reminder that it's vital for CSPA to hang onto humanity in the face of extraordinary challenges and consider the long-term consequences of actions and decisions being made, plus, how we best continue to lobby for our world-class businesses. After all, they are the reason we exist.

PRESIDENT & GENERAL MANAGER ADDRESS

Over the last 12 months, the CSPA has demonstrated our commitment to lead and be unwavering in our unadulterated support. We have acted on member feedback to make sure that individual members in all business categories and sections of Chapel Street Precinct are heard and have the opportunity to leverage their own business. We are all very aware that the global retail economy is facing enormous challenges, but the CSPA's knowledge, membership base, experience, outstanding marketing skills and our collaborative approach with members and stakeholders means Chapel Street Precinct will survive and even thrive after the pandemic.

Now to address the rest of the year prior to the pandemic.

Our member feedback and data was used to frame our strategic campaigns and reiterate our three key focus areas:

- Increased **member engagement** and **collaboration**.
- Greater **value** for the special rate payment.
- A **fairer spread of special rate funds** across all suburbs, business categories, plus day and night trade.

As a result this expanded our Destination Marketing by fostering our partnerships with world-leading brands and exploring many new digital marketing initiatives. With a new, more collaborative approach, we also saw a huge increase in our member engagement and support of our innovation.

We allow an environment for all Board members to contribute and look for opportunities to involve our members whenever possible. We're focused on creating the best culture possible.

In the lead up to Christmas 2019 we saw vacancies plateauing and we had more businesses opening than closing. Unfortunately, this changed as soon as COVID-19 hit. As we moved to the new year, CSPA supported members with awareness of their bushfire fundraisers and drove an additional 600 people through Prahran Square for our Tennis AO live site activations. We have been very clear with The City of Stonnington that Prahran Square needs to make a huge contribution to the local community and businesses. This new urban parkland must represent a boost to the Chapel Street Precinct and will be a major step forward in Prahran's revitalisation, but it must be activated daily and properly by Stonnington.

Our CSPA digital platforms have seen outstanding growth and Events and Marketing Coordinator Michelle Fifi has been instrumental in driving these results.

Detailed planning during the 2019:20 financial year (pre-COVID) led to running some of the following successful and engaging campaigns that drove tangible results for our iconic community. Some highlights below:

- **PAW-ON-THE-DOOR** - An Australian first which celebrated our point of difference to major shopping centres. CSPA rolled out the red carpet for pet owners and their furry friends, making it the first and largest major shopping and entertainment precinct in all of Australia to welcome our cherished companions into over 450 businesses. This included retail shops, gyms, salons, banks and eateries. This was passionately embraced by our members, the public and gained immense media exposure.
- **GET OFF THE COUCH (Life's Waiting On Chapel)** - Addressing key challenges for our members, food delivery apps, online shopping, streaming services and getting people off the couch and out and about again. Digital marketing video views across social media channels amounted to 100,000+.
- **SO CHAPEL** - Created a stand out digital series called 'So Chapel' promoting a selection of our unique Chapel Precinct businesses and people in our iconic area. Digital marketing video views total 216,775 (so far).
- **JAMIE DURIE'S GROUNDSWELL** - CSPA identified many of their businesses were undertaking initiatives or selling products that were eco-friendly and wanted to celebrate this as a point of difference at Christmas.
- **SUMMER SANTA** - Supported across on-air and social amplification, all of Melbourne were hunting to find Summer Santa in time to score a whopping \$1,000 to spend up big on Chapel Street. 5000+ visited the site activation over the course of the six days.
- **CHAPEL CHAMPION AWARDS 2019** - Saw over 15,751 unique votes in the finalist phase and over 400 businesses mentioned and tagged across CSPA's social media platforms, a record number for any CSPA campaign. This campaign showcased some of the best in the precinct while allowing great exposure for our members. CSPA garnered an estimated 1.18million coverage views and a 2.77million audience reach for this campaign.

PRESIDENT & GENERAL MANAGER ADDRESS

CHAPEL STREET PRECINCT PUBLICITY HEADLINES 2019:20

PRESS DIRECTLY GENERATED BY CSPA

Online Coverage Views:	8,439,000
Print Readership:	11,984,000
Audience Reach (TV & Radio):	15,729,000

The CSPA is governed by members and works for our members to ensure we are one united voice and we would like to take this opportunity to thank our Directors for their time as passionate volunteers.

Looking ahead, we will continue to be nimble, to match rapidly changing lifestyle habits and most importantly continue to question the way we approach our marketing campaigns in conjunction with our members. Lastly, we hope our achievements in 2019:20 empower and enable our members to achieve *their goals* as this unprecedented year continues.

We are exceptionally proud of our team and our community. We are your extended family. As we focus on the new financial year ahead and the recovery phase out of COVID-19, we will continue to align everything we do with one clear vision: *to be there for you through and beyond every challenge.*

Yours sincerely,



Mr. Justin O'Donnell

Executive Chairperson/President
Chapel Street Precinct Association Inc.



Ms. Chrissie Maus GAICD CPM

General Manager
Chapel Street Precinct Association Inc.

It has been a pleasure serving as the Vice President and Treasurer of the Chapel Street Precinct Association (CSPA), in order to underpin the interests of the precinct generally, its members, and stakeholders in particular. Supporting the work of the CSPA, under the leadership and superintendence of Chrissie Maus, has seen the association effectively market, promote, advocate, and represent Chapel Street and its 2,200 world-leading businesses and retail.

Having worked with such active and engaged Directors, made up of passionate business owners, operators, and other key stakeholders, ensured that the Board performed its duties with distinction, those being strategy, performance, risk, reputation, and governance.

With Chapel Street being the heart of our local community, as a long-term resident of Prahran, it provided a level of satisfaction knowing that I contributed to, and played a part in, something that made a tangible difference.

Yours Sincerely,

Maxwell Gratton BA MBA FIML

Vice President and Treasurer
Chapel Street Precinct Association



ACHIEVEMENTS

Detailed data-driven decision-making framework used for all campaigns

Social media data results on a clear steep upward trajectory (over the last 12 months)

CSPA member code of conduct ratified to further strengthen the culture



Get Off The Couch (Life's Waiting on Chapel) digital marketing video views across all channels amounted to 100,000+

The inaugural Chapel Champion Awards saw 15,751 unique votes just in the finalist phase

Executed an Australian first Paw-on-the-Door campaign rollout with 450 Chapel Street Precinct businesses on board (proudly displaying their pet-friendly paw-sticker on their shop front)

Paw-on-the-Door major (pet-friendly) campaign covered by all major media outlets in Australia - 115 pieces of coverage with an estimated 989,000 TV & radio reach, 842,000 newspaper readership & 265,000 online views

Filmed & released high profile Bondi Vet partnership videos as part of our Paw-on-the-Door campaign, receiving over 50,000 views



\$1 for 2-hour parking for Prahran Square extended due to successful drive by the CSPA on behalf of our members

Jamie Durie's Groundswell December Christmas campaign delivered the highest digital results ever for CSPA (an average viewing time of 5 minutes & over 200,000 video views)

Midsumma integrated print program marketing (delivered spike of Instagram followers)

Supported members by spreading awareness of their bushfire fundraisers

Executed AO tennis live site activations at Prahran Square for 650+ spectators (additional foot traffic)

EcoCaddy transport provided to visitors to almost 5,000 passengers in 6 weeks



Governance contractor engaged to oversee processes (including Executive Chairperson/President appointment)

International Women's Day Chapel Street Precinct SO CHAPEL Marketing Campaign (60,000+ viewers)

OH&S Air pollution policy implemented (an agreed index for CSPA staff health)

Undertook a detailed fixed cost audit and review (almost \$10K savings retained)

SO CHAPEL digital marketing video views totaling 216,775 (so far)

New circle resolution policy ratified and implemented (benchmark governance)

Delivered over 41 digital listicles and blogs to promote over 480 members

Exclusive Channel Seven episode of The Great Weekend (featured Jack Riewoldt & Jane Bunn) viewed by over 150,000

Human Nature with Mike Perso & Jennifer Hansen from The More Music Breakfast Show on smoothfm hosted Chapel Street Precinct's Christmas Long Lunch



Meet Blake.



NOVA100 Summer Santa activity saw 5000+ visitors to CSP over the course of the six-day activation

Data security policy revised for maximum protection (reflected in the constitution)

Integrated Melbourne Queer Film Festival (MQFF) print marketing delivered a spike of Instagram followers even though the Festival was canceled due to COVID soon after the start.

Further increased member engagement in the last 12 months by 35% (email, phone, face to face)

Gained additional sponsorship revenue from Metro Tunnel

New detailed board member inductions introduced (culture clear focus)

Board applications revised for greater understanding of director liabilities and responsibilities

Further strengthened major stakeholder relations with media and key government bodies

CSPA General Manager announced as a national AMI marketing awards judge

Dolly (Diamond) Does Chapel from home was born to demonstrate how to enjoy the best of Chapel Precinct from your lounge room during COVID-19 lockdowns (video views totaled 110,000+)



New street imagery commissioned and shared across all our digital platforms delivering outstanding engagement

Detailed planning of Chapel Champion Awards 2021 (moved from 2020 to put more resources to COVID-19 business support)

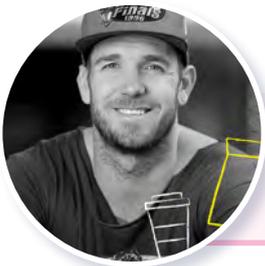
Established Coronavirus Crisis Communications & Media Plan (for community support and assurance)

Chapelstreet.com.au website total overhaul for COVID-19 focus and support

Developed our Lemonade Out Of Lemons digital marketing to support businesses that pivoted (daily updated blog received 6,000+ page views)

Safety response partnership established with Stonnington (to strengthen community communication)

CSPA made a detailed submission to the State Parliament in relation to the Government's Response to COVID-19



AFL Legend and Brownlow Medallist Dane Swan became an official ambassador to educate Melburnians on supporting small businesses during COVID-19 (video views totaled 358,216)

Established an on-demand PR press office (day to day press voice for members and CSPA)

CHAP-DRIVE-THRU (to encourage order and collect versus delivery apps) video views totaled 240,000+

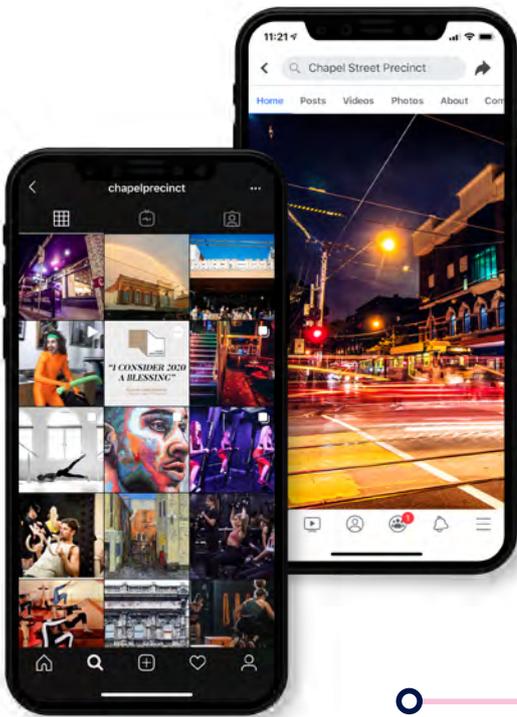
Gained a 1.08 million audience reach from all CHAP-DRIVE-THRU free media

New video conferencing (Zoom) policy ratified and implemented (for benchmark governance)

Appointed a new CSPA Director to represent the growing Forrest Hill Precinct in South Yarra

Ratified new Director Remuneration Committee (VP as Chair of this new Board Charter) in order to support good governance and transparency





www.chapelstreet.com.au

Average web traffic per month = 20,000 page views

The average amount of time users spend viewing a specified page (blog or listicle) = 4.36 minutes

OUR INSTAGRAM PAGE

 **@chapelprecinct**
30,074 followers

OUR FACEBOOK PAGE

 **@chapelstreetprecinct**
18,020 followers

Social data as of 25 June 2020

Chapel Street Parking Website Overhaul for Greater Usability & SEO

www.chapelstreetparking.com.au



OVERVIEW OF PARTNERS 2019:20

Our association's mission is to enhance the economic prosperity within the precinct via industry-leading Destination Marketing and events. In 2019:20 the CSPA partnered with some of the biggest and most respected partners to achieve this goal.



COVID-19 Recovery Response Retrospective / Destination Marketing and Business Support Initiatives Undertaken Across the Pandemic (March - June 2020)

Our diverse mix of businesses has given us thorough insight into the effects of COVID-19 here in Victoria. A high percentage of our businesses report a drop in turnover of between 70% up to 100% and this has devastated our local economy. Both the Federal and State Government support packages have been integral to limiting the number of businesses that otherwise would have already been forced to close and or lay off employees. JobKeeper has been integral to many businesses in retaining their employees. This by far has been one of the most important initiatives and has saved thousands of jobs.

As Australia's leading retail, entertainment, dining and lifestyle precinct, we are proud our businesses set the benchmark on COVIDSafe precautions and lead by example. This made it easier for us to show the relevant government officials the hygiene protocols we were willing to adopt so we could reopen and finally start rebuilding our local economy.

The below outlines in stages what the CSPA did to support our members through the pandemic period.

As you would expect, the CSPA marketing calendar was revised dramatically a number of times as state of emergency information changed (almost daily).

To start with, we established CSPA's vision for the crisis (what we want to achieve and stand for). Overview below: *During the pandemic period, The Chapel Street Precinct Association (CSPA) was clear it was here to create calm instead of panic, share correct community information, find gratitude instead of anger and drive a sense of community instead of isolation.*

PHASE ONE - CSPA EMERGENCY RESPONSE

Quickly established a detailed three-stage COVID-19 Crisis Communication Management Plan.

Closely monitored the evolving pandemic and continued to work in partnership (with The City of Stonnington) and DHHS to ensure the health and safety of our Chapel Street Precinct community.

Carefully and quickly shared important community information (via our trusted digital platforms).

Important announcements (this will continue as needed) via all our Chapel Street Precinct digital channels.

Engagement with Local MPs to lobby as a united front for rent relief.

Shared a petition for UberEats to lower their commissions and media driving delivery giants to halve their fees.

Undertook a CSPA full fixed costs review and revised budgets (taking into account for new COVID campaigns).

Critical Prime Minister press conference outcomes (minutes shared with key stakeholders).

Shared guidance on non-essential closures due to COVID-19.

CSPA wrote an emotive letter to Landlords to negotiate rents. This was for members (businesses) to send on as they wished.

Promoted the Prahran Town Hall Chapel Street COVID-19 testing pop-up clinic.

Promoted a range of free COVID-19 support services and mental wellbeing support services to our members.

Changed our on-street digital billboards to reflect critical state government COVID messages.

Lobbied for softening on parking fines and tickets.

Promoted award-winning accommodation options to stay and self isolate during the COVID-19 stage 3 lockdown.

All CSPA digital platforms were revised to be reflective of the pandemic.

CSPA shared various grant information with members (plus reminders).

CSPA shared information with members pertaining to the rules governing the JobKeeper payment, explaining in detail the eligibility criteria for both employers and their employees.



COVID-19 HISTORICAL RETROSPECTIVE

PHASE TWO - SUPPORT RESPONSE | BUSINESS AS (UN)USUAL

Below are some of our phase two support response initiatives and marketing campaigns. The strong #supportlocal message was included and was the clear key messaging in all communication during this second phase. Our aim was to educate Melburnians on how to support local Chapel Street Precinct businesses and how easy it could be done living in a COVID-19 world.

Despite the varied approaches, one common thread was that all our members were changing as rapidly as COVID-19 spread. They were prepared to alter their practices accordingly, even if it ultimately (and legally) meant encouraging customers to make the most of their online shopping and delivery services.

To support our quickly evolving local community, we launched a daily updated blog called [Lemonade Out Of Lemons](#) promoting Chapel Street Precinct businesses who were doing takeaway, delivery, or online offerings. Members were asked to participate and send info to be included in this digital marketing.

CSPA undertook a total overhaul of our consumer [website](#) to be completely reflective of our COVID-19 marketing and initiatives.

CSPA established an on-demand PR press office and daily news alerts were sent to relevant media promoting our members and key lobby messages. These media alerts contained information on how our businesses had evolved, the human interest stories that put a face to the crisis and how CSPA was speaking out on behalf of our businesses for a better deal.

[Dolly \(Diamond\) Does Chapel from home](#) was born to demonstrate how to enjoy the best of Chapel Street Precinct from your lounge room (under stage three lockdown).

CSPA changed our on-street digital billboards to reflect the need to support local businesses at this critical time.

We created and promoted [Fitness From Your Futon](#). This was a drive for our community to stay on top of health and fitness during lockdown. CSPA made it simple with the likes of skateboard pilates, Zoom personal training and digital yoga.

CSPA got behind the Prahran Market launching its own online marketplace. The promotion of this Victorian first was driven across all our highly visited digital platforms.

CSPA shared eligibility criteria to the Victorian Government's much needed commercial tenancy to alleviate financial hardship faced by tenants and landlords during COVID-19.

We promoted free external Open For Business media listings to our members.

We gained many media stories for our businesses showing off their pivots and their new revenue streams.

We recruited AFL Legend and Brownlow Medallist Dane Swan as our official ambassador to educate Melburnians on supporting small businesses during COVID-19. [Dane Swan](#) kept us updated on local restaurants offering takeaway or delivery, retailers who had shifted to online sales and home delivery, gyms and health clubs offering online workouts and many more unique offerings.

CSPA fired back up our [@chapelprecinct Twitter](#) to spread COVID-19 community-specific information and to increase the penetration of our new major coronavirus #supportlocal marketing campaigns.

CSPA promoted [Isolation Comforts](#) that could be delivered right to your door from Chapel Street Precinct businesses. We encouraged our community to modify their home to feel comfortable during the COVID-19 lockdown. Chapel Street Precinct pet stores, botanical nurseries and homewares were promoted to support lockdown lifestyles. This included getting a home-delivered goldfish, creating a personalised plant oasis and more.

CSPA celebrated [Mother's Day In Iso](#) and promoted over 25 businesses in this digital marketing.

The stress of COVID-19 meant we started to celebrate the little things happening in our lives to keep sane. World Cocktail Day was a small celebration to recognise the sacrifices made and how far we had come. What better than a delicious [Chapel Cocktail](#) (Quarantini) delivered straight to your front door to celebrate!

Launched CHAP-DRIVE-THRU (to encourage order direct and collect versus delivery apps). Video views totaled 240,000+ and gained a 1.08 million audience reach from all CHAP-DRIVE-THRU free media.

CSPA wrote an emotive letter to all Stonnington Councillors to help small businesses and outlined what clear, tangible support they could give our community at this time.

The State Governments Commercial Tenancy Relief Scheme was absolutely critical to most businesses surviving, a very high percentage of our businesses have stated that without this key piece of legislation they would have been forced to close their businesses permanently.

COVID-19 HISTORICAL RETROSPECTIVE

PHASE THREE - RECOVERY RESPONSE | "THE ROAD OUT"

AS BUSINESS STARTED TO BE ALLOWED TO OPEN (WITH RESTRICTED NUMBERS) ... *During this last phase, we knew CSPA was absolutely the key to recovery for our iconic Melbourne precinct.*

We undertook a media drive to demonstrate our CSPA members were leading the way in COVIDSafe mitigation.

Shared important community information as to when business sectors were reopening (this also included community facilities like playgrounds/pool etc).

CSPA's Executive Chairperson Mr. Justin O'Donnell made an [Official Statement](#) at the inquiry into the Victorian Government's response to COVID-19.

CSPA promoted the Australian Government's COVIDSafe App via all CSPA digital platforms.

Major digital marketing and press executed for cafes and restaurants reopening (stage one) (from June 1).

Victorian Premier press conference announcements and important information shared on all CSPA digital platforms.

We celebrated (hard) the reopening of the personal services sector with a digital beauty week takeover, using humour for cut-through.

CSPA continued our on-demand PR office (media offering) for members as businesses were beginning to re-open.

Began work on a detailed local tourism campaign to launch in the coming months.

CSPA commissioned a full street (including side streets) graffiti clean.

Dane Swan ambassador activity was extended due to community demand and also due to some Victorian restrictions still being in place. [CHAP-DRIVE-THRU](#) was also extended for both the same reasons. *Additional outdoor elements were added to both of these major marketing campaigns.*

We pushed back our Chapel Champions Awards to 2021 as to further focus on Coronavirus support measures.

We appointed an important new Forrest Hill South Yarra Precinct CSPA Director to our team.

Decision made to undertake the CSPA Annual General Meeting 2019:20 via digital video conference (Zoom).

Planned many campaigns for when the government's social limits were finally lifted and we would open (back to normal) again.

CSPA drove the push to keep Stonnington accountable for making sure Prahran Square is highly activated post COVID-19.

Launched our new Chapel Innovation brand that told the stories of many businesses that pivoted over the pandemic.

Delivered a heartfelt letter to traders to encourage them to reach an agreement with their Landlord to avoid accumulating debt.

CSPA drove the social distancing message via a creative cut-through digital marketing series called [Shopping Social Distancing Style](#) series. *This was born to drive COVIDSafe community messaging in a cut-through way as COVID government messaging was becoming increasingly fatiguing.*

We began work on an emotive documentary featuring the heroes of Chapel Street Precinct, our business owners and operators.

Overall, we used light-hearted humour in our marketing and tried to create some happiness at a fearful time for many of our members.

PRESS HEADLINES OVER COVID-19 PERIOD (MARCH TO JUNE)

Media directly generated out of the CSPA office

CSPA recorded 272 clips

5.8 million people - online coverage views

10.3 million people - print readership

13.3 million people - TV and radio audience reach

OTHER IMPORTANT PANDEMIC HISTORICAL POINTS

We feel we built even greater trust with our members, audience and major stakeholders. We also believe CSPA has demonstrated our value during this period more than ever. We were pleased to hear that Stonnington Council is considering further initiatives as part of its recovery stage of the COVID-19 Business Support Initiatives. Given the CSPA trust and reputation, we feel strongly our partnership was vital during this rebuilding period.

During this pandemic period, our digital traffic almost doubled, proving our audience trusted and turned to us during this time. We undertook a full website overhaul to be reflective of the now and provide even greater leverage for our members during this unprecedented time. **Overall we are proud to say our social media pages and our website was a place our audience and community came to for factual, timely advice.**

During all three phases of our above crisis management plan, we were clear on doing everything we could to strengthen and support our colourful community at such a challenging time.

"We know the economy goes down by elevator and up by the stairs, and we will continue to be there for our members every step of the way." Chrissie Maus (CSPA General Manager). ●

CHAPEL STREET PRECINCT MEMBER & MAJOR STAKEHOLDER COVID-19 FEEDBACK

"I am so grateful for the support coming out of the Chapel Street Precinct Association during this crazy period. Since the first day of restricted trade, the information we have been receiving has been on point, accurate and immediate. Within minutes after the Prime Minister's or Premier's address, we have the breakdown of key information that has been delivered. Add this to the amazing marketing initiatives they are implementing to help keep the community connected, I'm not sure we would have been able to pivot the business the way we have and keep going. I can't thank the team enough."

- Lanis Lanigan, Lucky Penny Cafe (owner)

"I just want to say a BIG thank you for all your great support to date. We honestly really do appreciate it all. It's been a very hard month or so for everyone."

- Vince Diaco, Rebel Blue Windsor (owner)

"A massive shout out to our good friends Chapel Precinct for their tireless efforts in keeping our amazing community in good shape. We love you guys!"

- Colin Moxey, Colin Moxey Hairdressing (owner)

"Oh THANK YOU SO MUCH!! I am super grateful that you guys always think of us and how much you are so supportive. We couldn't go through this crazy time without your constant love and support. So thank you thank you thank you."

- Trent Harlow, The Space Dance & Arts Centre (Venue Manager)

"Thank you so much guys! We are the ones that should be thanking you for doing this and supporting so many small businesses. We are very happy with the result, all the videos are super funny, really lift our spirits in times like this!"

- Gabriela & Rod, The Cookie Box (owners)

"The CSPA support and all the opportunities that you are offering local businesses are absolutely fantastic, not to mention the media exposure you have generated for the precinct over the past couple of weeks, including the live stream of nightclubs and fighting battles such as Uber Eats commissions. I really don't think there are any more angles you could have covered..and just love the Lemonade out of Lemons..so perfect."

- Alana Hutson, Precision Group Pran Central (Marketing Manager)

"Loving these emails guys! Keep it up. So great to have your support and we really appreciate you keeping us up to date."

- Kate Evans, Laser Clinics Australia (owner)

"Thank you so much for sharing the video! I saw it pop up on Instagram yesterday. It's fantastic! Our team absolutely love it, it's sparked a lot of joy this morning. Thank you again for thinking of us and showing Pretzel so much support, especially during this strange time."

- Caitlyn McMahon, Pretzel (PR Account Executive)

"Thank you so much :). We really appreciate the support you are bringing to all businesses :)."

- Nicolas D'anna, Farro Pizzeria (Marketing & Community Leader)

"Thank you so much for this! Your support is greatly appreciated!"

- Gab Donoudis, Onethirtytwo

"This is so awesome guys, thank you for being so proactive in this trying time and for having our backs."

- Jade, Tibbs & Bones (owner)

"We really appreciate your ongoing support for the small businesses on Chapel Street - especially at these really tough times!"

- Daisy Barton, Revolver Lane (Community Manager)

"It's great to see Chapel Street Precinct appoint a familiar face for a great initiative. It's rad seeing Dane Swan, a regular customer, get behind local businesses including our own Hanoi Hannah!"

Simon was particularly thankful that Dane shared the video across his own socials as it demonstrated an authentic campaign.

- Simon Blacher, Commune Group (Director)

"You are so pro-active, it's amazing. As you know, I also have a studio in Port Melb and in the CBD, and we never hear from anybody there."

- Michaela, Bodhi & Ride (owner)

"Omg guys this has absolutely made my whole day. Absolute legends thank you so much. Thanks so much for this video and for your support it means so much."

- Tivoli Rd Bakery

"I want to express my utmost appreciation to the great initiative and strong leadership you have offered during this very difficult time. Our theatre won't see any activities in the next three months. Therefore this email has come at the most crucial timing. Even though we don't know if our landlord will follow suit, the message and sentiment is loud and clear."

While we are finding alternative ways to keep the business going, any support from the council and the precinct is invaluable to us.

Again we thank you very much for your ongoing support! I'm sure together we'll survive this difficult time."

- Miao, The MC Showroom (owner)

"Just wanna say you are doing a great job and really appreciate your support."

- Joe Giampa, Joe Giampa Hair (owner)

"We at Quest Prahra just love the work you continually do for the precinct."

- Elizabeth Beirne, Quest Prahra (Business Development Manager)

"You are doing a sterling job in trying to help Chapel St business during this tough time."

- John Eagle, Rose Valet Dry Cleaning (owner)

"What a wonderful initiative to help support local businesses in the area."

- Kimberley Glenny, Emma & Tom's (Marketing and Communications Executive)

"This is such a fabulous idea, you guys are always doing such amazing stuff for the community and businesses <3."

- Alicia, Tibbs & Bones (owner)

"Thanks guys. And thank you for all your support too. We're still OPEN & Ladro Supermarket is online."

- Sean Kierce, Ladro TAP (owner)

"Thank you, the video looks so good, fantastic!!"

- Keith Pulbrook, Daqua Interiors (Media Manager)

CHAPEL STREET PRECINCT MEMBER & MAJOR STAKEHOLDER COVID-19 FEEDBACK

"Thanks so much for the support of us at this time, we really appreciate it. Thanks so much, we will definitely reach out soon and thank you for supporting local businesses"

- Humming Puppy

"Thank you for your great email updates! It is great to see so much support coming from you to help the whole community."

- Isabella Mercuri, Fitstop South Yarra (Business Owner & Head Trainer)

"You have been so amazing trying to help the small business in desolate Chapel Street. Well done. Thanks for all your enthusiasm and support for the Chapel Street Traders! Love the Chap-Drive-Thru campaign and everything you have been doing for us on Chapel St."

- Katy Georgiou, Caffè e Cucina

"Thanks so much! Looks great really appreciate the support."

- Morgan Hipworth on Bistro Morgan's Dolly Diamond Video, Bistro Morgan (owner, founder)

"Thank you so much for the share and the work you are doing to keep the precinct breathing!"

- Mandy Gray, The Property Mentors & eeffoc (Group Marketing Manager)

"Thank you both for your offering and support. Extremely happy and glad we can help the local community. Thank you for helping us with the coverage and exposure. Stay safe and thank you again."

- John Gomez, La Tienda (owner)

"We really appreciate what you are doing to promote all these small businesses and bring positive attention to the local area. Big thanks!"

- South Yarra Sports Massage

"Guys, thank you for your amazing support during this time. These letters/templates and your pressure on the government is exactly what is needed right now. Your latest letter has given me more support to help negotiate a better reduction, even after I have asked for more and have been refused. I will send this one off on the morning. Thanks."

- Nick Yannas, Punk Carla & Volume Hair (owner)

"We are so grateful to be a part of this campaign. We love it and think it's such a wonderful concept. We are so thankful for the support and exposure!"

- Gino Forlano, 38 Chairs (owner/director)

"Thank you, Thank YOU, Thank YOU so much Chrissie for turning an idea into a STORY, that is being picked up by so many atm. An unexpected experience like this, shift my focus / distract me from the current crisis, so once again THANK U!"

- Christian Ruggeri, Kaya Health Clubs Prahran (owner)

"Thanks for being the gel and rock for the community!"

- Miao, The MC Showroom (owner)

"Oh gals! You've just made my Monday with that Dolly vid thank you! It's this kind of support that makes me think we can all push through this."

- Anthea, The Windsor Workshop (owner)

"Thank you once again for selecting California Burgers as one of the local businesses to support with the CHAP-DRIVE-THRU campaign. We love the final version. Great work!!"

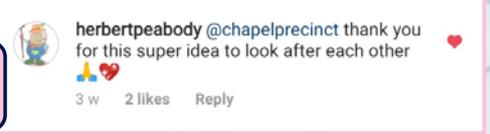
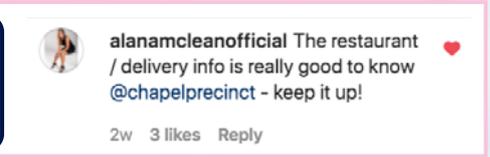
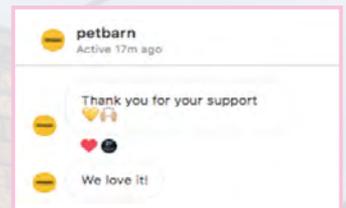
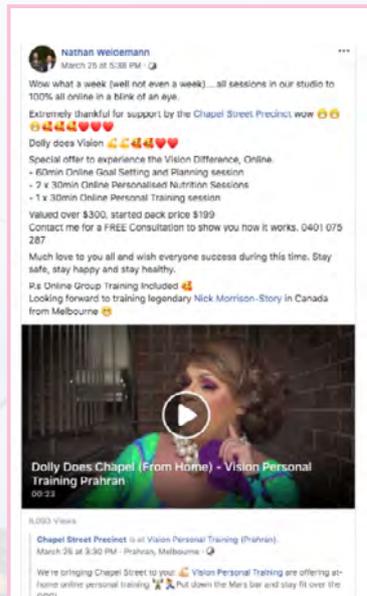
- Rosemary, California Burgers (Business Associate/Administration Manager)

"You guys have been amazing throughout all this. It's so nice to know that all us traders have someone who has our back. It really means the world to us"

- Colin Moxey, Colin Moxey Hairdressing (owner)

"You are terrific. Love the sunshine, light and positivity. Keep it up!!"

- Jacqui Weatherill, City of Stomington (Chief Executive Officer)





GET OFF THE COUCH, LIFE'S WAITING ON CHAPEL

There is something awry in the cultural zeitgeist. A strange phenomenon taking hold of us ever-social creatures. We've traded dance floors for dating apps, restaurants for reheated takeaway, window shopping for web browsing. It's a pattern of behaviour which primed CSPA's original campaign to get people off the couch, back onto the iconic strip.

CSPA launched a brave and bold campaign to combat the scourge delivery apps such as UberEats and Deliveroo were having on the majority of its businesses. The 'Get Off The Couch, Life's Waiting On Chapel' campaign was a world-first where CSPA stood up to the delivery giants and drove hard the support local and shop local message via an innovative digital marketing series.

A creative series of 30-second videos (to maximise viewing) were produced to call out a generation who dine-in on comfort and convenience at the expense of experience that explores the inevitable desperation of a sedentary life in front of the tele.

THE HEADLINE RESULTS

- Video views across all digital channels above **100,000+**.
- Covered in a broad range of **high profile national publications**.
- Gained **39 pieces of coverage** with a total estimated online coverage views of **1.26M**, as well as a **842,000** newspaper readership and a TV/radio audience reach of **1.44M**.
- Showcased **'the business mix'** and all that Chapel Street Precinct has to offer across all business sectors.



JUST LOOK FOR THE PAW ON THE DOOR

In celebration of World Animal Day, CSPA permanently rolled out the red carpet for pet owners and their furry friends, making it **the first and largest major shopping and entertainment precinct in all of Australia to welcome our cherished companions into over 450 businesses.** This included retail shops, gyms, salons, banks and eateries.

Unlike those big shopping centres, Chapel Street Precinct believes 'the more the merrier, terrier!' CSPA encouraged happy hour with your hound, pilates with your poodle, or a cheeseburger with your chihuahua or kitty cat!

Just look for the 'Paw-on-the-Door' stickers throughout the Chapel Street Precinct.



THE HEADLINE RESULTS

- Over 450 venues are now pet-friendly, proudly displaying their 'pet-friendly' window sticker on their shop fronts.
- CSPA's Instagram engagement on posts for this campaign and followers saw the highest leap in numbers we have ever had before in the last 5 years.
- Paw-on-the-Door was covered by all major media outlets in Australia and garnered a huge response on social media. In total there were 115 pieces of coverage with an estimated 989,000 TV and radio reach, 842,000 newspaper readership and 265,000 online views.
- Media outlet social media stats include 9,831 likes, 4,674 comments and 2,779 story shares.
- Several millennial publications including Pedestrian.tv, Time Out and Concrete Playground also covered the story. All major TV news outlets published accompanying online stories.
- Filmed and released high profile Bondi Vet partnership videos as part of this campaign, receiving over 50,000 views.



"The manager from Sportsgirl Pran Central mentioned that they had a new customer come in to Sportsgirl especially because the customer noticed the Paw-on-the-Door sticker on Sportsgirls window. The customer said they aren't usually able to shop at Sportsgirl because her dog is always with her when she is walking down Chapel Street and Commercial Road. The customer then went on to spend \$200 on clothes. A sale that Sportsgirl would never have had if the Paw-on-the-Door sticker was not displayed on their shop window!"

– Alana Hutson, Pran Central Shopping Centre (Marketing Manager)





HAIR OF THE DOG GETS A BRAND NEW TWIST

DESTA GETS TO A NEW DO AT BEAUMONT
Your HAIR salon in Windsor. Picture: ALEX COPPEL

A TRIP to trendy Chapel St can include your most cherished accessory today. In celebration of World Animal Day, select Chapel St shops, gyms, banks, salons and eateries will open their doors for pet owners and their cherished furry friends.

“World Animal Day is a global celebration for all animals and the people that love and respect them, so

JACKIE EPSTEIN
instead of keeping your special friend locked up at home while you're shopping — take them with you,” said Chapel Street Precinct Association general manager Christie Mann.

Lucky dogs Chilli and Desta will be paraded at the Respekti Your HAIR salon. “Dogs are such an integral part of our lives, my

own dogs Chilli and Desta are like my own children,” said co-owner Angela Pogoniec.

“This concept is wonderful, we love having pets in salons, and have done for ages. We've even had cats and parrots. A trip to the salon is supposed to be fun and relaxing, so it makes perfect sense that pets be a part of the experience.”

Chapel St Precinct businesses will display a Pawson-the-Door window decal to show it's OK to come in with your pets.

Many precinct eateries have created dog-friendly spaces to comply with regulations. “Our enclosed terrace area is an ideal place for socialising with pets,” said James Bolton of Grazemey Social. chapelstreet.com.au



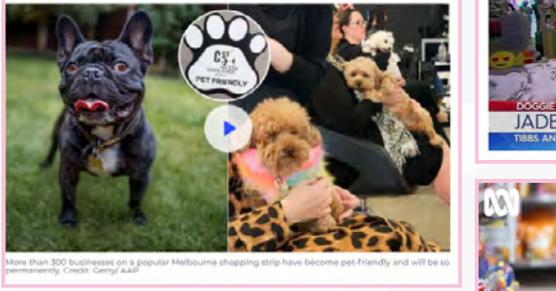
Chapel Street Just Became Australia's First Permanently Pet-Friendly Major Shopping Precinct

Over 300 of its venues are now welcoming in dogs and cats — including cafes, gyms and even a hotel.



Chapel Street becomes permanent dog-friendly shopping strip

Lucy Mae Beers • NEWS Friday, 4 October 2019 9:44 am



More than 300 businesses on a popular Melbourne shopping strip have become pet friendly and will be so permanently. Credit: Getty/AAIF



“Chapel Street knows how important the relationship is between humans and animals, so this won't just be for one weekend, we want you to bring your furry friends here fur-ever.”



Chapel St traders invite pets into their shops

On Breakfast with Jacinta Parsons and Sami Shah



Chapel Street Takes The Lead, Hundreds Of Stores Go Pet-Friendly



ABC Melbourne
@abcmelbourne

Lots of calls and photos being sent in on dogs in shops. Many are fans. What do you think?



7:31 AM · Oct 4, 2019

24 See ABC Melbourne's other Tweets



Chapel Street welcomes pets in shops



FINANCIAL BOARD REPORT

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
BOARD'S REPORT

Your board members present the special purpose financial report on the entity for the financial year ended 30 June 2020.

The names of board of governance members at the date of this report are:

Executive Board

Committee Role	Name	Business Represented
Executive Chairman/President	Justin O'Donnell	Print Express
Vice President	Maxwell Gratton	Melbourne Queer Film Festival (MQFF) - Representing Prahan Market Clinic
Secretary	Nathan Weidemann	Vision Personal Training
Treasurer	Maxwell Gratton	Melbourne Queer Film Festival (MQFF) - Representing Prahan Market Clinic

General Board

Committee Role	Name	Business Represented
General Member	Melissa Glentis	Dilly Daly (Representing Forrest Hill Precinct, South Yarra)
General Member	Chris Voyias	Delphi Bank
General Member	Andrew Szoeki	Studio Legal
General Member	Lanis Lanigan	Lucky Penny Cafe
Associate Board Member	Jack Hall	Thorne Harbour Health

Resignations during the Financial Year

General Member	Laura Main	Signed & Numbered
General Member	Katherine Sampson	Hello Sam & Little Green on Chapel
General Member	Alana Hutson	Pran Central
Past Secretary	Lyndal Guterres	Betty's Burgers & Concrete Co

Principal Activities

The principal activities of the entity during the financial year were:

Chapel Street Precinct Association (CSPA) is an independent, not for profit, membership-based Destination Marketing business that represents over 2000+ commercial properties and businesses in South Yarra, Windsor & Prahan. Please visit the below for a Special Rate ebrochure that outlines the CSPA's role in future-proofing their iconic shopping & entertainment precinct. www.chapelstreet.com.au/members

Significant Changes

No significant changes in the nature of the entity's activity occurred during the financial year.

Operating Results

The surplus for the year attributable to the entity amounted to \$23,503.

After Balance Date Events

No significant after balance date events occurred.

Signed in accordance with a resolution of the Members of the Committee.

Executive Chairperson


Justin O'Donnell

Treasurer


Maxwell Gratton

Dated this

29th day of July 2020

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS

Opinion

I have audited the accompanying financial report of Chapel Street Precinct Association Inc. (the Association), which comprises the statement of financial position as at 30 June 2020, and the revenue and expenditure statement, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the statement by the members of the Board.

In my opinion, the financial report of the Association is in accordance with the *Associations Incorporation Reform Act 2012*, including:

- i. giving a true and fair view of the Association's financial position as at 30 June 2020 and of its performance for the year ended; and
- ii. complying with Australian Accounting Standards as per Note 1 and the *Associations Incorporation Reform Act 2012*.

Basis for Opinion

I conducted my audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. I am independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to my audit of the financial report in Australia. I have also fulfilled our other ethical responsibilities in accordance with the Code.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Emphasis of Matter - Basis of Accounting and Restriction on Distribution

I draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Chapel Street Precinct Association Inc. to meet the requirements of the *Associations Incorporation Reform Act 2012*. As a result, the financial report may not be suitable for another purpose. My opinion is not modified in respect of this matter.

Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the applicable legislation and for such internal control as management determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

My objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with Australian Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the registered entity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the responsible entities.

Conclude on the appropriateness of the responsible entities use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the registered entity's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the registered entity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal controls that I identify during my audit.



Name of Auditor: Frederik R. L. Eksteen

Address: Collins & Co
127 Paisley Street
Footscray VIC 3011

Date: 29th July 2020



CHAPEL STREET PRECINCT'S \$20k SECRET SANTA WITH GOLDFM'S CHRISTMAS O'CONNELL

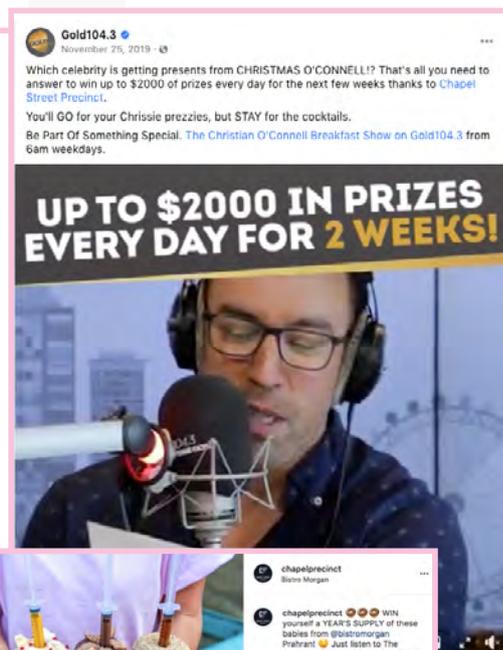
WIN EVERYTHING FROM A YEAR'S SUPPLY OF DONUTS TO A TRIP TO BALI!

Last year, Christmas O'Connell came to town and with him, brought \$20,000 worth of presents from Chapel Street Precinct!

In Christmas O'Connell's Santa sack, you could win brand new bikes, a 65" TV, a weekend away in luxury accommodation, even haircuts for an entire year... just to name a few!

Listeners just had to tune into The Christian O'Connell Breakfast Show for their chance to win every morning! There were twenty incredible prizes to be won across two massive weeks from some of our favourite places in Chapel Street Precinct.

The daily contesting mechanic was themed around Christmas and positioned Chapel Street as the ideal Christmas shopping destination.



"Thanks so much for having us involved – hope the doughnuts went down well too!"

- Morgan Hipworth, Bistro Morgan (Owner)

SO CHAPEL

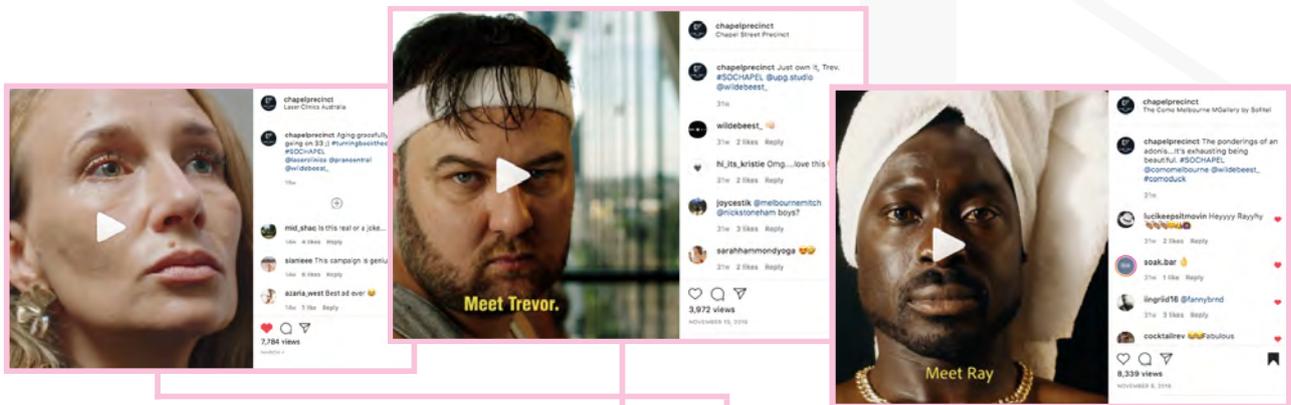
What do you give the audience with information at their fingertips and a proclivity to bore easily? The answer was refreshingly simple – bite-sized intrigue. Single-frame-no-fuss content that grabs a hold of our often divided attention in the digital age. The films show an array of colourful characters engaged in the very activities life on Chapel Street can often afford – some pamper, some pomp, if you will and even some choreographed dancing.



CSP created a stand out digital series called 'So Chapel' promoting a selection of unique CSP businesses and people in our iconic area.

THE HEADLINE RESULTS

This data-driven bold campaign evoked a sense of community and pride in the iconic precinct and locals loved and shared the campaign far and wide. The objective was to clearly shine a light on what made CSP so loved the unique, quirky and eccentric stood out and is demonstrated in the achievement of outcomes below.



THE DATA-DRIVEN RESULTS (VIEWS)

VIEWS ON	INSTAGRAM	FACEBOOK
Video One (Soak Beauty)	6,983	5,700
Video Two (Como Hotel)	8,222	6,900
Video Three (UPG Fitness Studio)	3,853	6,400
Video Four (Victims of Ink Tattoo Parlour)	3,418	3,800
Video Five (Razor Dolls Hairdressers)	6,294	1,000
Video Six (Route 45 Eatery)	5,150	1,600
Video Seven (Garden Street Garden Nursery)	3,637	5,600
Video Eight (The Space Dance & Arts Centre)	3,806	8,700
Video Nine (Bodhi Thai Massage)	4,736	13,000
Video Ten (Laser Clinics Beauty Prahran)	8,478	23,000
Video Eleven (Palace Cinemas Como)	4,618	16,000
Video Twelve (Punk Carla Bar)	3,889	17,000
Video Thirteen (Chapel Off Chapel Entertainment Venue)	4,539	2,700
Video Fourteen (Hu Tong Dumpling Bar)	4,707	10,000
Video Fifteen (Xtend Barre South Yarra)	5,045	18,000

Totalling **216,775 views** so far.



Image – Sugarbabies (Chapel Off Chapel)

@chapelprecinct

SO CHAPEL

TAKE A PEEK
CHAPELSTREET.COM.AU

CST CHAPEL STREET
precinct

SUMMER SANTA

Across December, Nova's Summer Santa was on his sleigh and came all the way to South Yarra, Windsor and Prahran ... All you had to do to win was listen to Nova 100 for the clues, find him and the cash was yours!



5,000+ visited the site activation over the course of the six days.

The NOVA street team (Casanovas) were armed to amplify and increase the foot traffic to Chapel Street Precinct with an engaging and creative activation mechanic.

Supported on-air by NOVA and added social amplification, all of Melbourne were hunting to find 'Summer Santa' in time to score a whopping \$1k to spend up big on Chapel Street.

The locations selected highlighted key aspects of Chapel Street Precinct, furthering the notion to the everyday shopper that Chapel Street is beyond a street, it is a destination and we truly amplified this key message on site.

Whether it was Summer Santa charging his phone or enjoying a cold one, Summer Santa reflected Chapel Street as the one stop Christmas destination - come for the shopping and stay for the cocktails.

Melbourne was listening to the clues revealed on-air, with one listener on her way to Chadstone Shopping Centre who turned around to find our Summer Santa - luckily she was the winner and walked away with \$1k to spend in Chapel Street Precinct. The winner told the Casanovas she had never been to Chapel Street and couldn't believe the variety offered in one destination.



SMOOTH CHRISTMAS LONG LUNCH

Christmas is a time for magic and wonder... and smoothfm was spreading a little bit of the good stuff around with smooth's Christmas Long Lunch in Chapel Street Precinct.

CSPA planned a fabulous day out with The More Music Breakfast Show's Mike & Jen, as winners made their way from venue to venue along the famed Chapel Street!

Travelling through Windsor, Prahran and South Yarra, stopping at Ines Wine Bar, Rebel Blue, David's, Caffé e Cucina and Burch & Purchase, it was a deliciously festive day out.

Plus, they got to see Human Nature perform live along the way!

For a chance to win a tasty invite, listeners just had to tune into the More Music Breakfast Show every weekday over two weeks or register their details online.



'Human Nature with Mike Perso & Jennifer Hansen from The More Music Breakfast Show on smoothfm at Chapel Street Precinct's Christmas Long Lunch

JAMIE DURIE'S GROUNDSWELL IN CHAPEL STREET PRECINCT

CSPA identified many of their businesses were undertaking initiatives or selling products that were eco-friendly and wanted to celebrate this as a point of difference at Christmas.

CSPA engaged much-loved Australian television personality and environmentalist Jamie Durie to film in our prestigious precinct for this important campaign, that aimed to make us stand out in a cluttered December advertising market.

Jamie Durie's Groundswell in Chapel Street Precinct was a revolutionary digital marketing project shining a light on what Chapel Street Precinct businesses were doing to change the way people (customers) connect with global environmental issues and highlighted what CSPA businesses are doing in this space.



THE HEADLINE RESULTS	Facebook / Instagram	YouTube
Results for this Digital Series on:	361k impressions 188k unique reach 143k total video views	76,127 impressions 48,558 views 5 minutes average view time

JAMIE DURIE'S 10 SUSTAINABLE TIPS FOR CHRISTMAS 2019!

A bright idea for Christmas lights

Opt for LED Lights, they use about 95% less energy than other lights and are cheaper to run. Better yet - opt for solar-powered lighting to turn your home into an emission-free Christmas wonderland!

Think Op Shops

What's more sustainable than reusing and recycling? Save money and the environment by hitting up the incredible array of Op Shops.

Christmas wrapped up

Did you know Australians use more than 150,000km of wrapping paper at Christmas? That's enough to go around the world nearly 4 times! Consider other wrapping options like cloth, or old newspaper, made gorgeous with a bow!

Recycle

This may seem obvious, but it's so important! All those champagne bottles and beer cans can be put to good use through our recycling system. Another important thing to consider is batteries and electrical items; most local councils including our very own Stonnington Council have an electrical recycling program.

Organic & ethically sourced produce for your Christmas table

This Christmas support Aussie farmers and spoil your family with a Christmas lunch that gives back. Like LaManna & Sons do every morning only providing you with the best Australian hand-picked fruit and veg.

Think fair trade, and buy local where possible

Fairtrade means your gift has been made ethically and sustainably, under acceptable working conditions. Chapel Street Precinct is home to a variety of businesses with ethical and sustainable sourced gifts options, plus you're supporting local.

It's not just about where we shop

Where you choose to hold your Christmas party is more significant than you think. When picking a venue, do some research and ask about the venue's sustainability cred. Chapel Street Precinct has a variety of carbon-neutral venues who take recycling and waste seriously.

Travel responsibly by lessening your carbon footprint

When buying this Christmas, consider offsetting your emissions. When doing your Christmas shopping, jump on a bus, train or tram instead of driving, to further reduce your carbon impact. Ridesharing is also another great option to reduce emissions.

Donate unwanted Christmas gifts

Donate any gifts you don't want to charity. Chapel Street Precinct has a number Op Shops (including Prahran Mission) that will happily accept your unwanted goods.

Give the gift of a reusable bag

This Christmas give planet Earth a gift and buy a reusable bag for all your friends. You will find some great ones at Prahran Market as well as many other reusable items to give as gifts this Christmas.

ECOCADDY

Picture the breeze in your hair and shopping bags tucked safely in the boot, as we glide you past the cars and pedestrian traffic along Chapel Street. And the best part ... it didn't cost passengers (precinct visitors) a thing!

EcoCaddy was back this summer to make your visit to Chapel Street Precinct as fun and stress-free as possible. All patrons needed to do was flag us down and jump on board! It was hard to miss us as our Caddies shuffled happy shoppers (and their pooches of course!) up and down the length of our iconic precinct.

The EcoCaddy's provided the FREE service from Wednesdays through to Sundays from February to mid-March. A ride with us also gave back to the environment – with zero carbon emissions when you roll with an EcoCaddy.



THE HEADLINE RESULTS

- The campaign was an overall success with a total of 5,023,622 impressions generated, 4,790 passengers moved and 5,115 km travelled, 1,125 Co2 emissions saved which is the equivalent of 33 trees saved.
- EcoCaddy experienced increasing levels of demand during the campaign compared with CSPA's previous campaign during the Christmas period of 2018.

"I'm a Marketing Professor and was really impressed with the way EcoCaddy's service supports the bricks and mortar businesses along Chapel Street. The strip is so long, and local residents find it really difficult to use their cars with parking limitations and permits often not working. Your Caddies make it easy for people to shop and get their purchases home. I really loved the ride home."

Claudia Lasetter



"I've worked on Chapel Street for most of my working life starting with my Mum who owned a business on Chapel. This is an awesome service! I loved not having to walk all the way to High Street after work! There seem to be a good number of trikes, which I see regularly. I think it's a great service for those who enjoy cruising the strip to eat/spend the day."

Meg - Cosmetic Tattoo Artist at Inez Tattoo



"We appreciate getting a ride along Chapel Street between the numerous wine bars."

Mary Rosey and Theo – workers at The Village Cinema in the Jam Factory



"Beautiful ride on a beautiful afternoon with a friendly face."

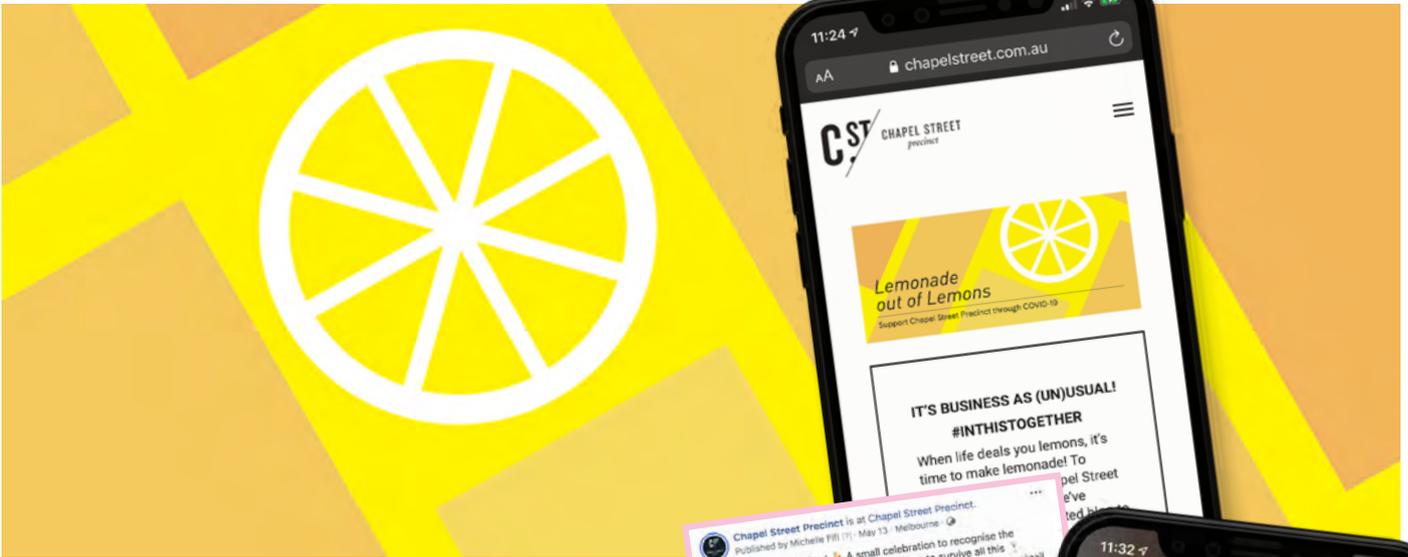
Rachael - worker at Childcare Centre at 670 Chapel



"I heard about and saw the EcoCaddy free rides service and caught a lift off Toorak Road. Really appreciated the ride up to Greville Street to meet my partner who was getting his hair done."

Amy - worker at Dilly Daly cafe





LEMONADE OUT OF LEMONS

IT'S BUSINESS AS (UN)USUAL!

DIY take home dumpling kits, virtual personal training and yoga from home, plus fully catered self-isolation pods are just some of the ideas Chapel Street Precinct businesses came up with to get through COVID-19.

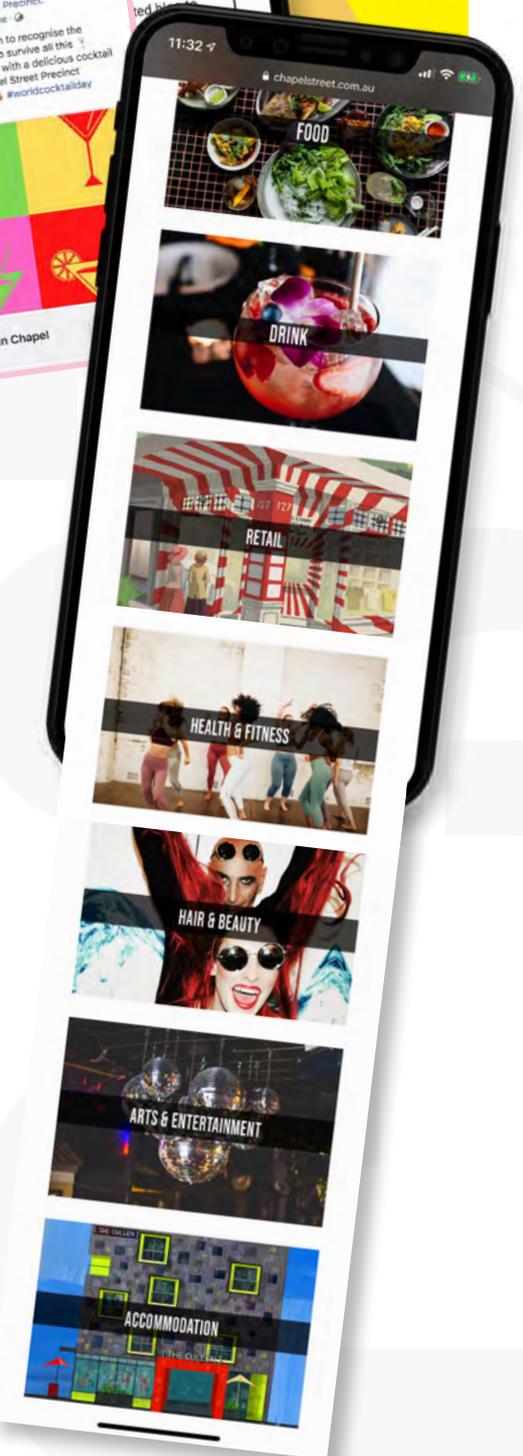
To support our iconic local community, we created a daily updated blog called Lemonade Out Of Lemons to keep people informed on their local faves that now offered takeaway or delivery, boutique retailers offering their products online, plus many other businesses who innovated to stay alive.

CSPA educated Melburnians on how to support local Chapel Street Precinct businesses and showed them how easy it could be done living in a coronavirus world. Despite the varied approaches, one common thread was that all our members were changing as rapidly as COVID-19 spread. They were prepared to alter their practices accordingly and the CSPA team was there in support while they pivoted and evolved.

- **The blog has received 7,000+ page views so far.**

"Our campaigns over COVID were purposely done to put a smile on faces at a time when joy was sometimes hard to find"

– Chrissie Maus, Chapel Street Precinct General Manager



CHAP-DRIVE-THRU

ORDER DIRECT & COLLECT
#SUPPORTLOCAL



CHAPEL STREET NOW THE WORLD'S LARGEST DRIVE-THRU

Chapel Street Precinct's restaurants and cafes banded together encouraging locals to order directly and personally pick up their takeaway order so more money went to Australian hospitality workers. Over 300 cafes and restaurants across the three iconic suburbs that make up Australia's largest retail and entertainment precinct, South Yarra, Prahran and Windsor, created the 'World's Largest Drive-Thru'.

Many Chapel Street Precinct businesses got savvy with their takeaway offerings to ensure you could still enjoy your fave dishes safely while, importantly, helping staff stay employed and their business (livelihood) stay afloat.

We are hoping all Melburnians call and collect, which were the experiences featured in this tongue-in-cheek video series called CHAP-DRIVE-THRU!

We asked locals to watch and learn some creative ways to collect your fresh world-class takeaway restaurant food to enjoy at home!

THE HEADLINE RESULTS

- Video views totalled 240,000+ across Instagram, Facebook & YouTube!
- Received 22 pieces of coverage and 473,000 estimated coverage views.
- Garnered 842,000 press readership with an audience reach of 1.08million.

CLICK TO READ MEDIA RELEASE



Chapel Street traders turn to drive-by dining

7NEWS Melbourne
4 May · 🌐

Chapel Street traders have been forced to find new ways to keep business afloat. 'Drive-by dining' is being trialled at more than 150 cafes and restaurants - to keep doors open and staff employed.

www.7NEWS.com.au

#7NEWS

👍 🗨️ 🔄 737

761 comments 178 shares



DANE DOES CHAPEL From Home

We recruited AFL Legend and Brownlow Medallist Dane Swan as our official ambassador to educate Melburnians on supporting small businesses during COVID-19.

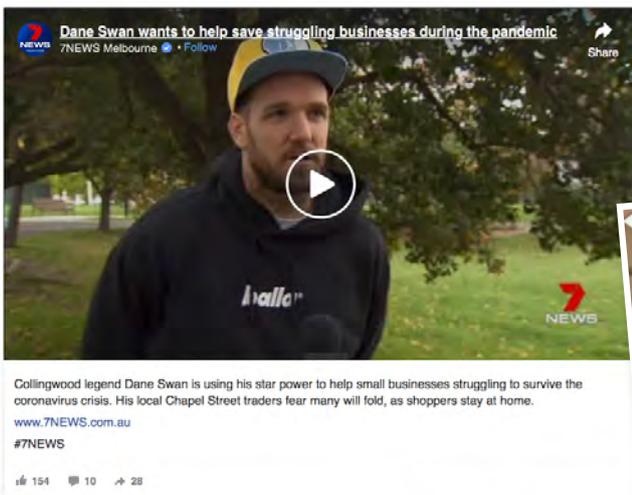
Dane Swan created daily videos where he kept Melburnians updated on local restaurants offering takeaway or delivery, boutique retailers who shifted to online sales and home delivery, gyms and health clubs offering online workouts and many more unique offerings.

Video views totalled 358,216 across CSPA and Dane Swan social media platforms.

"Chapel Street is my stomping ground and I've found all the small businesses around here are run by good, hard-working Australians – and many of them I count as friends," said Dane Swan. "I'm just like any loyal Melburnian, when your mates are in a crisis, you do whatever you can."

"For example: A simple and very effective way to support our local restaurants is to order directly rather than using home delivery. This ensures all the money goes to the business so it can stay afloat and keep staff employed. And a pro tip from me – pick it up yourself while also walking your dog. It's a great excuse to leave your house for some essential exercise and helps you fight off the blues associated with cabin fever. My dog Barney loves it when we pick up Vietnamese from Hanoi Hannah – we're always there!"

– Dane Swan



Herald Sun

Daily Mail Australia



"OMG Dane's video is SO funny. We really appreciate it."

– Vince Diaco, Rebel Blue Windsor (Owner)

Dolly Does Chapel

(from home)



DOLLY DOES CHAPEL From Home

Dolly (Diamond) Does Chapel *from home* was born to demonstrate how to enjoy the best of Chapel Precinct from your lounge room. Like many entertainers across Melbourne, Dolly's schedule was devastatingly wiped clean overnight as the Coronavirus closed down venues across Australia and the 2020 Melbourne International Comedy Festival. Her positivity coupled with her unstoppable power to entertain has seen her adapt and innovate like many Chapel Street Precinct businesses.

Video views totaled 110,000+.

[CLICK TO READ MEDIA RELEASE](#)



"As a resident of Windsor, my community has supported me over the years and I'm thrilled to be able to return the favour. These are unprecedented times, and that calls for much creativity and innovation – and all of us in Chapel Street Precinct are up for the challenge. I can't think of a better way to get through this isolation period, than shopping, eating and exercising from the comfort of my own home... order in people, order in!"

– Dolly Diamond



"I have already shared it on Facebook. Love it! :)"

– Jonathon Somers on Next Practice Prahran's Dolly Diamond video, Next Practice Prahran (Practice Owner)

"Dolly Does Chapel warms my heart! Well done Chrissie and co."

– Cate Crowley, Chapel Off Chapel (Venue Hire and Team Leader)



PRESIDENT'S OFFICIAL STATEMENT FROM THE INQUIRY INTO THE VICTORIAN GOVERNMENT'S RESPONSE TO COVID-19

We thank the Committee for allowing us the time today to share our feedback.

The Chapel Street Precinct Association is made up of around 2,200 businesses and is a true microcosm of business here in Victoria. Whilst we are famously Australia's largest retail and entertainment precinct, additionally, almost one-third of our businesses are in business and professional services.

This diverse mix of businesses gives us a very thorough insight into the effects COVID-19 has had on business here in Victoria.

COVID-19 has seen a high percentage of our businesses report a drop in turnover of between 70% up to 100% and this has devastated our local economy.

Both the Federal and State Government support packages have been integral to limiting the amount of businesses that otherwise would have already been forced to close and or lay off employees.

JobKeeper has been integral to many businesses in retaining their employees, this by far has been one of the most important initiatives and has saved thousands of jobs.

The State Governments Commercial Tenancy Relief Scheme was absolutely critical to most businesses surviving, a very high percentage of our businesses have stated that without this key piece of legislation they would have been forced to close their businesses permanently. Many landlords have supported them with this, however many have said that landlords have offered the bare minimum to assist which shows without the legislation this may not have happened and resulted in many more closures than what we have seen so far. Unfortunately, we are still hearing that some are yet to reach agreements with landlords so mediation may be required.

Our larger businesses have said the payroll tax refunds have assisted.

The businesses that qualified for the Business Support Fund Grant said this helped immensely and was received in a timely fashion, however, many of our businesses in business service categories that were rejected initially for this grant were extremely disappointed that they were ignored by our State Government.

The grant said it was for businesses heavily impacted by the lockdown measures, however, our State Government decided that they would determine which business categories were heavily impacted by the ABN classification, this was a fallacy and completely ignored the reality that if you forcefully close that many businesses in a local economy that many other businesses in that local economy are equally impacted. For these businesses to receive rejection letters from the State Government stating that their business was not considered to be heavily impacted when in reality many had seen a 70% downturn or greater was devastating for these business owners and showed a lack of compassion and understanding for the plight of these businesses. This was exacerbated by the lack of response or reply, many businesses did not receive a rejection letter or notification until they followed up with phone calls.

Thankfully, the State Government finally announced on the 1st of May that this was now being opened up to all businesses who qualify regardless of business category as long as they qualified for JobKeeper, yet many are still waiting to hear back, and to date have not received the grant as of yet - this almost two-months since the forced lockdown of many businesses and our economy. This is not acceptable or fair in our view.

The State Government's decision to not allow our restaurants and cafes to take part in stage one easing of restrictions and have up to 10 patrons whilst maintaining social distancing measures has not been received favourably. Our business owners would have appreciated the choice here. Whilst it may not have been economically viable for all, many businesses have said that with the JobKeeper scheme in place that it would have been vital to help start generating some profitable revenue as takeaway alone will not keep them afloat as most delivery services are taking up to 35% of their profits which is not sustainable. Three weeks may not seem a long time, however, for many businesses this may make all the difference to them surviving or not.

Our Premier's statement that the overwhelming majority of businesses he had spoken to about this said that 10 patrons would not be viable anyway does not gel with the overwhelming majority of our businesses feedback. How can the Premier make this statement yet not speak to the largest member group of restaurants and cafes in his state. Nobody from the Government asked us about this before making this decision. We sincerely ask that based on this that the Government reconsider this urgently as many businesses need to start trading again, we are confident they will adhere to stringent measures to ensure public health and safety. Not everyone will reopen yet, however, please give them the choice.

The misguided belief that businesses have been able to go into hibernation is just not realistic or true.

Whilst JobKeeper is assisting with some wages, some of our employees on Sponsor or International Student Visas do not receive support and do not even qualify for JobSeeker, so we have many businesses still paying their wages so they can at least feed themselves.

Some businesses have been able to negotiate rent relief, however, in a lot of these cases at least half of this is in deferred rent, meaning that this is a debt that continues to build. Banks have deferred loans, however, they are capitalising the interest, so once again this is a debt that continues to build. Council rates, outgoings, equipment finance and insurance premiums are all still due and payable.

Therefore, businesses still have many expenses and bills and cannot truly hibernate, every week they are kept closed sees debts mounting, every week is critical and for every week they are forced to remain closed we will see more having to close permanently.

We have seen a number close permanently already and this will only continue to increase for every week these decisions are delayed and for every closure the impact will continue to add to those who remain as they will have less and less customers on the other side.

Thank you.

Mr. Justin O'Donnell
Executive Chairperson | President
Chapel Street Precinct Association Inc.
On behalf of CSPA businesses,
the CSPA Board of Directors &
General Manager



MARKET SECTORS

For our member's perspective, please see detailed below all the major promotions that the CSPA executed that benefited all of the different business sectors (in roll-out order). Note this aligns with one of our key Strategic Plan focuses.



1 Food – 26.5%



Includes all our Chapel Precinct restaurants, cafes, fast food, quick bites, etc.

2 Retail - 26.2%



Includes all our Chapel Precinct fashion stores, homewares, book stores, tech/music stores, etc.

3 Business Services - 24.8%



Includes all agencies, architects, lawyers, florists, printers, co-ops, dry cleaners, interior design companies, etc.

4 Entertainment Venues - 2.9%



Includes clubs, cinemas, show venues like MC Showroom and Chapel Off Chapel, etc.

5 Bars - 6.8%



Includes bars, pubs, speakeasies, etc.

6 Hotels & Serviced Apartments – 2.6%



This includes hotels and serviced apartments throughout South Yarra, Prahran and Windsor.

7 Health & Fitness (Inc. Personal services) – 10.2%



This sector has seen the most growth in the last financial year.

As explained above, this includes all 'wellness-related businesses', gyms or PT studios, GP's, dentists, health food stores, dance studios, fitness clothing stores, yoga/pilates, chiro/osteo/physio, etc.

MAJOR PROMOTIONS 2019:20

CHAPEL CHAMPION AWARDS 2019

THE GREAT WEEKEND
(Integrated Chapel Street Precinct Special)

PAW ON THE DOOR
(Australia's First Pet-Friendly Precinct)

SO CHAPEL (Stand Out Digital Series)

SUMMER SANTA (Supported by NOVA 100)

JAMIE DURIE'S GROUNDSWELL
(Integrated Chapel Street Precinct Special)

CHAPEL STREET PRECINCTS \$20K SECRET SANTA
(With Christian O'Connell)

ECOCADDY (Free Visitor Ride Transport)

LEMONADE OUT OF LEMONS
(Chapel Street Precinct Innovation)

DOLLY DOES CHAPEL (From Home)

DANE DOES CHAPEL (From Home)

CHAPEL INNOVATION (Pivot to Prevail)

2019:20 REVENUE & EXPENDITURE STATEMENT

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
REVENUE AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
REVENUE		
City of Stonnington special rate	1,141,661	754,035
City of Stonnington seed funding (winter festival)	-	17,080
Sponsorship (grants)	25,000	20,000
Bank interest received	51	106
Info booth advertising revenue	3,360	5,340
Ticket sales (winter festival)	-	47,019
Other revenue	-	17,188
TOTAL REVENUE	<u>1,170,072</u>	<u>860,768</u>
EXPENDITURE		
Marketing and Events (Digital Marketing)	863,760	724,559
Operations and Admin	267,395	269,667
Depreciation	15,414	19,864
TOTAL EXPENDITURE	<u>1,146,569</u>	<u>1,014,090</u>
NET SURPLUS/(DEFICIT) FOR THE PERIOD	<u>23,503</u>	<u>(153,322)</u>

The Income and Expenditure Statement is to be read in conjunction with the audit report and the notes to the financial statements.

2019:20 STATEMENT OF FINANCIAL POSITION

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2020

	2020 \$	2019 \$
CURRENT ASSETS		
Cash and cash equivalents	51,470	34,013
Other receivables	25,960	7,316
TOTAL CURRENT ASSETS	77,430	41,329
NON-CURRENT ASSETS		
Other financial assets	2,637	2,597
Business assets	8,408	23,012
Trademarks	1,320	1,320
	12,365	26,929
TOTAL NON-CURRENT ASSETS	12,365	26,929
TOTAL ASSETS	89,795	68,258
CURRENT LIABILITIES		
Payables	2,856	24,956
Current tax liabilities	16,059	(5,014)
Payroll liabilities	-	6,166
Provision for employee entitlements	11,972	6,745
TOTAL CURRENT LIABILITIES	30,887	32,853
TOTAL LIABILITIES	30,887	32,853
NET ASSETS	58,908	35,405
EQUITY		
Accumulated members funds	58,908	35,405
	58,908	35,405

The Statement of Financial Position is to be read in conjunction with the audit report and the notes to the financial statements.

2019:20 STATEMENT OF CASH FLOW

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		1,170,021	860,662
Payments to suppliers and employees		(1,151,765)	(1,084,835)
Interest received		51	106
Net cash generated from/(used in) operating activities	(i)	<u>18,307</u>	<u>(224,067)</u>
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for business assets		(850)	-
Payments for trademarks		-	-
Net cash (used in)/provided by investing activities		<u>(850)</u>	<u>-</u>
Net increase/(decrease) in cash held		17,457	(224,067)
Cash and cash equivalents at beginning of financial year		34,013	258,080
Cash and cash equivalents at end of financial year	(ii)	<u>51,470</u>	<u>34,013</u>

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
NOTES TO THE STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
Note (i). Net cash generated from/(used in) operating activities		
Net surplus for the year	23,503	(153,322)
Non-cash flow item: depreciation	15,414	19,864
(Increase)/decrease in prepayments	(18,644)	5,497
Increase/(decrease) in trade and other payables	(22,100)	(82,680)
Increase/(decrease) in other creditors	14,907	(15,666)
Increase/(decrease) in provisions	5,227	2,240
	<u>18,307</u>	<u>(224,067)</u>
Note (ii). Cash and cash equivalents at end of financial year		
Cash and cash equivalents	<u>51,470</u>	<u>34,013</u>
	<u>51,470</u>	<u>34,013</u>

The Statement of Cash Flows is to be read in conjunction with the audit report and the notes to the financial statements.

NOTES TO THE FINANCIALS YEAR ENDING 30 JUNE 2020

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

Note 1. Statement of Significant Accounting Policies

This financial report includes the financial statements and notes of Chapel Street Precinct Association Inc., an incorporated association, which is incorporated in Victoria under the *Associations Incorporation Reform Act 2012*.

Basis of preparation

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Reform Act 2012*. The committee has determined that the association is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The following is a summary of the material accounting policies adopted by the company in the preparation of the general purpose financial report. The accounting policies have been consistently applied, unless otherwise stated.

Accounting Policies

a. Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and

Plant and Equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets' employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the income statement during the financial period in which they are incurred

Depreciation

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

The asset's residual values and useful lives are reviewed and adjusted, if appropriate, at each balance date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the income statement.

b. Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the balance sheet.

c. Revenue

Grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are

Grants received for specific programs are recognised as income only to the extent of work completed on those projects when the terms of the grants stipulate that any unexpended funds are to be returned to the sponsor if the program is not completed. In those circumstances the funds attributable to work still to be completed are carried forward as grants income deferred.

Revenue is measured at the fair value of the consideration received or receivable.

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

NOTES TO THE FINANCIALS YEAR ENDING 30 JUNE 2020

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

Note 1. Statement of Significant Accounting Policies (continued)

d. Income Tax

By virtue of its aims as set out in the constitution, the Association qualifies as an organisation specifically exempt from income tax under Section 50-45 of the *Income Tax Assessment Act 1997*.

e. Goods and Services Tax (GST)

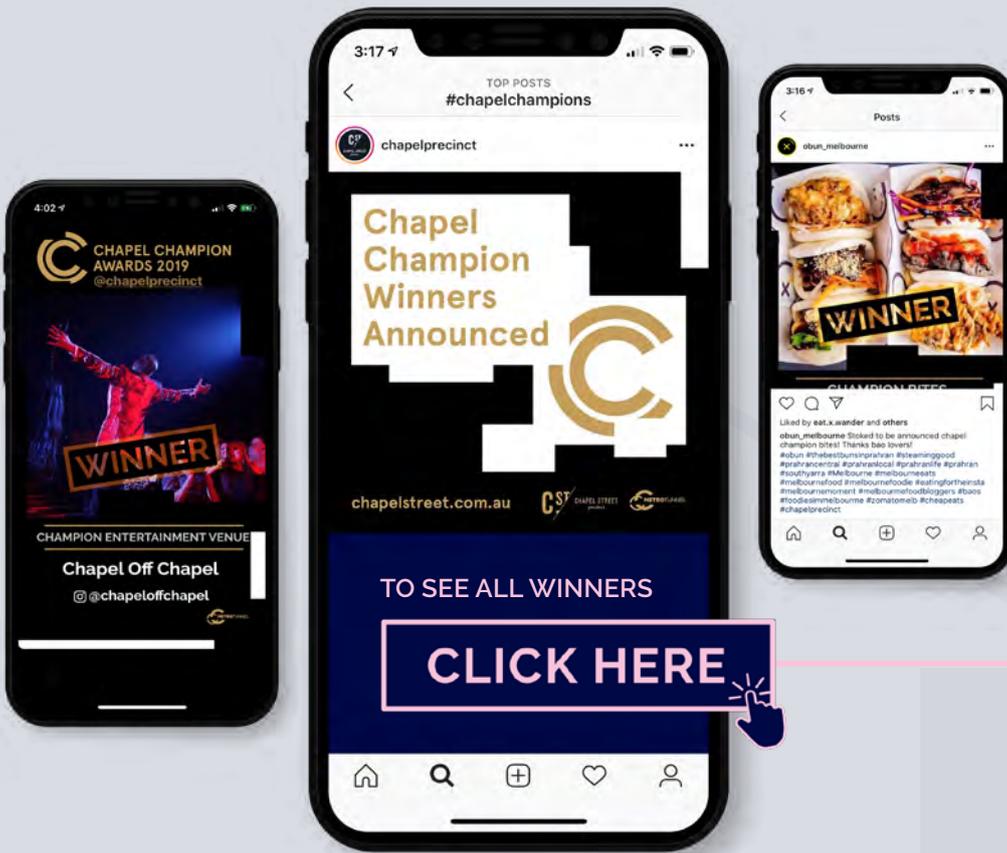
Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the Balance Sheet are shown inclusive of GST.

f. Employment Entitlements

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amount expected to be paid when the liability is settled. Contributions are made by the association to employee superannuation fund and are charged as expenses when incurred.

g. Provisions

Provisions are recognised when the Association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.



CHAPEL CHAMPION AWARDS

Renowned as one of Australia's top destinations for shopping, bars, clubs, accommodation and restaurants, Chapel Street Precinct commemorated the region's status by holding the inaugural Chapel Champion Awards in June 2019. The public voted competition unearthed hidden gems and showcased our world-class offering.

In partnership with Metro Tunnel, CSPA awarded the champions of Chapel Precinct in 15 prestigious categories. There were some incredible prizes up for grabs, including a \$10,000 marketing package for the ultimate winner.

THE HEADLINE RESULTS

- **15,751 unique votes** in the finalist phase.
- **Over 400 businesses** mentioned and tagged across CSPA's digital, a record number for any CSPA campaign.
- **The total coverage is estimated to have 1.18 million coverage views, plus 2.77 million audience reach, plus 861,000 readership over approximately 36 pieces of coverage.**
That's an overall reach of **4.811 million people.**
- **Highest website page views for any CSPA campaign, totalling 27,173.**



A LOOK TO THE FUTURE OF CHAPEL STREET PRECINCT

As a proud businesswoman presiding over Australia's largest lifestyle, retail, dining and entertainment precinct in Melbourne, I have a unique insight into the trials and tribulations businesses are facing due to the COVID-19 crisis. People who know me will tell you I'm a glass-half-full kinda gal and out of a crisis there is always opportunity. Always thinking positive and ready to rally the troops around me so we can move forward without fear.

Melbourne's Chapel Street and all other high streets around Australia have an inherent silver lining for their future. This is because of people, and a **call for authenticity**. The COVID crisis has seen an unprecedented number of Australians working from home, and recent research is suggesting 70 per cent of Australians do not wish to resume working from their offices. This will give rise to a boom time for Melbourne's Chapel Street and other high streets across Australia.

Think about this, with so many people working from home, cosmopolitan high streets will become thriving communities. Previously, these residents would be squeezing in gym classes before work, or beauty appointments after work. These rushed appointments would bookend their chaotic day commuting into the city on a packed bus or train, and when they got there they would be surrounded by hordes of people invading their space. There is no need for this anymore. Zoom meetings and accommodating bosses mean we can work from anywhere.

I know people who are now living their best lives because of COVID — a typical day would start with work at 7 am for three hours, hit the gym at 10 am and then work for another few hours. After that's done, they would catch up with a girlfriend for lunch, work another couple of hours, squeeze in a beauty appointment or other errands and then after all of that, catch up for post-work drinks with some colleagues at the local pub.

This is what life now looks like living and working around one of Australia's high streets.

The COVID-19 crisis has changed Australians immensely. During the first lockdown, the country became introspective as we learnt how to work from home. For many, it was a time to reflect on what we wanted in our life — the toxic elements we needed to get rid of, and the beneficial elements we needed to embrace. **What we've found in Chapel Street is that any business that improves one's life, will flourish in the near future.**

People want authentic, they want Australian, they want unique, they want friendliness, they want the businesses they frequent to be extensions of their own personality. Shop local and supporting Australian-made and owned will become big trends and high streets all over Australia will be the winners.

History will show the past three months will be a time of innovation. Not only have people been making over their own lives during this time of "reset", creative minds around Australia have used their lockdown time to cook up great ideas for businesses.

CST

These savvy minds will capitalise on the great opportunities being presented. They will also be looking for the right locations to start up these businesses. They will need a ready source of customers hungry for their souls to be fed by businesses that exude authenticity.

Australia is transitioning, and it can be an exciting time if you take the bull by the horns.

CBDs will see a decline in foot traffic, which is unfortunate for those businesses left behind. Yet if they act wisely, and predict what their future customers will want, there is no reason why they can't also prosper.

Pandemic or no pandemic, any business that does not learn to pivot quickly and innovate with additional revenue streams will be left behind.



Ms. Chrissie Maus GAICD CPM
General Manager | Shadow Director
Chapel Street Precinct Association Inc.

BECOME A MEMBER

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