



SILVER LININGS

Chapel Street Precinct
Association Inc.

Annual Report 2020:21

DESTINATION MARKETING

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.

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, promote and future-proof Chapel Street Precinct.

Our Association works to enhance the economic prosperity within the precinct via market-leading destination marketing and advocacy.

The CSPA has been operating and serving the business and retail community since 1999.

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.



CHAPEL STREET
precinct

REPRESENTING

—
CHAPEL STREET

—
SOUTH YARRA

—
WINDSOR

—
PRAHRAN

A respected and powerful united voice

KEY FOCUS FOR 2020:21

- 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 background of the page is a grayscale photograph of a Melbourne street scene. In the foreground, a tram is blurred as it moves across the frame. Behind it, several multi-story historic buildings with ornate architectural details and arched windows line the street. A prominent building on the right features a large, rounded dome. A thin black line starts from the top left corner, goes down, then right, then down again, ending in a small black dot to the left of the 'VISION' heading.

VISION

To strengthen and future proof the Chapel Street Precinct economy through world-class marketing and united advocacy.

MISSION

To be the independent and trusted voice for businesses advocacy and to deliver stand-out destination marketing to enhance the prosperity of Melbourne's Chapel Street Precinct.

On behalf of the Chapel Street Precinct Association (CSPA), we would like to express our admiration to our members for their resilience and trust over what has been an exceptionally tough year.

The bravery and innovation the businesses of Chapel Street Precinct have shown through the global pandemic is to be admired.

I'm most proud of the way we have come together as a community and, this year more than ever, the work CSPA has done to advocate on it's members behalf. Never shrinking from articulating its role, we hope you see the Association has brought an unwavering support and robust approach to the public discourse across a range of issues that really mattered.

Over the last 12 months, the CSPA has demonstrated our commitment to lead and be unwavering in our passionate support.

As we hope you can see from this year's Annual Report 2020:21, we have been again far from idle during the pandemic. 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.

We also saw a huge increase in our member engagement yet again this year and support of our innovation at a time when our members needed us most.

The CSPA, on a daily basis, monitors the evolving situation and works to ensure the health and safety of our Chapel Street Precinct community. Our clear goals from day one of this pandemic were to assist our businesses to the other side of this crisis, support a swift recovery and assist in weathering the snap lockdowns. This involved quickly sharing important pandemic information via our trusted digital platforms and clever marketing campaigns that stood out to a COVID fatigued audience.

The pandemic continued to be a stark reminder that our independent association was vital in advocating at all levels of government as a united and respected voice for our world-class businesses. After all, they are the reason we exist.

So, like you, we hung onto humanity in the face of extraordinary challenges and considered the long-term consequences of actions and decisions being made and we fought for you (our members) every day.

During the Victorian COVID second shut down, a high percentage of our businesses again reported a harrowing drop in turnover between 70% to 100%. Additional State and Federal Government support packages were integral to limiting the number of businesses that otherwise would have been forced to close. The blue sky is that our precinct was the only shopping precinct in Victoria to have more businesses open than close in the last year. This is a testament to our community supporting our TWO WORDS. SUPPORT LOCAL message and coming together to support those who needed them most.

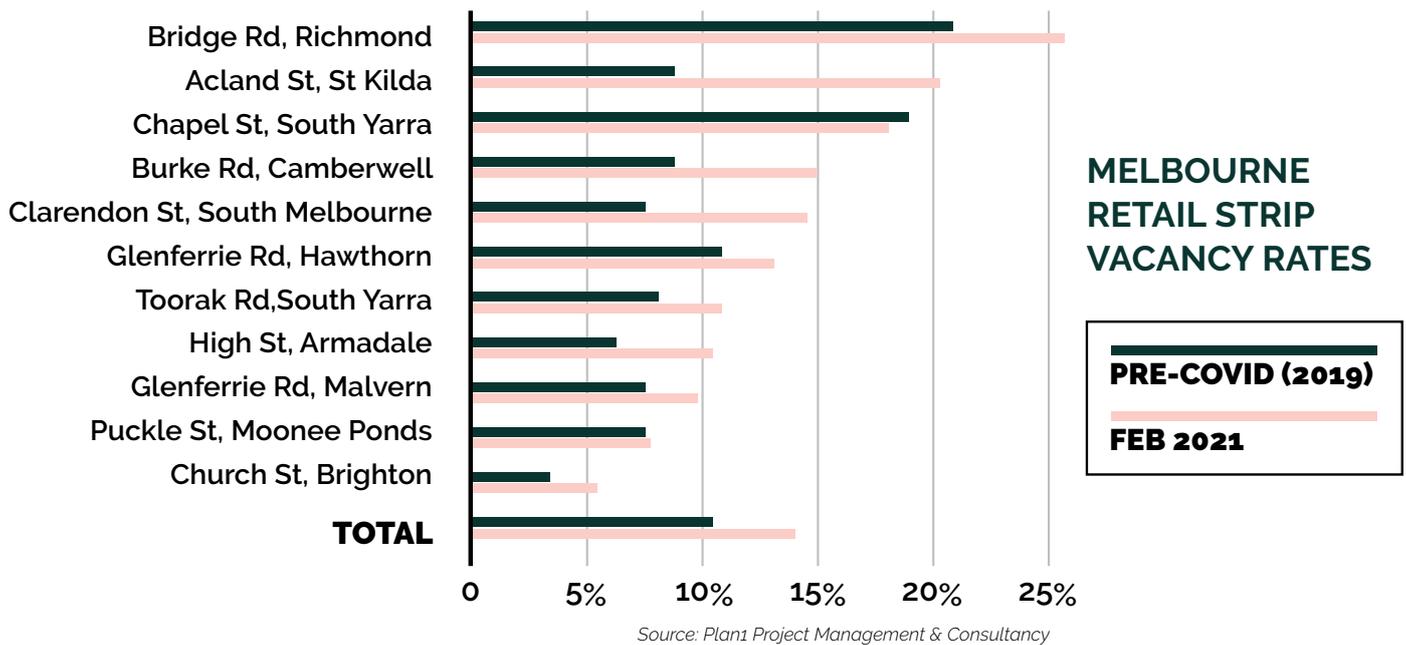


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You join a board and you make a commitment. As a director you have to deal with what comes your way. You have a responsibility, no matter how hard it gets.

- Mr Justin O'Donnell (CSPA Chairperson)

CHAIRPERSON & GENERAL MANAGER ADDRESS



MELBOURNE RETAIL STRIP VACANCY RATES

PRE-COVID (2019)
FEB 2021

Some highlights of engaging campaigns that drove tangible results for our iconic community are discussed below:

- **SHOPPING SOCIAL DISTANCING** - This digital marketing was created to see CSPA lead the way with social distancing protocols and reinforce this important message using a comedic and light-hearted creative to cut-through a COVID-fatigued community. *Video views totalled a massive 150,000+ and featured in 43 pieces of free media.*
- **TWO WORDS. SUPPORT LOCAL** - We launched the emotive, black and white campaign as a community cry for help and an effort to get as many businesses to the other side of the pandemic. *Gained 24 pieces of free press coverage.*
- **CHAP-DRIVE-THRU** - We continued 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 marketing received significant Australia wide traction with complete media coverage saturation. The CSPA gained feedback 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. *Video views for this whole campaign totalled 240,000+ and gained a 1.08 million audience reach from free media gained.*
- **GET OFF THE COUCH (LEAVE LOCKDOWN BEHIND)** - This major digital campaign launched on December 1st capturing iso-relatable moments in slo-mo whilst encouraging people to get out and experience life again in Chapel Street Precinct. Five videos covering the major business sectors were created for cut-through in a busy December ad-economy.
- **CHOOSE CHAPEL** - We enlisted much-loved radio personality and comedian **Kate Langbroek** to create an authentic video series of her rediscovering Chapel Street since her return from Italy. These two videos garnered a huge 200,000 views (so far) and were shared to an audience of 600,000+.
- **THE SOUL OF CHAPEL** - We meticulously planned and executed an emotive documentary series featuring the heroes of Chapel Street Precinct, our business owners and operators titled *The Soul of Chapel*. **Total reach for this campaign has been 1.1million+ so far!**
- **SO CHAPEL** - This much loved digital series, #SOCHAPEL, promoted a selection of our unique Chapel Precinct businesses and people in our iconic area. This campaign was awarded state WINNER in the most competitive Content Marketing category in the Australian Marketing Institute Awards 2020.

CHAIRPERSON & GENERAL MANAGER ADDRESS

We also rapidly overhauled our website and social media a number of times as snap lockdowns were announced and launched a number of innovative marketing campaigns to help promote and support as many local businesses that we could. Campaigns with strong social media reach to highlight and encourage ways people could support local, even when in lockdown, were critical. These included digital marketing that promoted our businesses that were pivoting and fighting for survival.

Our team continued to foster partnerships with world-leading brands and explored many new digital marketing initiatives over such a critical time such as our Shopping Social Distancing campaign that used humor to deliver the much needed COVID message as the community was fatiguing. The overarching message of this campaign was to build trust that it was safe to come back and enjoy all that Chapel Street has to offer.

Again, we are exceptionally proud of our team and our local community who have rallied behind their favourite businesses to support local. You are our extended family and it is because of you that Chapel Street will continue it's resurgence.

The CSPA culture is one allowing 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.

The CSPA digital platforms have seen outstanding trending growth and Events and Marketing Project Manager Michelle Fifi has been instrumental in driving this growth for our members.

I would also like to thank those who served in this last term: Mr Nathan Weidemann for his exceptional work in representing the fitness industry, the fastest growing sector in Chapel Street Precinct. Also Mr Maxwell Gratton for his passionate work as the Vice President and his outstanding contribution to the community and our team. The CSPA is governed by members and works for our members to ensure we are one unified voice and we would like to take this opportunity to thank all our volunteer directors for their time as passionate advocates.

As said by CSPA Associate Director Mr Jack Hall, "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. We are proud of this culture and the calculated risks we take."

The CSPA multi-award winning team 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.

As we focus on the new financial year ahead and the recovery phase out of COVID-19, we will continue to find silver linings and to execute bold initiatives that demonstrate inclusivity of the intersecting communities and to make sure we all get off our couch and leave lockdown behind.

”

The CSPA's focus was to protect the health and safety of our staff, members and visitors, while supporting our businesses owners and operators as they navigated their own organisation's crisis and recovery with brave advocacy and cut-through marketing.

- Ms Chrissie Maus (CSPA General Manager)

CHAIRPERSON & GENERAL MANAGER ADDRESS

Most importantly, we hope our achievements empower and enable our members to achieve their goals as this unprecedented year continues. We are all acutely 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.

So finally, if you are feeling like it's all too much and struggling to cope, we can promise you are not alone. Even the most resilient of us have cracks showing. If you are feeling low, anxious or overwhelmed please reach out to the Partners in Wellbeing helpline on 1300 375 330 for free confidential one-on-one mental health and financial stress counselling. Above everything, the mental health of our community is by far the most important.

And remember, the CSPA will be by your side to rebuild.

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.



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I would like to congratulate Mr Justin O'Donnell on the celebration of his tenth year as a Director on the CSPA Board. His contribution has been invaluable to the precinct and personally he has been an incredible mentor.

- Ms Chrissie Maus (CSPA General Manager)

It's been an extremely challenging year for our entire community. I'm so proud that the CSPA has been there to bravely advocate and support our members every step of the way.

Beyond the adversity, I have an extreme sense of pride in the way CSPA has been able to continually advocate, innovate and deliver marketing that has proven a real return through meticulously planned campaigns, taking into account how diverse our community is and really driving home the important 'Support Local' message.

I'm thankful to be part of an inclusive culture and such an inspiring group that really drives innovation and truly puts its members first. Most importantly in the last year, putting a spotlight on the businesses who have adapted and shown their resilience across the ongoing COVID crisis. I'm humbled to support and steer the direction of our loved precinct on the board of the CSPA.

Having an independent voice for our world-leading business and one of the top Australian Marketers (Ms Chrissie Maus) during this time has proved invaluable. It has been an honour to assist Chairperson Mr Justin O'Donnell in his outstanding leadership and to represent the growing beauty sector in Chapel Street Precinct.



Ms Carlie Lansdown

Soak Bar & Beauty
Director | Treasurer
Chapel Street Precinct Association

It's an honour to represent the Chapel Street Precinct night-time economy and the much-loved bars and clubs of our admired Precinct as a director on the CSPA board. These are businesses that have had an exceptionally hard 16 months, being the first to close last year and always last to open. Like many sectors, COVID has been particularly financially crippling for our entertainment sector. Sharing in the collective advocacy has been the most rewarding for our businesses and giving those that may not have one, a voice.

As a team our focus is always on giving our members outstanding value for their special rate. The work done by the small CSPA team (of only two full-time staff) is relentless and across the pandemic we have aimed to represent our members and their concerns as a strong united front. I'm proud that not only does the Association place its members first, it ultimately places its community first.

The CSPA's pandemic response has been one of creativity, vision, and at times bravery, in undertaking its cut-through campaigns and advocacy.

I am immensely proud of the breadth of work undertaken by the management team and how resilient our community is first and foremost. Despite how high the bar may be set, it continues to rise to the challenges of an ever-changing environment. I congratulate Mr O'Donnell and Ms Maus, whilst evident in recent years this has been acutely demonstrated during the COVID-19 pandemic.



Andrew (Zok) Szoeki

Studio Legal
Director | Secretary
Chapel Street Precinct Association

DIRECTOR TESTIMONIALS

Once again we find ourselves meandering through not only the uncertainties, but also the devastating impact of restrictions and lockdowns, as we traverse the ongoing viral landscape. However, if one thing is certain within this context, it is the strong and consistent advocacy of the Chapel Street Precinct Association for its members, and its community, in times of adversity.

As an Associate Director working in the health sector with an emphasis on HIV, another infectious disease, I have to describe the work undertaken by the Association as fearless and tenacious. It is unafraid to speak up, ready to challenge when it's called for but always observant of the legal framework that governs us all. It is this approach that has given us a seat at the table. The Association's voice has been heard at many levels of government and within the media which is right and proper given its community leadership role.

It strives to promote not only its members' interests but has the courage to point out the grim realities for those who bear the brunt of our COVID circumstances.

Frank and forthright may be part of its DNA, but this is also heavily mixed with imagination and creativity. Despite all of the insecurities that have abounded over the last year, the outcomes for the Chapel Street Precinct have been driven by imaginative campaigns to motivate the community to support local. Two simple words within a complicated environment send a powerful message. Its reputation is such that the precinct has attracted more businesses to open than have been lost as a result of the pandemic.

As the hope of 2022 beckons, the work of the Chapel Street Precinct Association stands as a testament to the anguish it has confronted, the vigour of its vision and also for the resilience it has endured. I remain very proud to be part of this dynamic team.



John E. Hall (Jack)
Thorne Harbour Health
(formerly the Victorian AIDS Council)
Associate Director

Over the last year, the Chapel Street Precinct Association (CSPA) has continued to effectively market, promote, advocate, and represent its members and stakeholders, including over 2,200 commercial properties and businesses in the iconic Melbourne shopping destination. It has been a challenging time for many, due to the COVID 19 crisis.

The hard work of CSPA, under the superintendence of Chrissie Maus, has ensured that the Precinct remained at the forefront of the Melbourne psyche.

For over two years, it has been a pleasure serving on the Board of the CSPA as Vice President, Treasurer, and as an Ordinary Director. The prosperity of the South Yarra, Prahran, and Windsor communities is intrinsically linked to the prosperity of Chapel Street. It has been a privilege to make a contribution to the CSPA. Seeing firsthand, the passion and commitment of the Board and its Members, gives me a level of solace that the CSPA, and the communities it serves, will be in the best possible position throughout these times, and beyond.



Maxwell Gratton BA MBA FIML
Former Vice President & Treasurer
Chapel Street Precinct Association

THE TEAM



The below stand as at 9 June 2021.

Executive Chairperson /President	Justin O'Donnell	Print Express (Representing the business services sector)
Vice President	Chris Voyias	Delphi Bank (Representing the business services sector)
Secretary	Andrew Szoeki	Studio Legal (Representing the business services sector & night-time hospitality sector)
Treasurer	Carlie Lansdown	Soak Bar & Beauty (Representing the beauty sector)
General Board	Melissa Glentis	Dilly Daly (Representing Forrest Hill Precinct, South Yarra & day-time hospitality sector)
General Board	Jonathon Somers	Next Practice Prahran (Representing Greville Street and the health sector)
Associate Board Member	Jack Hall	Thorne Harbour Health (Representing LGBTQIA+ Community)
Associate Board Member	Matt Lanigan	Rent Converters (Representing the hospitality sector and mental health first aid certified)
CSPA Office	Chrissie Maus	General Manager (CSPA Secretary Delegate Director)
CSPA Office	Michelle Fifi	Marketing Project Manager

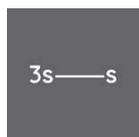
The below CSPA directors also served on the board over the 2020:21 period.

Maxwell Gratton - Melbourne Queer Film Festival (Representing Prahran Market Clinic) ('til April 2021)

Nathan Weidemann - Vision Personal Training (Representing the fitness sector) ('til June 2021)

MAJOR PARTNERS OVERVIEW 2020:21

Our association's mission is to enhance the economic prosperity within the precinct via industry-leading Destination Marketing. In 2020:21 the CSPA partnered with some of the biggest and most respected partners to achieve this goal, and to support our members when they needed us most.



KEY TEAM ACHIEVEMENTS 2020:21

HIGHLIGHTS SNAP-SHOT

This was a year filled with critical marketing and responsive member engagement to deliver tangible results and value for those that needed us the most across the pandemic. A selection of key achievements outlined below.

For the majority of the year, the CSPA ran an on-demand press office as a critical day to day media voice for member advocacy and COVID support for our businesses. **In just a five-day period in October 2020, the CSPA gained exactly 180 pieces of media coverage.** Over 21 Chapel Street Precinct businesses mentioned and involved in the proactive publicity. *To put this in perspective, the amount of press CSPA received in just that one week has a rate card value of a conservative half a million dollars. Highlights included gaining the front page of the Financial Review, global coverage with BBC London, whole segments on National Sunrise, Sky News interviews, full-pages in The Herald Sun and numerous interviews on ABC News.*

Chapel Street Precinct was the only retail strip in Melbourne with fewer vacancies post-COVID lockdowns (recorded as at March 2021).

Social media following continued on a clear upward trajectory across 2020:21 increasing eyeballs on marketing and saturation of critical messages.

Execficles/blogs over the 12 month period, which promoted over 700 CSPA members (businesses).

To support the quickly pivoting businesses, a daily updated digital marketing called [Lemonade Out Of Lemons 2.0](#) was relaunched with page views for this directory totalling 17,000+ in just the first week.

The CSPA developed a swift and brave Crisis Communication Management Plan that included a CSPA member microsite reflecting important COVID business updates and resources. Almost 400,000 people visited our website as an information source in 2020:21.

Partnered with the Melbourne Queer Film Festival showing our 'Don't Netflix & Chill' marketing to over 10,000 people across 84 MQFF film sessions.

When the Victorian Government made masks mandatory, the CSPA were first to market with a [Where to Buy a Mask](#) in Chapel Street Precinct listicle. This gained 6,000+ pageviews in the first 12 hours and members highlighted were sold out of the promoted masks in the same amount of time.

New street flags were installed on Chapel Street and Greville Street. The CSPA gained approvals to replace these after eight years.

CSPA engaged NOVA 100's Chrissy, Sam & Brownly to drive the CHAPS BACK BABY! message. This activity mentioned over 65 CSPA members to over half a million people.

The CSPA major campaign 'Paw-on-the-door' was announced as the Victorian WINNER in the important Customer Experience Management Strategy category. Despite the impacts of COVID-19, AMI received the most number of entries they have ever received for the 2020 awards.



Chapel Street Precinct hit a milestone welcoming our cherished pet pooch companions into over 500 businesses who now host a paw-on-the-door front window or door decal.



The major campaign 'So Chapel' was awarded the Victorian WINNER in the most competitive Content Marketing category.

KEY TEAM ACHIEVEMENTS 2020:21

The CSPA meticulously planned and executed an emotive documentary series featuring the heroes of Chapel Street Precinct (our business owners and operators) that reached over 1.1million people.

Appointed three new highly respected and skilled CSPA Directors, to represent Forrest Hill Precinct South Yarra, Greville Street and the growing health business sector.

Formed a Remuneration Committee to further demonstrate benchmark governance and detailed due diligence.

Successfully advocated for a 0% rate increase in response to the City of Stonnington's proposed budget that noted a rise for businesses.

Partnered with popular Aussie duo, Hamish & Andy, for their much-loved podcast promoting Chapel Street Precinct businesses and driving the important 'support local' message.

The CSPA addressed the significant rise of unsightly tagging in the precinct. Increased street cleaning sessions and resources were added by the City of Stonnington in response.

Much loved comedian and radio personality Kate Langbroek joined the CSPA team as a Chapel Ambassador creating an authentic video series of her 'Rediscovering Chapel' post her return from Italy. The first two videos in this digital marketing series garnered a huge 200,000+ views (so far).

The CSPA sent a united letter to Stonnington pertaining to their funds spent outside their municipality, which led to Stonnington using a new VendorPanel system allowing for local supplier quotes.

Launched new Alpaca maps software to create a main Chapel Street Precinct guide with easily accessible information on members as well as itineraries and trails to complement all digital marketing.

Post-lockdowns (November 2020) the Chapel Street Precinct recorded its highest foot traffic in almost a decade.

Launched the targeted destination marketing visitor campaign 'Choose Chapel' that was aimed at regional areas and executed to stimulate the visitor economy over the summer period as state borders began to open. Over 50 businesses were involved in this major marketing.

The CSPA commissioned a statistics evaluation report in partnership with Charter Keck Cramer (a full-service property advisory firm) to gain detailed insight into our local economy and the real impacts of COVID on Chapel Street Precinct.

Delivered the most amount of major marketing campaigns ever to come out of the CSPA office.



TEARS, ANGER AS WORKERS HIT BY PARKING FINES

NICK D'URBANO further easing of parking restrictions. "We have heard so many stories over the weekend about people breaking down into tears upon receiving parking fines while going about their daily jobs during stage four lockdowns. Precinct general manager Chrissie Maus said she had been made aware of a raft of situations and had requested

displeasure, making for people from the City of Stonnington. Owner of Miss Koko at Hoo hoo bar Paul Kasteel said he was "completely shocked" that parking officers were still active. "I have a struggling business that is trying to keep people employed and safe, my staff should be able to park as close as possible to work," Mr Kasteel said.

Caffe e Cucina co-owner Katy Georgiou and owner of Lucky Penny cafe Matt Langan said they believed the council should consider freezing fines for the next six weeks and that this kind of behaviour doesn't "serve the community". The council has made changes in law with stage four restrictions, including a 30-minute "grace period" for those in on-street parking.

City of Stonnington spokesman Jim Carden said they had scaled back enforcement since the beginning of the pandemic. "Stage four is not an invitation to a parking free-for-all," Mr Carden said. "In many situations, we are only issuing infringements as a result of community requests and for safety/obstruction offences."

Successfully lobbied Stonnington to relax enforcement of parking infringements across COVID Stage Four lockdown.

Further detailed major marketing campaign highlights and pandemic promotions are detailed in following pages of this report.

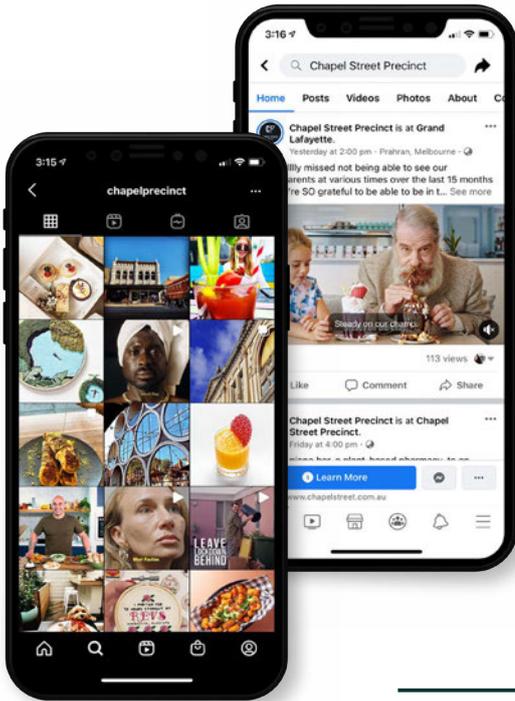
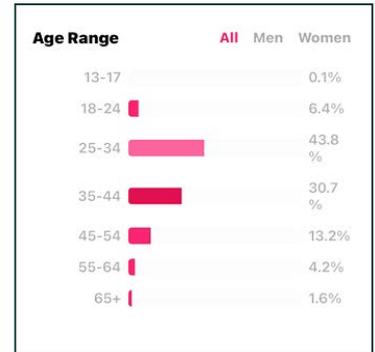
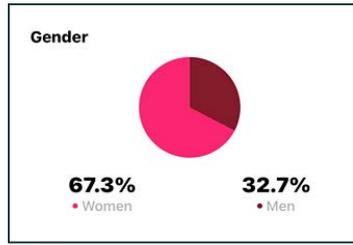


Miss Michelle Fifi (CSPA Marketing Project Manager) was announced as a national finalist in the AMI 'Future Leader of the Year 2021' award category.

Ms Chrissie Maus (CSPA General Manager) was announced as a national finalist in the highly contested AMI 'Chief Marketing Officer of the Year' award 2020. Also the only finalist from Victoria in this category.

The outcomes we have achieved this year clearly indicate our shared capacity to meet the new challenges and opportunities that are yet to come.

Responding to COVID-19 has required us to set a new strategic direction, including providing more digital flexibility for our members through online resources and marketing. Our digital offering garnered Australia-wide attention, with significant growth across all channels.



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
34,440 followers

OUR FACEBOOK PAGE

 @chapelstreetprecinct
19,611 followers

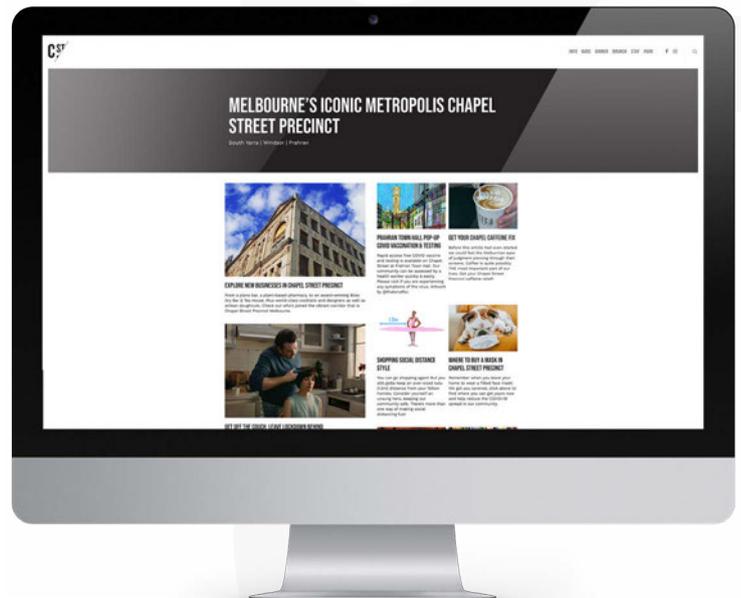
Social data as of 30 June 2021

Chapel Street Website Overhaul for Greater Usability & SEO

www.chapelstreet.com.au

PAGE VIEWS INCREASED YOY BY
198,490

CUMULATIVE NUMBER OF PAGE VIEWS ON ENTIRE SITE IN LAST FY WERE
395,094

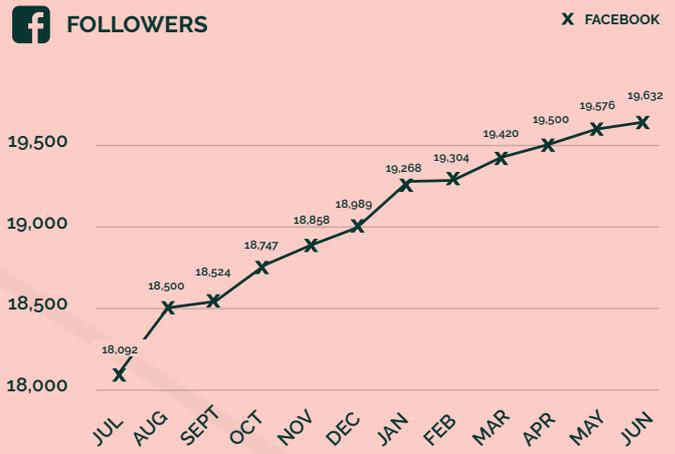


DIGITAL PLATFORMS



4,184

YOY INCREASE OF FOLLOWERS FOR INSTAGRAM



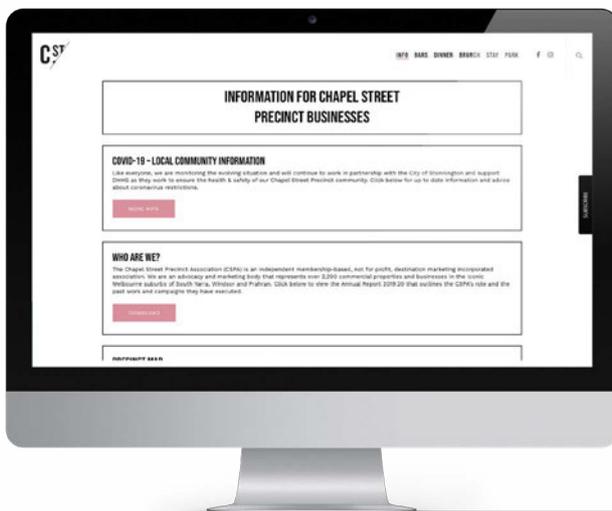
1,540

YOY INCREASE OF FOLLOWERS FOR FACEBOOK

Chapel Street Parking Website

chapelstreetparking.com.au

PAGE VIEWS ON
CHAPELSTREETPARKING.COM.AU
FOR THE YEAR WERE
9,711



Chapel Street Members Microsite

chapelstreet.com.au/members

PAGE VIEWS INCREASED YOY FOR
CSPA'S MEMBER MICROSITE BY
2,862

• ADVOCACY IN EXTRAORDINARY TIMES

Advocacy made a significant contribution to business support, including regulatory responses to the COVID-19 pandemic. As the voice of over 2,200 world leading businesses, the CSPA brings a unique, respected perspective to the priorities confronting traders in the Australian economy. Our advocacy work was informed by the insights of our diverse members and engagement with stakeholders, government and regulators.

From July 1, 2020 to June 30, 2021 CSPA garnered **603 press clips.**

Online Readership: **25,317,000**

Print Readership: **35,952,000**

Audience Reach (TV & Radio): **47,187,000**

Total eyeballs: **108,456,000 people**

Chapel Street Precinct is at Greville Records.
Published by Michelle Fitt • August 21, 2020



THE AGE.COM.AU
"The real thing": Forget streaming, CDs and vinyl stage COVID comeback



+ Chapel St bars to reopen despite financial hit
TIGHT LIMITS Two Chapel St bar traders say they won't break even opening under the present restrictions, with tight capacity limits making it difficult for them to recoup losses. But they are doing it anyway as the city emerges from lockdown

Chapel Street Precinct is at Chapel Street Precinct.
Published by Michelle Fitt • June 23, 2020

While our eateries have to sit tight for a bit longer for larger numbers, there was something to smile about yesterday as Chapel Street Precinct gyms, health clubs & studios reopened! For many it was a welcome chance to get back to exercise after 3 months of being locked out of gyms!



7NEWS Melbourne • June 22, 2020

Chapel Street Precinct is at Chapel Street Precinct.
Published by Michelle Fitt • August 31, 2020

A WIN! Following community uproar, Stonnington Council plans to go ahead with a rate rise for struggling ratepayers and businesses, but has offered to refund the increase and made other changes to its budget. Ratepayers will be charged at the increased rate in their notices, but the council will then 'waive' the two per cent increase in the same bill. Read more at the link below



HERALDSUN.COM.AU
People power to deliver Stonnington rates 'U-turn'



Michael Favoloro, from the Amici Cafe on Chapel St has spent the morning measuring out safely spaced outdoor dining tables, as businesses prepare for tomorrow's reopening.



TEARS, ANGER AS WORKERS HIT BY PARKING FINES

ABC NEWS get a business perspective from Matt Lanigan, owner of Lucky Penny who talks about how JobKeeper and rent relief has been his businesses lifeline but still calls for some special consideration for Victorian's from the Federal Government given lockdown 2.0

Chapel Street Precinct is at Chapel Street Precinct.
Published by Michelle Fitt • July 23, 2020



7NEWS Melbourne • @7NewsMelbourne - Oct 25, 2020
The premier says the delays may only be for a day or two, but many businesses are worried they won't survive the latest setback.



Matilda Boseley • @MatildaBoseley

Tim Tam (real name) is over the moon about reopening his bar (Also called Tim Tam) tomorrow: "I haven't been able to get staff back or any of my stock but oh well we will just see what happens!"



10:07 AM - Oct 27, 2020

Chapel Street Precinct
Published by Christine Maus • October 29, 2020

There's a buzz on Chapel Street again ... it's almost summer and we're going to make sure that people get to know Chapel again!



THE AGE.COM.AU
Bianca wanted to open her new store in July. Finally she can

7NEWS Melbourne • @7NewsMelbourne - 15m
Chapel St businesses hit hard by the economic crisis have suffered another blow. The City of Stonnington is proposing a 2% rate increase in its draft budget. To discuss, @mikemorris7 spoke with @ChristineMaus from the Chapel St Precinct Association.



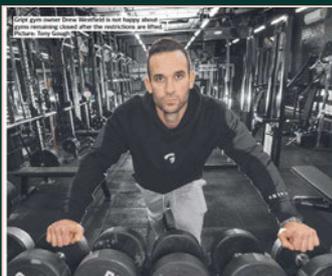
ADVOCACY IN EXTRAORDINARY TIMES



HERALDSUN.COM.AU
Chapel St: The Pound Cafe South Yarra, favourite of Ash Barty, wins Stonnington cafe poll



THE ROAD OUT
WILL BAA
 LOVER RESTAURANT OWNER



GYMS DESPERATE FOR GREEN LIGHT

It's back to takeaway service only for Melbourne's restaurants and cafes. For a closer look, @Jacquiefgate spoke with @ChristieMaus from @chapelprecinct. 7news.link/coronavirus#7NEWS



MELBOURNE
MICHAELA FELLNER
 6TV CHAIRMAN



NEWS FIRST
KOULA RUGGERI
 KATA HEALTH CLUBS



BUSINESSES 'HEARTBROKEN'
 FOOD AND RETAIL FACES SECOND LOCKDOWN STRUGGLE

14 NEWS heraldsun.com.au

Cannabis chemist part of a Chapel St refashioning

Health, fitness and food is the new look

WIN WILSON
 REAL SPORTS

There is a new look to Chapel Street. Health, fitness and food is the new look. The pandemic has changed the way we think about our health and wellness. The South Yarra strip over the last few years has seen a real change in the way we think about our health and wellness. The pandemic has changed the way we think about our health and wellness. The South Yarra strip over the last few years has seen a real change in the way we think about our health and wellness.

FRIDAY, MARCH 20, 2020 heraldsun.com.au NEWS 15

a Chapel St refashioning

MELBOURNE RETAIL STRIP VACANCIES

Adelaide St	10%
Chapel St	15%
Flinders St	12%
Lygon St	8%
Spring St	10%
Trafford St	10%
High St	10%
Geelong Rd	10%
Palmerston St	10%
Church St	10%
TOTAL	100%

LATEST CHAPEL ST STORES TO OPEN

Aspinal Pharmacy (South Yarra)
 Visions Cycle (Westend)
 Bonnet Project (Prahran)

14 NEWS heraldsun.com.au

Welcome relief, but road back is long

By the Michael Cooney of Herald Sun & Expresser in Photos: Sam O'Connell on the ground in Melbourne, Expresser

It's a relief to see the city streets starting to fill with people again, but the road back to normal is long. The pandemic has changed the way we think about our health and wellness. The South Yarra strip over the last few years has seen a real change in the way we think about our health and wellness.

Ballerina dancing in a bubble

A ballerina is dancing inside a large clear bubble. The bubble is being held by several people. The ballerina is wearing a white tutu and is in a graceful pose. The bubble is being held by several people, and the ballerina is dancing inside it.

Chapel Street Precinct is at Dilly Dally

Published by Michelle Fitt | July 22, 2020 | Melbourne, VIC

Melissa Glentis, owner of Dilly Dally, chatted with 9 News Melbourne about how this second lockdown and changes to JobKeeper & JobSeeker payments will severely affect her business

10 News First Melbourne | @10NewsFirstMelb | Jun 22, 2020

White cafes, restaurants, and pubs will have to wait a bit longer, it wasn't all gloom and doom today as gyms, cinemas, sports centres and the ski fields reopened. For many, it was a welcome change to get back to exercise. | @keshavk #COVID19Vib #upbeat

Businesses plan local getaways

Chapel Street Precinct

Woo hool Opening Day for Chaps Shop! Featuring @littertam and @fahri on Sunrise

CIRCLES OF HAPPY HAMPERS

A group of people are sitting on a lawn with their dogs. They are holding up signs that say "CIRCLES OF HAPPY HAMPERS". The scene is outdoors and appears to be a community event.

Chapel Street Precinct is at Chapel Street Precinct

Published by Christine Maus | September 1, 2020 | Melbourne, VIC

In order for the more than 2,200 businesses to have a chance at surviving the COVID-19 economic downturn, we're urging Melburnians to #supportlocal

"Opt for boutique stores over chain stores. Check to see what your favourite fashion spot is doing for click & collect or delivery," said Justin O'Donnell, CSPA President

"Retail has been knocked out in two rounds toe to toe with shutdowns, we must be doing everything to ensure they stay in the ring" Read more below

Budget battle will take years to win

Deficit of \$190bn

THE coronavirus crisis has blown the biggest hole in Australia's budget since World War II, with 2020's fiscal year ending with a deficit of almost \$190bn on Thursday.

The Treasurer's Economic Response Package has saved an estimated 700,000 jobs, lowering the government's latest unemployment peak by five percentage points.

But the Herald Sun understands Australia's gross debt is expected to climb to \$800bn.

OPENING DAY FOR MELBOURNE SHOPS

Business owners have changed the way they operate

OURAULT | bourke.st.thelabel

ON THE BLOG

Chapel St. Precinct

Chapel Street Precinct is at Chapel Street Precinct

Published by Michelle Fitt | August 20, 2020 | Melbourne, VIC

When the commercial tenancy code of conduct — brought in to help small businesses negotiate with landlords during the coronavirus crisis — expires at the end of September, O'Donnell is worried he won't be able to pay his rent.

"We wouldn't be in a position to pay," he says. "We'd have to shut our doors, either that or go into further debt." Business owner and Chapel Street Precinct Chairperson, Justin O'Donnell

Chapel Street Precinct is at Chapel Street Precinct

Published by Christine Maus | September 4, 2020 | Melbourne, VIC

It's now or never. #supportlocal #chapelstreet

Chapel Street Precinct is at Chapel Street Precinct

Published by Michelle Fitt | September 3, 2020 | Melbourne, VIC

"Victorian small businesses are on a knife's edge. People need to support their local faves or more doors will permanently close, it's as dire and black and white as that." Read the opinion piece by Chapel Street Precinct General Manager Christie Maus

Australia's first pet friendly major shopping precinct

LINK IN BIO

Chapel Street Precinct

Published by Christine Maus | September 5, 2020

#OPENUSUP We are all doing our utmost to stay indoors & socially isolate to stop the spread. The daily numbers are heartbreaking, but the general community wants to know how many "mystery cases" we need to get down to in order to have a pot-n-a-parmy at a fave Chapel Street Precinct pub!

<https://www.9news.com.au/.../f854fe7-2b91-466e-be67...>



Kim Laurie in her new florist shop, Honeybee and Blossom in Prahran. Picture: TONY GOUGH

CHAPEL STREET'S ALL SET TO BLOSSOM AGAIN

CHAPEL Street is looking to lead the city's lockdown recovery as new businesses open as restrictions ease. Restaurants, a fashion boutique and a smoothie bar are among 10 new businesses hoping to generate jobs along the shopping strip.

"Every cloud needs a silver lining, and the 'road out' is now in sight," Chapel Street precinct general

manager Chrissie Maus said. "Not only for our current business owners, but those who feel so confident in the strip's future that they are willing to open new businesses. We anticipate (high streets) will thrive once more when the lockdown lifts."

Honeybee and Blossom florist owner Kim Laurie opened her new store just a week before stage four

restrictions began, but she said she's confident for the months ahead. "It was pretty devastating initially, but now there's a really positive feel about," she said. "I can't wait to hire new florists so once lockdown ends it shouldn't be too long (now)."

While lockdown sparked unprecedented demand for online

shopping, Ms Laurie — who ran an online florist before her move to the precinct — said the brick and mortar space will bounce back.

"Shopping is a sensory experience ... what does it look like, feel like and smell like," she said. "We just have to have faith this will get better and support each other."

SARAH BOOTH

FRIDAY, MARCH 26, 2021

heraldsun.com.au NEWS 15

a Chapel St refashioning

MELBOURNE RETAIL STRIP VACANCIES

Strip	PRE-COVID (2019)	FEB 2021
Bridge Rd, Richmond	~15%	~15%
Acland St, St Kilda	~15%	~15%
Chapel St, South Yarra	~15%	~15%
Burke Rd, Camberwell	~15%	~15%
Clarendon St, South Melbourne	~15%	~15%
Glenferrie Rd, Hawthorn	~15%	~15%
Toorak Rd, South Yarra	~15%	~15%
High St, Armadale	~15%	~15%
Glenferrie Rd, Malvern	~15%	~15%
Pucka St, Moonee Ponds	~15%	~15%
Church St, Brighton	~15%	~15%
TOTAL	~15%	~15%

LATEST CHAPEL ST STORES TO OPEN

- Artful Pharmacy (South Yarra)
- 18 Australia (South Yarra)
- Love Athletics (South Yarra)
- Vicious Cycle (Windsor)
- Boiler Project (Prahran)

With rents coming down, it gives us an opportunity for Chapel St to come back to what it was before the rents went crazy

ARTHUR GALAN

business called Artful, he does up from iconic? Claxton and opposite us. Scintian Theodore, Arthur Galan.

Ma Nguyen said: "We're a boutique pharmacy where we specialise in medicinal cannabis. I realised the gap was patient access and patient education. What we do is educate patients on medical cannabis, we link patients to medical cannabis, we assess them for eligibility, so whether they have chronic pain or anxiety or whatever it is, we assess them. Then, if they meet the criteria, we link them up with one of our doctors."

Richard Jenkins, co-founder and director of Fluid Project Management & Consultancy, said Chapel Street was one of the only suburban shopping strips to hold steady on vacancy rates in COVID but the retail mix was shifting.

"With fashion retailers moving out of the iconic strips, increasingly the precincts are becoming more diverse, with vacant shops leased as office space, education uses, health and wellbeing and even residential," he said.

Designer Arthur Galan, who has had his menwear store on Chapel Street since 1998, was optimistic the strip was on the verge of a re-

surgeance after struggling through several years surrounded by vacant shop fronts.

"With rents coming down it gives us an opportunity for Chapel Street to come back to what it was before the rents went crazy," he said.

kim.wilson@heraldsun.com.au

PROJECT RAY OF SUN

CSPA's Project Ray of Sun saw us identifying negative stories (as quickly as possible) and using our contacts to include a positive quote (to add balance) and a ray of sun or authentic hope.

CSPA monitored the press very closely over the COVID-19 period and added our voice of silver linings (sun) where we could to slightly take away the sting.

Project Ray of Sun was re-ignited as lockdowns came back into place to make sure all press was positive (or as far as we could control).

The CSPA gained a massive 746 different media stories over the pandemic period. On average this is over two press pieces per day mentioning a member or the CSPA. No other shopping precinct (including the CBD) achieved this level of mammoth free media exposure.

The CSPA's respected voice continued to feature across the world's media through the year. Stand out contribution to the public debate around the impacts of COVID-19 to businesses and the need for regulatory relief was clearly and boldly demonstrated by the CSPA team. Members featured in the press over the last 12 months more than ever before.



Chapel St precinct coffee shop owner Alison Baker says her takeaway coffee sales have surged by 38 per cent during the coronavirus outbreak, which has saved her business. Picture: Tony Gough

Leader
COMMUNITY NEWS

Leader > INNER EAST

Chapel St cafes record an average 12 per cent increase in takeaway sales since coronavirus outbreak

A SELECTION OF MEMBER FEEDBACK

"Now that we've exited the depths of lockdown, chapel is back in full swing and hospo owners like myself have caught our breath after an absolutely hectic few months since reopening; I wanted to extend a heartfelt and massive THANKYOU to you and your team for the myriad of innovative and exceptionally executed initiatives to support the community. You guys were a beacon of light for us in full lockdown, and you're ongoing initiatives just keep on making us smile. Thank you so much!"

– Daniel Xerri, Chacho's (owner)

"We wanted to thank you for your constant support. We value your help. Thank you for all that you do to support these businesses."

– Renata Kopinski, Reymond Communications (Senior Account Manager)

"Absolutely love it and thank you so much for your continued work and support it really does mean so much. There are definitely some rent and income challenges with this stage to work through. But each win like your support we celebrate and re-energise to work more. Thank you again."

– Hooman Ebadi, HD Entertainment (co-owner)

"Thank you so much for everything you have done to help Brick and myself of late. I'm very appreciative of it all. It helps a lot. Lots of people have reached out to say they've seen newspaper articles, Hamish & Andy, little plugs in different places. Love it. Thanks again."

– Brendan Parks, Brick & Mortar Supply (owner)

"We wish to thank you for your continued support of us and our clients. You've been securing some great results!"

– Joanna Reymond-Burns, Reymond Communications (Managing Director)

"We really appreciate all the great work Chrissie and yourself are doing. It's invaluable the awareness you are bringing to the precinct. Keep up the great work and thanks again."

– Matthew James, Recovery Lab (owner)

"Well done on everything you've done through the pandemic."

– Tom Langford, Casa Amuk (Brand Manager)

"Thanks so much for that. It was really great. Really appreciate to be involved."

– Yannai, Handworks (manager)

"Thanks so much for supporting local businesses and our precinct."

– Kisskill Lingerie (South Yarra)

"Good work guys. This is a very important fight that requires a coordinated effort from small food retailers. This kind of leadership and support is good to see."

– Troy O'Dwyer, Connection (Managing Director)

"Watching all of your shows disappear overnight was absolutely heartbreaking. Having that immediate lifeline from Chapel Precinct was enough to get me out of bed and back in front of the cameras. The "Dolly Diamond Does Chapel From Home"

– Dolly Diamond

"Thank you for sharing this. Support local, it keeps businesses alive!"

– Boda Hair Boutique (Greville St, Prahran)

A SELECTION OF MEMBER FEEDBACK



We love @chapelprecinct - thank you for all the support you have shown to all the amazing local businesses 💖



Death Liama You guys are legitimate legends! You deserve an award simply for what you've done for local businesses since Covid started!!



Liked by girlaboutmelb and others
itsafln It's so good to see Chapel Street regain its life again.

arthurgalanag Thank you @chapelprecinct your support throughout the years has always been appreciated.
Special thanks to @chrisssiemaus leading from the front.

twospacehire A big shout out to the hardworking team at @chapelprecinct
They've been supporting our local traders to find silver linings for months, so we just wanted to send a double-rainbow of luck back!
We love you guys, thanks for your hard work and endlessly enthusiastic and optimistic energy

linnygalloway Bloody oath @chapelprecinct you guys are legends

Sam Hibbins is in Windsor, Victoria, Australia.
Thanks Mum for the homemade mask!
And to Chapel Street Precinct and artist Kenny Pittock for bringing some colour to our community during these difficult times.



Follow @chapelprecinct for all things related to the suburb I call home thanks for the repost!
@CHAPELPRECINCT



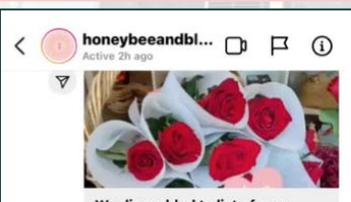
janedoebar Thank you @chapelprecinct for giving us a voice and supporting all of us x



chapelprecinct Leave Lounge Workouts Behind 🏡 Get off the couch, iso is over! 🏡 #bringonthejoy #chapsbackba...

Chace Harty Great work Chapel Street Precinct. Love your work and support for the community. Fingers crossed council will come to the party and drop the red tape. It will be vital to the survival of many businesses and culture of the street.

themcshowroom Thanks for speaking up for us @chrisssiemaus
The argument of council's income has reduced is purely self-centred! The devastation is suffered across the board by all councils and a huge amount of businesses. That's precisely why a rate increase is unacceptable.

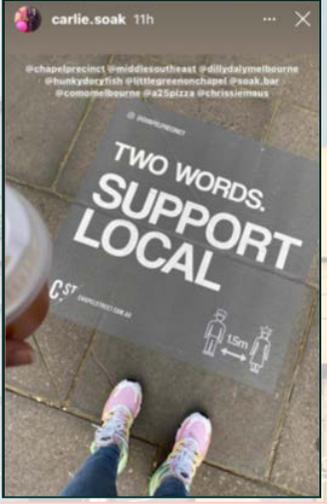


Woolies added to list of new COVID sites
It's one of the most romantic and profitable days on the calendar - but instead, the Victorian hospitality...
You and I quoted in the above story
Oh wow this was insane I got so many people coming in and quite a few phonecalls, even one beautiful soul in WA rang to donate flowers to a random passing stranger! I'm so grateful, thank you

Elle Zed Ward Big love to Chapel St Precinct - I can't wait til I can shop with you all again xxx



Elizabeth Anne Fantastic! Keep up the great work - CSP!



trisha_anne_ta Whoever is the Admin On this Instagram well done. You are doing a great job.



Geoff Kelly Chapel Street is worth supporting. A group of seriously good retailers who have created a unique precinct for Melbourne.



To commemorate the Precinct's best summer in 20 years the series called, 'The Soul of Chapel', profiles each business and shines a spotlight on its colourful community.



As the dust settled on the twenty-first century's most repugnant year to date, we now had a moment – while the wounds were still fresh and the gates still locked – to look back, laugh at the shameful year that was and get back out to support our local businesses again.

Chapel Street Precinct's GET OFF THE COUCH (LEAVE LOCKDOWN BEHIND), was a stand-out insight-driven campaign featuring a series of tongue-in-cheek clips that served as a reminder of where we had been, and a nudge *off the couch*.

CSPA wanted people to embrace a more fulfilling life in Melbourne's favourite urban precinct, Chapel Street and to GET OFF THE COUCH!

This major digital campaign was launched on December 1st capturing iso-relatable moments in slo-mo whilst encouraging people to get out and experience life again in Chapel Street Precinct driving record foot traffic and a precinct resurgence.

This hilarious campaign presented the sequel to Chapel Street Precinct's original and hugely successful **GET OFF THE COUCH, LIFE'S WAITING ON CHAPEL**, a brave and bold promotion to combat the scourge delivery apps such as UberEats and Deliveroo were having on the majority of its businesses.

CSPA used the insight gained from the original campaign and reprised the original stars and homegrown talent – Jackson Tozer and Hannah Camilleri (both from the channel TEN shows 'Five Bedrooms' and 'Mr Black') to help bring this important campaign to life.

HEADLINE RESULTS

- Total views for the video content across socials were a massive **333,224**.
- CSPA saw an increase of **1,834 followers** on Facebook and Instagram in the quarter in which this campaign was executed.
- Views and engagement were up **over 77%** (for these specific video shares/posts).

**LEAVE
LOCKDOWN**



BEHIND

TWO WORDS. SUPPORT LOCAL

It was black and white. All CSPA needed the community to remember was TWO WORDS. SUPPORT LOCAL.

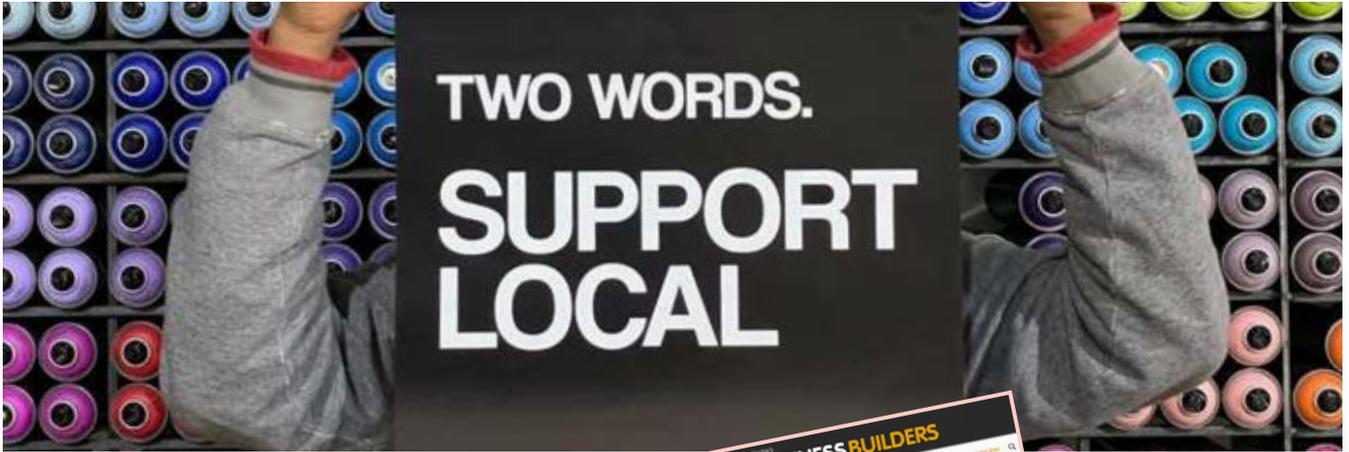
This strategically simple, cut-through campaign and creative had one objective, to stand out and convey the critical message that supporting local was the difference between keeping Chapel Street Precinct businesses' doors open, or closing permanently.

This emotive TWO WORDS. SUPPORT LOCAL campaign was a community cry for help and an effort to get as many businesses to the other side of the pandemic. It was developed as a Hail Mary to triage the bleeding of businesses closing and to assist the COVID economic rebuild. It gained enormous national media coverage and was passionately embraced by the community.



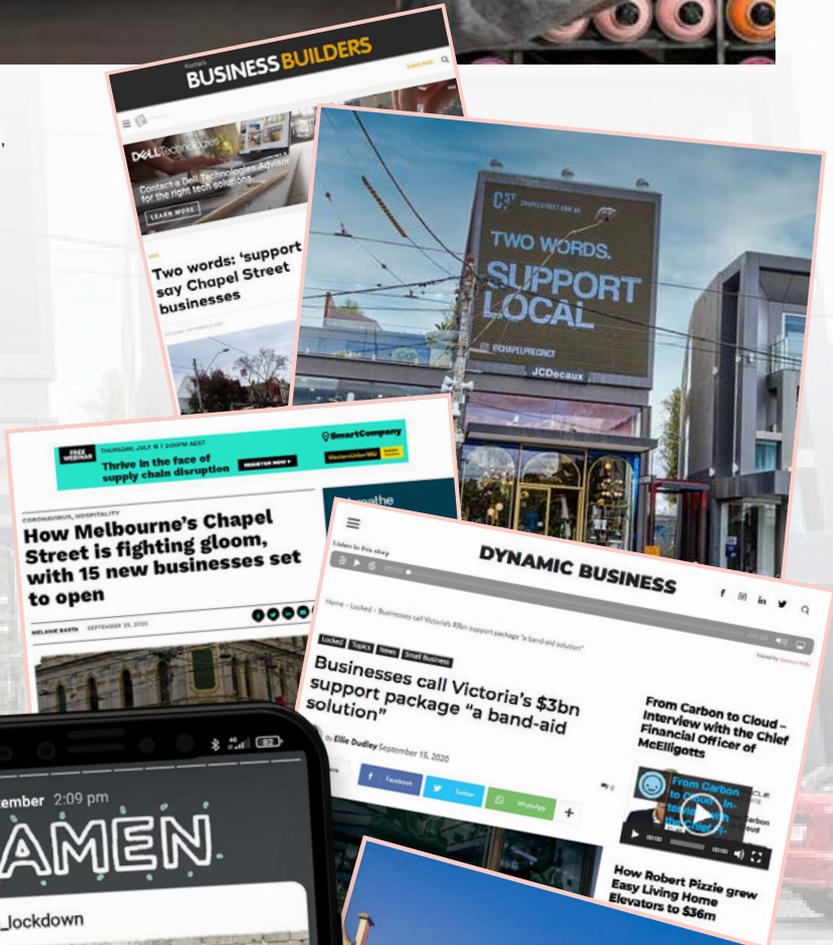
HEADLINE RESULTS

- **24** pieces of coverage
- **1,784,584** online readership
- **1,626,000** print readership
- **1,153,000** TV/radio audience reach
- CSPA saw an increase of **3,039 followers** on Facebook and Instagram in the period in which the campaign was executed.
- Views and engagement on social media were up over **63%**.
- **Highest number of 'mentions'/shares** on social media featuring this campaign for CSPA. Including Instagram Posts, Stories and Facebook Posts.
- Foot traffic in Chapel Street Precinct is **3%** higher than pre-pandemic and the night-time economy (foot traffic) is the best it has been in a decade.



56 businesses sadly closed in the last 15 months, however, 96 NEW businesses opened in the same period.

Post-COVID, the precinct is now having a resurgence, recording the highest foot traffic in three years. This is credit to this bold courageous campaign and steadfast local support.



THE RESURGENCE OF CHAPEL STREET

Chapel Street's night-time economy is the best it's been in a decade and we're also seeing a resurgence during the day.

There is a real 'lifestyle' change in the precinct business mix. Ten health and wellness businesses have opened along the strip in recent weeks.

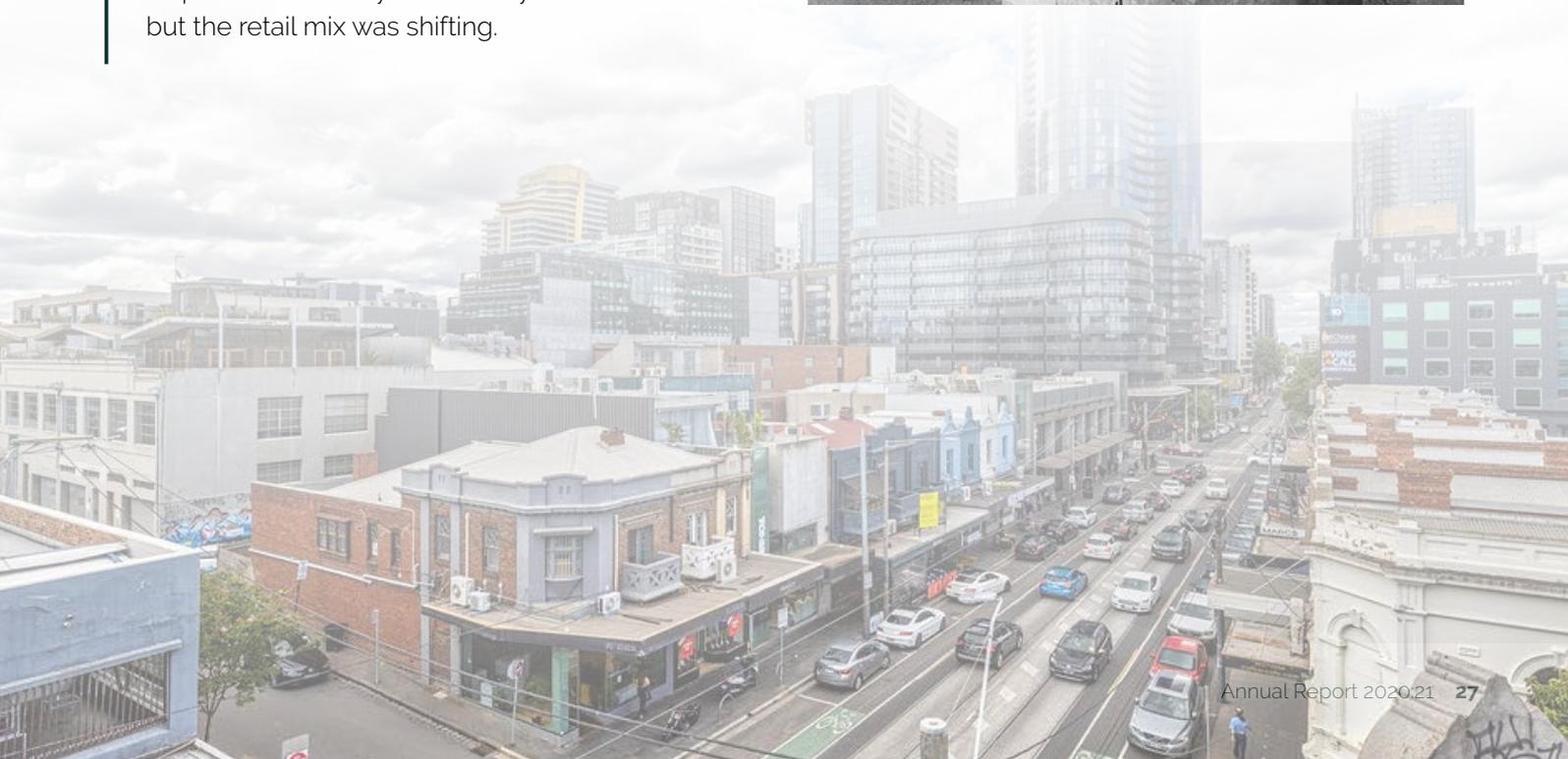
Chapel Street Precinct General Manager, Chrissie Maus, said the new arrivals were part of a different breed of business on the iconic strip.

”

*Most of the new businesses opening are in the health and fitness, or health and wellness sector, Ms Maus said. **We're also seeing a significant amount of food, so that's new bars, restaurants and cafes opening***

In the past year, 48 businesses have sadly closed over COVID, however, more than 60 new businesses have opened over the same period — creating a new mix of fashion, food and fitness not found anywhere else. Ms Maus said she was optimistic the precinct was having a resurgence.

Richard Jenkins, co-founder and director of Plan1 Project Management & Consultancy, said Chapel Street was one of the only suburban shopping strips to hold steady on vacancy rates in COVID but the retail mix was shifting.



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 2021.

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	Chris Voyias	Delphi Bank
Secretary	Andrew Szoek	Studio Legal
Treasurer	Carlie Lansdown	Soak Bar & Beauty

General Board

Committee Role	Name	Business Represented
General Member	Melissa Glentis	Dilly Daly (Forrest Hill Precinct, South Yarra)
General Member	Jonathon Somers	Next Practice Prahan
Associate Board Member	Matt Lanigan	Rent Converters
Associate Board Member	Jack Hall	Thorne Harbour Health

Resignations during the Financial Year

Past Vice President/ Treasurer	Maxwell Gratton	Melbourne Queer Film Festival (MQFF)/ Prahan Market Clinic
Past Secretary	Nathan Weidemann	Vision Personal Training

Principal Activities

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

The Chapel Street Precinct Association (CSPA) is an independent membership-based, not for profit, destination marketing incorporated association. An advocacy and marketing body that represents over 2,200 commercial properties and businesses in the iconic Melbourne suburbs of South Yarra, Windsor and Prahan.

The operations of the CSPA are run by only two full-time staff and governed by a member-elected board of volunteer directors.

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 \$44,542 (2020: \$23,503 surplus).

On behalf of the Chapel Street Precinct Association (CSPA), we would like to express our admiration to our members for their resilience and trust over what has been an exceptionally tough year.

The bravery and innovation the businesses of Chapel Street Precinct have shown through the global pandemic is to be admired.

I'm most proud of the way we have come together as a community and, this year more than ever, the work CSPA has done to advocate on it's members behalf. Never shrinking from articulating its role, we hope you see the Association has brought an unwavering support and robust approach to the public discourse across a range of issues that really mattered.

Over the last 12 months, the CSPA has demonstrated our commitment to lead and be unwavering in our passionate support.

As we hope you can see from this year's Annual Report 2020:21, we have been again far from idle during the pandemic. 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.

We also saw a huge increase in our member engagement yet again this year and support of our innovation at a time when our members needed us most.

The CSPA, on a daily basis, monitors the evolving situation and works to ensure the health and safety of our Chapel Street Precinct community. Our clear goals from day one of this pandemic were to assist our businesses to the other side of this crisis; support a swift recovery and assist in weathering the snap lockdowns. This involved quickly sharing important pandemic information via our trusted digital platforms and clever marketing campaigns that stood out to a COVID fatigued audience.

The pandemic continued to be a stark reminder that our independent association was vital in advocating at all levels of government as a united and respected voice for our world-class businesses. After all, they are the reason we exist.

So, like you, we hung onto humanity in the face of extraordinary challenges and considered the long-term consequences of actions and decisions being made and we fought for you (our members) every day.

During the Victorian COVID second shut down, a high percentage of our businesses again reported a harrowing drop in turnover between 70% to 100%. Additional State and Federal Government support packages were integral to limiting the number of businesses that otherwise would have been forced to close. The blue sky is that our precinct was the only shopping precinct in Victoria to have more businesses open than close in the last year. This is a testament to our community supporting our TWO WORDS. SUPPORT LOCAL message and coming together to support those who needed them most.

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



Carlie Lansdown

Dated this

29th day of July 2021

2020:21 REVENUE & EXPENDITURE STATEMENT

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
REVENUE AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
REVENUE		
City of Stonnington special rate	1,084,708	1,141,661
City of Stonnington sponsorship grants	45,000	25,000
Bank interest received	24	51
Info booth advertising revenue	3,360	3,360
COVID-19 cash flow boost payments	58,236	-
TOTAL REVENUE	<u>1,191,328</u>	<u>1,170,072</u>
EXPENDITURE		
Marketing and Events (Digital Marketing)	859,403	863,760
Operations and Admin	269,578	267,395
Depreciation	17,805	15,414
TOTAL EXPENDITURE	<u>1,146,786</u>	<u>1,146,569</u>
NET SURPLUS/(DEFICIT) FOR THE PERIOD	<u>44,542</u>	<u>23,503</u>

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

2020:21 STATEMENT OF FINANCIAL POSITION

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2021

	2021 \$	2020 \$
CURRENT ASSETS		
Cash and cash equivalents	13,128	51,470
Other receivables	84,058	25,960
TOTAL CURRENT ASSETS	97,186	77,430
NON-CURRENT ASSETS		
Other financial assets	4,217	2,637
Business assets	61,522	8,408
Trademarks	660	1,320
TOTAL NON-CURRENT ASSETS	66,399	12,365
TOTAL ASSETS	163,585	89,795
CURRENT LIABILITIES		
Payables	34,957	2,856
Current tax liabilities	13,570	16,059
Payroll liabilities	1,820	-
Provision for employee entitlements	9,788	11,972
TOTAL CURRENT LIABILITIES	60,135	30,887
TOTAL LIABILITIES	60,135	30,887
NET ASSETS	103,450	58,908
EQUITY		
Accumulated members funds	103,450	58,908
	103,450	58,908

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

2020:21 STATEMENT OF CASH FLOW

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2021

	Note	2021 \$	2020 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		1,191,304	1,170,021
Payments to suppliers and employees		(1,157,831)	(1,151,765)
Interest received		24	51
Net cash generated from/(used in) operating activities	(i)	33,497	18,307
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for business assets		(71,839)	(850)
Payments for trademarks		-	-
Net cash (used in)/provided by investing activities		(71,839)	(850)
Net increase/(decrease) in cash held		(38,342)	17,457
Cash and cash equivalents at beginning of financial year		51,470	34,013
Cash and cash equivalents at end of financial year	(ii)	13,128	51,470

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
NOTES TO THE STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
Note (i). Net cash generated from/(used in) operating activities		
Net surplus for the year	44,542	23,503
Non-cash flow item: depreciation	17,805	15,414
(Increase)/decrease in prepayments & other receivables	(58,098)	(18,644)
Increase/(decrease) in trade and other payables	32,101	(22,100)
Increase/(decrease) in other creditors	(669)	14,907
Increase/(decrease) in provisions	(2,184)	5,227
	33,497	18,307
Note (ii). Cash and cash equivalents at end of financial year		
Cash and cash equivalents	13,128	51,470
	13,128	51,470

*Re the CSPA Cash and Cash Equivalents - Activity deposits were pre paid in the 2020:21 financial year for July and August destination marketing. The COVID-19 crisis significantly impacted planned tactics and the CSPA chose to pivot and absolutely saturate marketing in periods of lockdown and as businesses emerged from lockdown. The CSPA has also implemented a Reserves Policy which provides a framework to set aside sufficient financial reserves in order to: Protect and safeguard assets; Allow for Stonnington payment delays and changing reporting requirements; To strengthen the CSPA liquidity ratios; To meet all liabilities as they fall due without having to be reliant on City of Stonnington paying within agreed payment times (given past record of postponed payments); Provide greater resilience and greater capacity for unforeseen difficulties or economic conditions; For staff OH&S and culture (given City of Stonnington can delay payments at their discretion at any time they see fit to do so); And to deliver against the CSPA strategic vision.

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

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 2021, 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 2021 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 2021

NOTES TO THE FINANCIALS YEAR ENDING 30 JUNE 2021

CHAPEL STREET PRECINCT ASSOCIATION INC
ABN 78 173 645 469
NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

Note 1. Statement of Significant Accounting Policies

This financial report includes the financial statements and notes of Chapel Street Precinct Association, 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.

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.

The Soul of Chapel

Melbourne's vibrant epicentre, Chapel Street Precinct, is a culmination of rich cultures and experiences dating back decades.

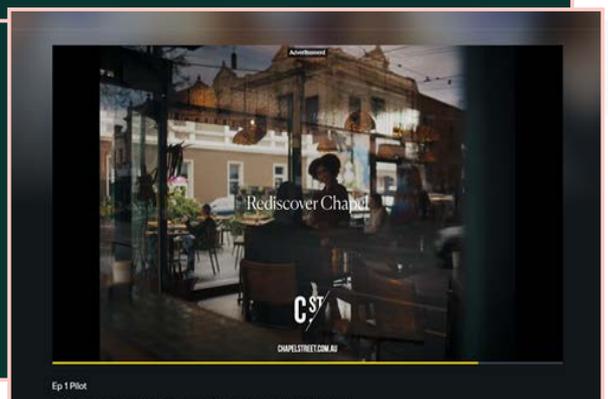
What has always made Chapel so special and unique is our businesses. So, we brought them together into a melting pot of memories for 'The Soul of Chapel'. A selection of Chapel Street Precinct's most symbolic businesses were featured in a series of documentary 'vignettes' that were released to commemorate the Precinct's best summer in 10 years.

The series profiled each business and shone a spotlight on it's colourful community who have dedicated their life to being custodians of The Precinct's culture.

Despite the economic recession brought on by the pandemic, Chapel Street Precinct saw an economic boom post-lockdown with its highest night-time foot traffic in ten years and over 91 new businesses opening up since March 2020.

HEADLINE RESULTS

- Reach of **1.2 million**
- Views of **190,000+**
- Engagement (Likes, Comments, Shares) of **50,000+**
- **First ever TVC buy** for CSPA (Channel Nine)



"I can't thank you enough, it really means a lot to me having UH involved in this campaign alongside the more established and iconic destinations on Chapel St."

– Frank Mincone, Union Heights (owner/manager)

"I wanted to say in all honesty that the work you did for the Chapel Street Precinct and for Tusk in particular was extraordinary. Beautifully edited and an artistically defined mood, captured who we are in our essence. Well done and thank the team for me."

– Francis Placentino, Tusk (owner)



"Thank you so much for including Chapel Tattoo in part of the campaign. You've put in such great work and made excellent content for the precinct."

– Ishan, Chapel Tattoo

"What a fantastic campaign and such wonderful exposure for Red Square and Efim. He comes across as such a humble and honest character. Thank you again for all your amazing support!"

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



"I'm loving the #soulofchapel stories! It's nice to know the backstories of all the businesses in my neighbourhood. Keep 'em coming!"

– @thesweetsqueen



"Thanks again for the amazing spotlight you are shining on all the long lasting businesses in Chapel!"

– Chapel Street Pawnbrokers



Arthur Galan

The Soul of Chapel

CST

CHapelSTREET.COM.AU

@chapelprecinct



HIGHEST RATING DIGITAL CONTENT FOR 2020:21

PROJECT SPINIFEX

Featured historic drone marketing content and messaging from peak hours on Chapel Street as the famous location sat harrowingly silent during Melbourne's extended lockdowns.

This brave content marketing campaign showed the bleak reality of the economy and the devastating impacts of the pandemic given no one was on the street to actually witness it.

Poetic content of the once-awake metropolis that is the iconic Chapel Street Precinct delivered a serious cry for help and message to 'support local' and help businesses to the other side of the pandemic.

This campaign had an emotive call to action and heartbreaking footage was strategically used to insight now-or-never action.

'The Why' behind this tactic is to use beautiful (soon to be) historic images to create awe and aim for the best cut-through of the reason it's 'now more important than ever to support local'.

HEADLINE RESULTS

- **39,000+** video views (two videos)
- Reach for just four posts (across Instagram & Facebook) was a huge **340,000+**
- Content was Liked **3,000+** times
- Content Shared **650** times



Small Businesses make up the heart of the innovative and colourful community that is Melbourne's Chapel Street Precinct.

CSPA revealed some of the **best innovations** over COVID-19 and looked to the future, with a promotion that aimed to inspire a community that was on its knees. We championed the people and businesses who **pivoted to prevail** across the pandemic and put a spotlight on the exciting future for Chapel.

CSPA knew it was because of innovation and bravery that Chapel Street Precinct would prevail when restrictions started to ease. These included Nathan Weidemann, Director, Vision PT Prahran who spoke emotively about how he felt when the pandemic hit and the innovation that quickly took place in his business. Mr Weidemann advised CSPA he considered "2020 a blessing".

"Our key objective is making sure we have as many businesses as possible make it through to the other side of this pandemic. Businesses that are able to innovate or pivot quickly and capitalise on trends will be the ones that prevail no matter if there is a pandemic."

– Chrissie Maus, General Manager, CSPA

"This is absolutely jam packed with information, resources and creativity. Love the videos too as the narratives will ring so true which should resonate with many other businesses."

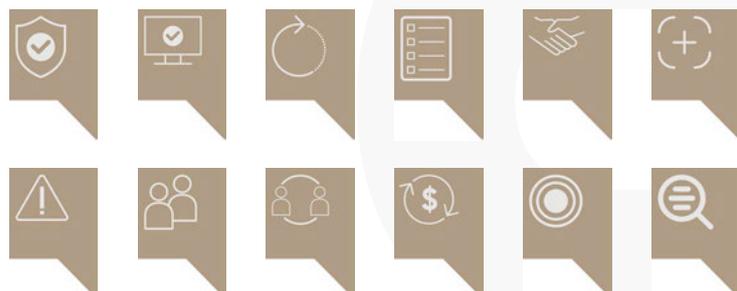
– John E Hall (Jack), Thorne Harbour Health (Partnerships Manager)



CSPA shared 12 important business tidbits with members about what to consider moving forward as they innovated and navigated through and out of the pandemic.

CHECK OUT 12 BUSINESS TIDBITS BELOW!

(Click on the image to reveal the tip)



CHAP-DRIVE-THRU

CHAP-DRIVE-THRU [2.0] [3.0] [4.0]

CSPA commissioned three more CHAP-DRIVE-THRU videos as a follow on from the hugely successful original series from lockdown one. Videos featured a Tesla Model 3. This was strategically decided for the films to really feel like an upgraded version 2.0.

Chapel Street Precinct's world-class restaurants and cafes had again banded together during lockdown, encouraging locals to order direct and personally pick up their takeaway order so more money went to Australian hospitality workers.

Over 300 world-class 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'.

"We are so grateful to be a part of this campaign and particularly grateful for featuring us! We love it and think it's such a wonderful concept. We are so thankful for the support and exposure! Sending light and positive vibes always!"

– Mr. Gino Forlano, 38 Chairs (owner/director)

1.08M

AUDIENCE REACH:

CHAPEL ST
TRANSFORMS
INTO
'WORLD'S
LARGEST
DRIVE-THRU'



Restaurants launch new in car dining service which see dishes delivered the front seat of your car in their battle against COVID-19

- Restaurants in Chapel Street, Melbourne have begun offering in-car dining
- The move is designed to support local businesses away from delivery services
- Businesses say delivery services taking a cut making business unsustainable

By TOM PLACE FOR DAILY MAIL AUSTRALIA
PUBLISHED: 03:00 EDT, 4 May 2020 | UPDATED: 03:58 EDT, 4 May 2020



Tommy Ruff Fish Bar, Windsor



Ladro TAP, Greville Street Prahran

HEADLINE RESULTS

- Video views totalled **380,000+** across Instagram and Facebook.
- Received 22 pieces of coverage and **473,000** estimated coverage views.
- Garnered **842,000** press readership with an audience reach of a huge 1.08 million.

SHOPPING

SOCIAL DISTANCE STYLE

SHOPPING, SOCIAL DISTANCE STYLE

SOCIAL DISTANCING CHARACTERS



Chapel Street Precinct rolled out the pink carpet to a playful campaign that educated Melburnians about COVIDSafe shopping and social distancing protocols.

The much loved, Shopping, Social Distance Style campaign (featuring Ballerina Betty, a male in a huge 3m wide pink tutu) showed the 1.5m safe distance in a cheeky and joyous manner and juxtaposed the vanilla government ads pushing the same message.

This marketing aimed to bolster consumer confidence in the outdoor retail experience and cut-through the fatigued social distancing message via stand out, hilarious digital content.

Although comedic, this marketing campaign had a serious intent, as the community was becoming far too relaxed with social distancing.

The message was to 'keep an over-sized tutu (1.5m) distance from your fellow street homies to be an unsung hero and keep the community safe.'

"Just photographed the inspired poster on the side of the Astor Cinema to send to everyone! Fantastic and funny. Congratulations!!! Great image, whoever thought it up and the hero who posed for it."

– Wendy Becher, St Kilda East

"Absolutely love this video promo and have shared to our socials. Thanks again for getting us involved in this awesome project and helping us push through these strange times."

– Frank Mincone, Union Heights (Owner/Manager)

HEADLINE RESULTS

- **43 pieces** of press coverage
- **1,872,441** online readership
- **2,815,000** TV/Radio audience reach
- Total views for the five videos across Facebook and Instagram was **150,000+**.
- CSPA saw an increase of **1953 followers** on Facebook and Instagram in the quarter in which this campaign was executed.
- Views and engagement on social media were up **over 33%**.

Click to watch!



Thurston & Howell, South Yarra



Casa Amuk, Prahran

SOCIAL DISTANCING CHARACTERS



Union Heights, Windsor



DOLLY DIAMOND DOES CHAPEL (FROM HOME) 2.0

Dolly Diamond was back with her lockdown 2.0 Chap faves! A cocktail in a jar from Lady Nelson's Wine + Steak, fluffy balls of goodness from Lukumades Windsor and on-demand fitness classes from Bodhi and Ride.

CSPA again enlisted Melbourne Megastar, Dolly Diamond, as its official ambassador to educate Melburnians on supporting small businesses during the Global Coronavirus Crisis (GCC).

”

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!



"Watching all of your shows disappear overnight was absolutely heartbreaking. Having that immediate lifeline from Chapel Street Precinct was enough to get me out of bed and back in front of the cameras. "Dolly Does Chapel (From Home)", brought life to the area....and me"

- Dolly Diamond

"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 (co-owner)



STREET ART

The CSPA team commissioned creative and artistic 'masks on trees' as yet another creative way to reinforce the important COVIDSafe messages in a unique way.

Visual artist Carla O'Brien installed 120 of her unique artworks to adorn the iconic precinct's trees and poles.

The CSPA commissioned two new street-art murals for the precinct that reflected the COVID period in history and to also support the hard hit Arts sector. These new artworks were promoted for people to walk to during daily exercise.



”

*Street art is a reflection of our community and giving our residents and business owners a **tiny bit of sunshine** is so important as we all pull together to fight this invisible enemy.*
said Ms Chrissie Maus, General Manager CSPA





CHAPEL STREET PRECINCT SPONSORS HAMISH & ANDY'S LOYALTY CARD (LETTER)

CSPA partnered with popular Aussie duo, Hamish & Andy (H&A), for their much-loved podcast and heroed Loyalty Cards to drive our important support local message. The Hamish & Andy Loyalty Card entitles you to 10% off every store worldwide (tongue in cheek of course)!

Tens of thousands of people applied for it and they had to cap the number at 30,000 because of such high demand.

CSPA was integrated into the letter that H&A sent out (with the loyalty card) as part of their Loyalty Card Program and had **our brand organically exposed to hundreds of thousands of Australian's across the country** (highest percentage of those being Victorian).

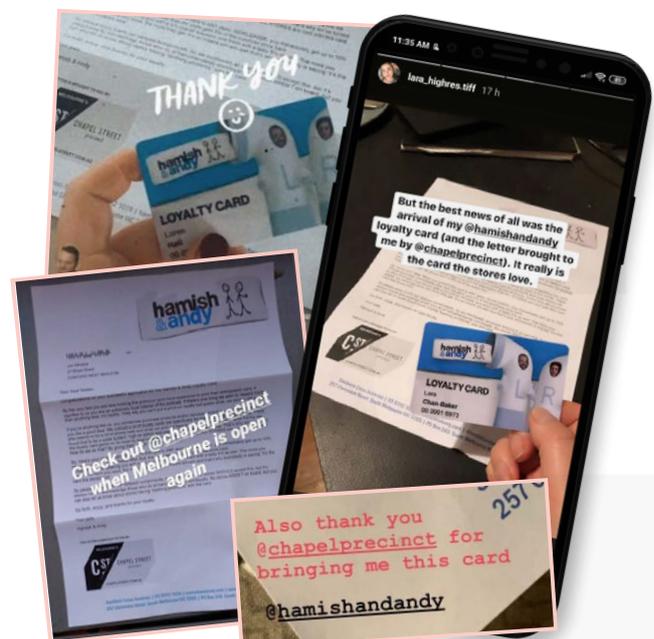
This activity was strategically planned as we slowly started to come out of COVID lockdowns and focused on joy, being light-hearted at such a heavy time and putting a smile on people's faces as we aligned with one of Australia's most loved duos.

CSPA had five podcast mentions on the H&A podcast, the first one being in their 100th podcast episode celebration. The podcast receives close to **half a million unique listens per episode (per week)**. Their listeners had loved the journey around this Loyalty Card creation and whoever came on as a partner was viewed as a hero in their eyes.



*I love the Hamish and Andy idea, and the strategic approach to reach their engaged audience makes so much sense, financially and relatability to the street. They have such a big fan base and network and putting my marketer's hat on, **the CSPA aligning with this is very smart.***

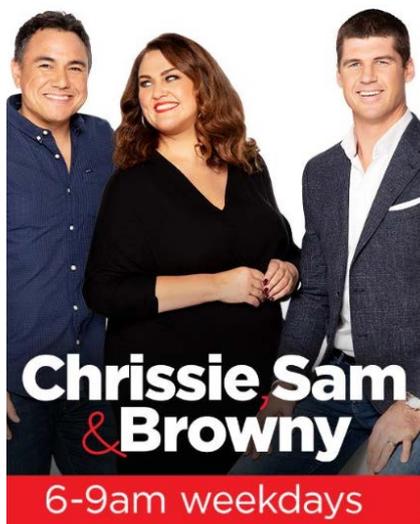
– Matt Lanigan





CHAPS BACK BABY!

CSPA engaged NOVA 100's Chrissie, Sam & Brownny to celebrate the reopening of businesses across the summer period. These integrated live reads were heard daily by over half a million listeners.



CHRISSIE, SAM & BROWNY'S ON-AIR SCRIPT:

CHRISSIE: *Chaps back baby!!! And haven't we missed it. The nightlife, the cafes, the shopping...*

BROWNY: *The chap laps...*

CHRISSIE: *Even the Chap laps...and now they're back, the businesses of Chapel Street need us more than ever to support local.*

Like, Pets Wonderland, BeFit Training and Botanicah in Prahran, and Tipico Restaurant, Betty's Burgers and Borsch, Vodka & Tears in Windsor.

Brownny Let's meet up. Let's long lunch. Let's shop local - and get back to what we love in Chapel Street Precinct...

CHRISSIE: *...and bring on the joy. Go to chapelstreet.com.au.*

No place for eatery no-show

CHRISSIE MAUS



Some things are lawful, but awful. Not showing up to a restaurant reservation is exactly this.

Over the Christmas and New Year period, some restaurants and cafes are requiring a small deposit or even a significant prepayment when you book a table.

This is causing an uproar by self-centred people.

But it's second nature to pay up front for theatre tickets and flights, so why not your Friday night meal with mates?

Putting your credit card down may be changing from a now-and-then practice, to the norm.

The main reason for the change is to deter pesky people from cancelling their booking at the very last minute, or not bothering to cancel and just not turning up.

Operators of some of our world-leading restaurants and cafes have been battling a significantly smaller profit margin in recent times.

Due to the impact of COVID-19, some have a mountain of accumulated debt to climb out of, even if their landlord came to the party with a rent reduction.

And now they are feeling the heat from a backlash as they seek advance payment for table reservations.

I don't think this is fair. Not showing up is just rude.

Like taking our own reusable bag to the supermarket, it's just change and soon will become routine.

It's really only those who don't consider others that have their knickers in a knot.

It's clear a change has been needed in the hospitality sector for a while, and a deposit shows our respect for a restaurant's time, food and the service we love.

And there is the added element of minimising food waste.



We have no issue paying ahead for so many other things, so maybe this is just evolution catching up.

As Ashley Cooke, the senior food and hospitality consultant of Future Food puts it: "It is important to remember that a seat in a restaurant is a perishable commodity — if you don't show up for your Thursday evening booking, the

restaurant can't resell it on Friday."

So, how do food and beverage businesses respond to customers who throw their toys out of the cot in the face of such measures?

It's just going to take time. They should consider it purposeful pain.

It needs to be made very clear when a customer complains that a deposit is a kind of security, a payment made that indicates to the restaurant that you understand they may need to seek and recover losses by keeping that deposit should you just ghost.

When referring to someone who was a no-show for a table, restaurant owner Aref Jaroud said: "We had people on a waiting list who would have

been happy to take your reservation.

"You have single-handedly set the worst of precedents for our entire industry at this most difficult time.

"Maybe you have no idea the financial impact this has on a restaurant right now.

"Maybe you don't care."

We have no issue paying ahead for so many other things, so maybe this is just evolution catching up.

Of course life happens and if you can't get a babysitter or the house is on fire, many restaurants are more than happy to be flexible.

As long as you are honest and pick up the phone.

After all, our hospitality workers are human too.

This silly season, remember

if a restaurant asks you for a minor monetary commitment for a future dining feast, keep in mind they are just trying their best to fend off the potential financial hit which may be delivered by the thoughtlessness of some diners.

So don't be what has become known as a Karen.

Have the common courtesy to call up and communicate.

Our fave establishments will disappear if we don't think about our small actions.

It's now up to us.

Chrissie Maus is a Perth business woman who is now the general manager of Melbourne's Chapel Street precinct and a two-time winner in the AMI Marketing Awards 2020



CORONAVIRUS RECOVERY

BUYING LOCAL A GIFT TO BUSINESS

JOSH FAGAN

SHIFTING spending habits could mean more Christmas cheer for Melbourne's small businesses, research suggests.

A survey of 1000 Melburnians found about half were spending more money in the community than they had pre-coronavirus.

The survey, commissioned by business group Chapel Street Precinct, found 70 per cent were doing personal errands in their community during work hours when working from home.

And 87 per cent of respondents said they agreed with the statement "we need to support local businesses so they can survive".

The results gave cause for optimism that small businesses would gain greater support in the lead-up to Christmas, Chapel Street Precinct general manager Chrissie Maus said.

"If you buy from a local mum-and-dad business, it means their Christmas will be

brighter because of you," she said.

The Chapel Street Precinct has launched a buy local campaign called Give More Than Just a Gift this Christmas.

Ms Maus said she was buoyed by the jump in foot traffic and Chapel Street venues being booked weeks in advance.

She said there was plenty of optimism around busy hospitality precincts.

"Everyone's blowing off steam and absolutely shaking off the year and doing it while thinking about where their money's going and that's amazing," Ms Maus said.

"The psychology of supporting local, and that message, has really got through to people and we can't thank them enough."

Chapel Street Precinct chair Justin O'Donnell added: "Back in May we predicted the working from home trend would be hugely beneficial for our local economy, and this new research proves we have a strong future ahead."



Tibbs and Bones owner Jade Matthews, with her dog Fig, welcomes people shopping locally. Picture: JAKE NOWAKOWSKI

BRING ON THE JOY! SUPPORT LOCAL

This campaign was about promoting people to buy presents and think about where their money is going and the happiness that their single purchase is making, beyond *just* the person they are gifting it to. For example, if you gave a gift to someone that was purchased from a unique small business, that would be an example of giving 'more than just a gift'.

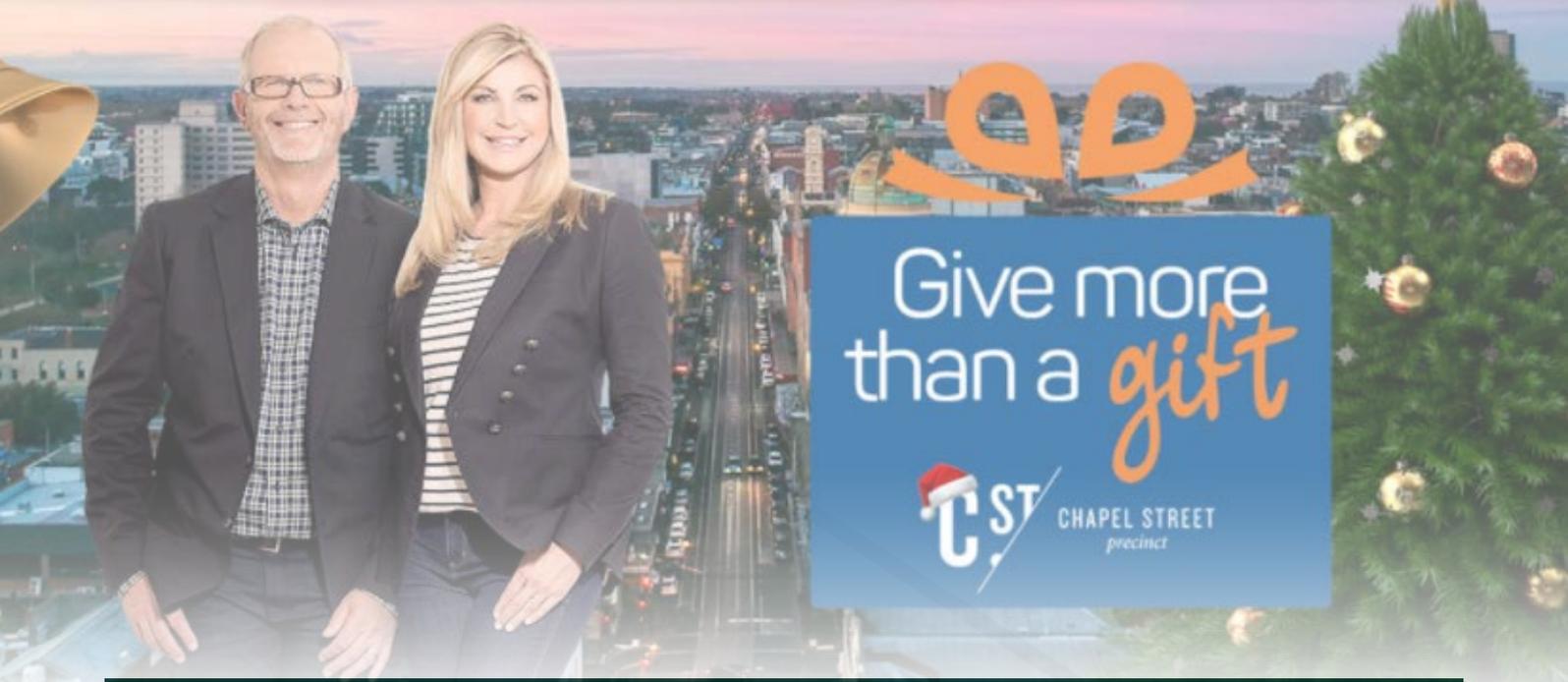
This was about focusing on where people purchase from and the drive to support local businesses, rather than overseas companies or giants like Amazon.

This major umbrella promo mentioned an ambitious 120 businesses and was integrated with two radio partners and on the CSP website (Support Local Gift Guide).

"Whether it's a present, an experience or even a voucher, you'll be giving the gift of hope to the people who make our precinct so iconic. So as you're making your list, and checking it twice, sparing a thought for local business would be awfully nice!"

One element used clips of characters talking in popular shows (for relatability) constructing a sentence that promotes the *Support Local this Xmas* message in an amusing and eclectic fashion.

BRING ON THE JOY
#SUPPORTLOCAL



SMOOTH FM MIKE & JEN'S GIVE MORE THAN A GIFT

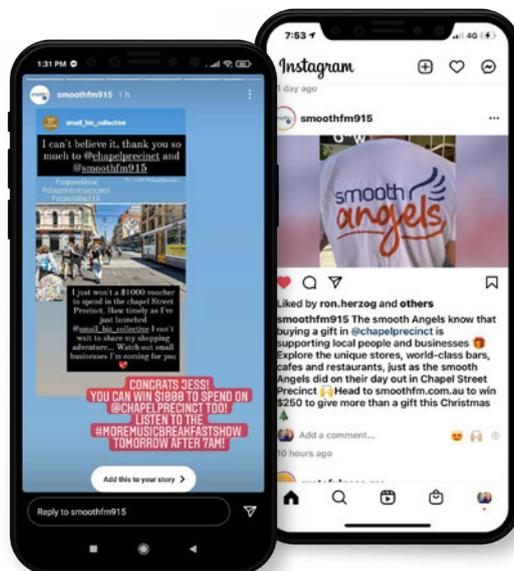
An emotive campaign that encouraged Melburnians to 'Give More Than Just a Gift' This Christmas by purchasing presents and Christmas food for the family from Chapel Street Precinct local businesses, while sharing the narrative of how this will in turn create a brighter Christmas for precincts businesses owners.



*This year, it's the small things that count and smoothfm's Mike & Jen, along with Chapel Street Precinct, are teaming up to **elicit that endorphin rush one gets from giving more than just a gift** this festive season.*

Celebrating a Christmas like no other, Mike and Jen knew every Melburnian had earned a reason to *feel good*, and now more than ever, Smoothfm wanted you to shop and support local in Chapel Street Precinct.

Over a massive two weeks, Mike and Jen served up a Christmas delight and gave Melbourne the chance to enjoy all that Chapel Street Precinct has to offer, by giving away \$1,000 to spend in Chaps each day to help keep the heart of our city alive.



Shop local to help everyone

CHRISSIE MAUS



We know the festive season can be a financial strain for almost everyone, so when it comes to buying gifts or any festive feast, it is critical this time of year that we remember two words — support local.

As we continue to navigate the pandemic, supporting local businesses and shops can be the elixir that energises not only our local economy, but also ourselves.

Now more than ever is the time to “purposefully buy” Christmas presents.

It’s not just about who you give it to, it’s where you got it from.

This year gifts go both ways. Local businesses are the lifeblood of our community, we are so fortunate to have them at our doorsteps when we need them and they need our support to rebuild as they climb their way out of accumulated COVID debt.

The good news is that research on the spending habits of Australians has revealed this Christmas there will be an avalanche of support for local businesses, as shoppers make a concerted effort to turn their backs on big overseas online giants in favour of small businesses that suffered because of COVID-19.

The development shows the psychology of Australian spending is changing, and for the better.

Research by Pure Profile revealed nine out of 10 people agree with the statement “we need to support local businesses so they can survive”.

Many of the world’s richest billionaires (such as Amazon founder Jeff Bezos) posted record profits this year due to their ability to capitalise on the pandemic.



Illustration: Don Lindsay

With your support, small businesses will thrive once again. It may be now or never.

So do we really want to line their pockets even more?

We need to remember the philanthropic phrase “give more than just a gift this Christmas”.

Give your hard-earned dollars to your small local mum-and-dad stores so they can afford to pay their staff, put Christmas food on the table and make up accrued COVID losses. Consider the impact a single

gift purchase has, beyond for just the person you are giving it to.

About 48 per cent of your purchase cost recirculates back into the local economy.

And small businesses are the biggest employers nationally, creating two out of every three new jobs.

So when you shop local, you open the door to more job opportunities.

With so many local businesses in need right now, shopping locally and lending a hand to our neighbours can make a huge difference and also have a positive impact on our own emotional well-being.

I’ve been inspired by how so many of us have come together to support each other during this incredibly challenging year.

And “giving back” is one of the best ways to increase your own happiness, too.

Australians stepped up to the challenge of giving at a level that eclipses donations made during the 2008 recession.

Telethon’s 2020 record was an example of this incredible generosity.

Almost 75 per cent of small business owners donate some portion of their profits to charity every year. A lot of the time those charities are in your community.

To me, “giving back” is your human duty, if you can afford to do it. No matter how you do it, it has great benefit to both the giver and receiver.

I encourage everyone to shop locally and buy Australian-made.

And get involved in your

community — even the tiniest of actions, like delivering groceries to your neighbour, or buying your Christmas gifts from your local stores can have a big impact.

While no one person can do everything, every one of us can do something.

With your support, small businesses will thrive once again. It may be now or never.

Does the ease of online shopping trump contributing to someone’s dream by shopping local — and the joy you’ll feel from doing this?

No, get off the couch!

Chrissie Maus is a Perth business woman who is now the general manager of Melbourne’s Chapel Street precinct and a two-time winner in the AMI Marketing Awards 2020



PRAHRAN SQUARE

CSPA used art and entertainment to 'surprise & delight' visitors and *bring joy* to the precinct across three weekends in December. A well-dressed couple with Xmas Tree floating orbs for heads, Led Tron Wrap Dancers with flashing Xmas neon colours and a Xmas Ballerina, in a COVIDSafe bubble of course! Neon Xmas Trees were installed in Prahran Square creating 'Social Moments' for locals and visitors alike.



Caravan Sounds hosted daytime music sessions in Prahran Square, across summer!



Ballerina dancing in a bubble

ARTS and entertainment is back in Melbourne, but not as we know it. From today until Christmas, a COVID-safe performance of The Nutcracker will take place every weekend from 1pm to 3.30pm in Prahran Square. Ballerina Tera Henning will dance the unique rendition of the Christmas tale in an inflatable bubble, which Chapel Street Precinct General Manager Christine Mann said is not to be missed. "I don't think a ballerina ever trains for balance in a bubble but, like everything else this year, they have innovated and adjusted to survive," Mr Mann said. Mr Mann encouraged Melbourne to step in the open air in the lead up to Christmas. "We are outside in the fresh air, with plenty of space," she said.

Picture: ALEX COPPEL



KATE LANGBROEK REDISCOVERS CHAPEL STREET

As we shed the shackles of a tricky year and kiss our lounge-bound desks goodbye, it's time to revel in the warmer weather and our newfound freedom! And what better place to do it than in Melbourne's most iconic precinct – Chapel Street.

Whether you want to wet your whistle, empty your wallet, glam up, wind down or roam free, there's a little summin' summin' for everyone. We've even dropped some action-packed itineraries, so don't choose boring – Choose Chapel. Your Chapel Street Adventure Awaits...

CSPA enlisted much loved radio personality and comedian Kate Langbroek as she returned from Italy to rediscover her one true amore, Melbourne's iconic Chapel Street Precinct!

This authentic video series of Kate rediscovering Chapel Street garnered the results below.

Video one (Chapel North/South Yarra) - **123,000 + video views**

Video two (Windsor) - **77,000 + video views**

”

*In the last year, like many of us, I dreamt of freedom, so **what a treat to be set free on Chapel Street** to rediscover its restaurants, bars and shops.*

– Kate Langbroek



Kate to stay put

KATE LANGBROEK has revealed she had an opportunity to reunite with her long-time radio co-host DAVE HUGHES.

But Langbroek (right), who recently returned to Melbourne after two years living in Italy, did not want to relocate her family to Sydney.

She is joining KIIS FM's 3pm Pick Up while Hughes has started on 2DAY FM breakfast with ED KAVALEE and ERIN MOLAN.

"We had conversations about that but I couldn't say to the kids, 'yeah we're coming back to Australia, guess what

we're moving to Sydney,'" Langbroek said. "He's a workaholic and he has to work and he loves a challenge. He's wired differently to me.

"It's such a big challenge and he'll be brilliant and Ed will be brilliant. I am going to have a quiet, unremarkable life."

Langbroek said her family's adventure in Bologna was the hardest but most rewarding experience of their lives.

"We did it all ourselves, it was very challenging, magnificent, difficult, joyous, exhausting and uplifting," Langbroek said. "It went in the blink of an eye and feels like

another lifetime ago."

Langbroek's first gig since returning is helping to promote Melbourne's iconic Chapel Street Precinct, which has seen a post lockdown renaissance of booming business over summer.

The mum of four stitched the words "Support Local" on her sleeve, making unexpected visits to many Chapel Street Precinct businesses with a film crew capturing each of the business owners' reactions for the Precinct's latest campaign.

"We did a glorious Chap lap from one end to another," she said.



COVID-19 RETROSPECTIVE SUMMARY

During the Victorian COVID second shut down, a high percentage of Chapel Street Precinct businesses again reported a harrowing drop in turnover between 70% to 100%. The additional State and Federal Government support packages were integral to limiting the number of businesses that otherwise would have been forced to close or lay off employees. In particular, the extension of JobKeeper helped enable many businesses to retain employees and survive the second extended shutdown. This was the most important initiative that saved thousands of jobs in our local economy.

Despite the varied approaches, one common thread was that all Chapel Street Precinct members pivoted as rapidly as COVID-19 spiked. Businesses once again altered their practices accordingly, encouraging customers to make the most of their online shopping and delivery services.

The summary below outlines some of the CSPA support response initiatives and marketing campaigns executed to support members through the COVID-10 lockdowns 2020:21.

Quickly established a detailed and courageous Crisis Communication Management Plan.

The CSPA was clear it was there to create calm instead of panic, share correct community information, find gratitude instead of anger and drive a sense of community instead of isolation.

The CSPA was also clear on doing everything they could to strengthen and support the local community during such a challenging time. The aim was to get as many businesses across to the other side of the pandemic as possible.

A mix of emotive and light-hearted tones in our marketing and tried to create some happiness at a fearful time for many of our members, especially leading into the key Christmas retail period.

We undertook a full website overhaul to be reflective of each stage and provided even greater media opportunities for our members during this unprecedented time. Digital traffic almost doubled, proving our audience trusted and turned to us.

Re-established the CSPA pop up PR office for continued member support and to spotlight key sector issues in the press.

Daily news alerts to relevant media promoting members and driving key advocacy 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 the CSPA was speaking out on behalf of our businesses for a better deal.

Further engagement with local MPs to lobby as a united front for much needed extended rental relief and business support.

The CSPA member microsite was completely revamped to reflect important COVID business updates and resources. Including guidance to members on non-essential closures and assisted with information sourcing. This promoted a range of free COVID-19 support services and mental health wellbeing programs to our members. Used our on-street digital billboards to convey critical state government COVID messages.

The CSPA General Manager communicated critical Victorian Government press conference outcomes (minutes shared daily with key major stakeholders).

The CSPA shared various grant information with members (including reminders).

To support our quickly evolving local community, we relaunched our daily updated blog **LEMONADE OUT OF LEMONS 2.0** promoting Chapel Street Precinct businesses.

Educated Melburnians on how to support local Chapel Street Precinct businesses and how easily it could be done while living in a COVID-19 world (**TWO WORDS. SUPPORT LOCAL** campaign). This campaign aimed to increase our economic rebuild and drive hard the Support Local message so it was firmly entrenched into the DNA of our community.



COVID-19 RETROSPECTIVE SUMMARY

Chapel Street imagery of the once-awake metropolis was strategically executed to drive home the importance of supporting local businesses. Listicles of all fitness members that pivoted to outdoor PT and group training offerings as restrictions eased were featured across our digital channels. This highlighted over 35 members.

Promoted all businesses who were offering **CLICK & COLLECT** given that stage four lockdown meant retail had to close.

Re-launched CHAP-DRIVE-THRU to encourage people to again order direct and collect, instead of using delivery apps. New digital content was shot to extend this comedic (yet serious) campaign. This campaign gained a 1.08 million audience reach from all the free media press gained.

The stress of COVID meant we started to celebrate the little things happening in our lives to keep sane. **DESSERT TO YOUR DOOR** digital marketing listed all the sweets you could get delivered straight to your lounge from CSPA members.

QUARANTREES (masked Chapel Street Precinct trees) around the precinct were commissioned to spark joy and to support the arts sector.

The CSPA commissioned two new street-art murals for the precinct that reflected the COVID period in time and to again support the hard hit arts sector.

Enlisted Melbourne Megastar, Dolly Diamond, to educate Melburnians on how to #supportlocal and to demonstrate how to enjoy the best of Chapel Street Precinct from the lounge room.

Continued to promote **FITNESS FROM YOUR FUTON**. This was a drive for our community to stay on top of mental health and fitness during the second lockdown. CSPA made it simple with contributions by over 30 members with the likes of skateboard pilates, Zoom personal training and digital yoga.

Shared important negotiating information with those members who had not yet negotiated rent relief with their landlord.

Father's Day Iso Love digital marketing was shared promoting iso-appropriate gifts to keep Dad feeling entertained and loved across the second lockdown (promoting 27 different CSPA members).

The CSPA wrote an emotive letter to all Stonnington Councillors to request help for small businesses and outlined what clear, tangible support they could give our community at this harrowing time. Sought feedback and ideas to 'turn Chapel Street inside out' from businesses pertaining to outdoor dining.

Undertook a night-time hospitality sector survey to understand what kind of support this sector might like to see from CSPA as they began to reopen (so we could be truly industry led).

Launched a major **CHAPEL INNOVATION** campaign that told the stories of many businesses that pivoted over the pandemic. This marketing also shared important COVID related business resources and advice to help businesses get through the lockdowns.

SHOPPING SOCIAL DISTANCING STYLE digital marketing content was created to see CSPA lead the way with social distancing protocols and reinforce this important message using a comedic and light-hearted digital creative (to cut-through a COVID-fatigued community).

BURN OFF THE BANANA BREAD digital major marketing to support the fitness sector featured over 27 members from this impacted sector. This marketing also focused on the mental health wellbeing of our community.

COVID-19 RETROSPECTIVE SUMMARY

KEY ITEMS OF CONSIDERATION FOR RECOVERY PLANNING

What habits do we need to break?

What key messages do we need to embed?

What messages have people become fatigued with?

What will cut through a cluttered Xmas retail market?

How do we compete with eBay, Amazon and the online giants to strategically educate consumers to make a better choice?

How will we quickly gain trust from the consumer that it is safe to shop?

How do we drive our local visitor economy?

How do we solidify the Support Local message and drive supporting Australian made and owned (continuing these trends)?

How will we reach the regional market to get them to holiday in our backyard over summer?

How will we compete this year creatively against larger budget centres?

Gained insight on spending habits post COVID-19 lockdowns through commissioning a detailed poll by PureProfile. This data and insight is used to formulate future marketing decisions. Detailed findings in following pages of this report.

Overall, we are proud to say our digital channels were the place our members and community came to for factual and timely pandemic advice. As well as for hope and even a laugh sometimes. We feel humbled to have grown an even greater trust with our members, digital audience and major stakeholders. *We also believe CSPA demonstrated our value in 2020:21 more than ever.*

As the health and fitness sector reopened, CSPA engaged media coverage of the midnight reopening by filming a 12.01 am class at Rise Nation at The Como Centre in South Yarra. This was shown on every free to air TV channel. The CSPA also undertook an Instagram takeover for this sector reopening with 20 fitness studios highlighted.

Announcements of restrictions easing were shared as breaking news on all CSPA social platforms to make sure our community was informed first (and fast).

Commissioned two full precinct graffiti cleans. Note, this is not in our remit but we wanted to make sure the precinct looked its best for the reopening post wave two.

Celebrated the reopening of the personal services sector with a hilarious memes Instagram takeover. Over 30 members featured.

The CSPA assisted businesses in facilitating their outdoor trading permits (with the City of Stonnington) and advocated for the removal of bureaucratic red tape. This included suggesting the idea of sharing shop fronts of non hospitality businesses, enabling neighboring businesses to quickly help each other extend their outdoor dining quickly with fast Council approval, whilst other measures were worked on.

Half of Melburnians say they are utilising local businesses more and now spending more \$ than previously in the local community – this is in spite of there being a recession and belt tightening.

People love working from home – with **60%** saying it's because there is so much at their doorstep they can do during their work day.

73% prefer working from home, and when they can finally return to work – **79%** want to stay working from home or become hybrid – only **21%** want to work from the office again.

87% want to support local businesses more than ever due to COVID.



Ideal community – (top buzzwords) – **local, people, shops, friendly, thriving, social.**

Personal services (gyms, health clubs, beauty, hair, nail salons etc.) **71%** of Melburnians are spending more or the same on these services – even though we are currently experiencing a recession.

Isolation has made people house proud, wanting to redecorate – **41%** increasing their spend on their home to make it more comfy.



70% of Melburnians were doing personal errands in their local community during work hours when working from home – **this is why people continuing working from home will be advantageous for local community businesses.**

The top four activities to do during work hours (while working from home) – grocery shopping, medical appointments, chores/run errands, and gym/exercise.



The top four reasons why people love working from home - **I can start and finish work whenever I like so long as I get all my work done, Freedom to do chores/errands during the day, Easy access to my kitchen and eating what I want and I don't get distracted as much so I can focus.**

According to what Melburnians want – the top buzzwords are - unique, boutique, small, care, support, Australian Made, variety and mix.

The most in demand shops people want nearby – top buzzwords are - **cafes, food, restaurants, local.**

When in lockdown, people missed this the most – having a restaurant/cafe meal or drink with friends. This is proof that a good local restaurant, bar, café scene is vitally important to the DNA of Chapel Street Precinct.



*Polling by PureProfile: 1003 people of metropolitan Melbourne, 19 November 2020: proportionately weighted according to age, income and gender demographics.

A DIRECTOR'S COVID JOURNEY

Living the life of a small business owner on Chapel Street over the last 15 months was crippling.

Luckily for me I had the amazing support of the Chapel Street Precinct Association, to help me navigate my way through the endlessly changing landscape we were dealt with.

Being in tune to what was happening across the globe I could literally see the virus enter our beloved city and in my opinion knowing the track record of this current Victorian government, I identified that this city was going to need a leader, a soldier on the street to stand up for the people.

Noting the restrictions being imposed across the world would mean my existing business model would be shut down, and that my staff would be jobless, struggling to put food on the table, I transformed my café and function space into a necessity grocery store a couple of weeks before the nationwide lockdown was enforced.

Now this necessity was not one of commercial gain, rather it would be one of community support. Offering market priced necessities delivered to the doors of our community, Messages of Hope spread across the once bustling Chapel Street footpaths, and the coffee window that would deliver the locals favourite coffee order with a friendly smile and a double dose of optimism.

This window would quickly adopt the nickname "The Window of Hope." The time to give back to a community which had served me so well for so many years, was now!

Now let me take you deep into the mind of a small business owner during this unprecedented period of time. Locked out from your livelihood, your passion, your creation. The immense pressure and stress relating to the responsibility you hold for your staff, your customers, your suppliers, your family, your community.

The weekly phone calls to suppliers, debtors, landlord's agents and cancelled bookings, of which you owe money, yet have no resources to spare. The continued promise that you will pay them as soon as we had some money (and which we eventually did).

The looks of fear and sadness on the faces of those visiting "The Window of Hope". These people used to walk with a bounce in their step, who once had the world at their fingertips, only to now be stuck confined in their one bedroom apartment. The only escape they would have was to pop past the store for a yarn and a debrief of the unknown still to come.

This sadness in the community was so dark that it led me to seek the professional training of a mental health first aid certificate, a tool I needed to be able to handle the conversations I was having with colleagues, friends and even those I had never once met.

I am so grateful for the support coming out of the Chapel Street Precinct Association and proud of the whole board of directors roles they played during this crazy period. Since the first day of restricted trade, the information coming out of the governments would be circulated in minutes. The constant change of marketing to fit the restrictions of the day was not only on point, but showed a clear understanding of how the community were feeling and exactly what our local economy needed to rebound hard and fast. Which is exactly what Chapel Street did.

Smashing records that hadn't been seen for 20 years Chapel Street was back baby. It was so fulfilling to see that the "Support Local" message had cut through and that our community continued to help each other on the other side of lockdowns.

Unfortunately for me, my Lucky Penny was not so lucky. The damage of the lockdowns had destroyed our business model. The lack of support from the Landlord to hear our cries for rent reduction also did not help.

Melburnians had got used to making coffees at home, and the café culture that was the foundation of the Melbourne culture had shifted. The end of the lease seemed a fitting salute to our service on Chapel Street as a trader, and to take the next step in our journey of life.

Matt Lanigan

Former Chapel Street Precinct Business Owner

Now CSPA Associate Director
(Mental Health First Aider/Advocate)

strategy

Looking ahead, the CSPA's strategy is to...

- Continue to set the benchmark for marketing and advocacy
- Deliver promotions and services that target business sector needs and increase value for special rate payment
- Further grow digital platforms
- Explore new ways to engage Australia's most diverse community
- Continue to leverage free media
- Further strengthen major stakeholder relations with media and key government bodies

This strategy will continue to guide our advocacy and activities, including in responding to the ongoing COVID-19 crisis.

Our strategy embeds our deep engagement with owners and operators in all sectors, in-house expertise and director collaboration. Our engagement is expressed through our leading advocacy, marketing and membership offerings – with a focus on delivering value for money and building the awareness of members for clients and visitors. We are committed to developing and evolving our engagement to all sectors. As an organisation, we must engage our staff and directors so that we inspire the commitment needed to achieve our vision and mission.

Long-term financial sustainability allows us to support CSPA's work and initiatives effectively and consistently so we may invest in the future of our iconic precinct.

initiatives

Over the next years, we will undertake priority initiatives in line with our strategy, including:

- Continuing to embed our member-first culture
- Undertaking a continuous digital transformation to increase followers and maximise SEO
- Deliver even greater value for special rate payment for our members
- Implementing a financially sustainable business model for the future
- Implementing our COVID Crisis Recovery
- Expanding our online offering to meet growing member demands
- Measuring the non-financial impact of our activities
- Further increasing member engagement and collaboration
- Continuing to focus on a fairer spread of special rate funds across all suburbs, business categories, plus day vs night trade



Being calm and purposeful in dealing with the emerging issues, while providing continued support will be critical.

*– Mr Justin O'Donnell
(CSPA Chairperson)*

BUSINESS 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.

THE PRECINCT MIX (AS AT 30 JUNE 2021)

- 1 Food – 25.4%** 
Includes restaurants, cafes, fast food, quick bites etc.
- 2 Retail - 23.1%** 
Includes fashion stores, homewares, book stores, tech/music stores etc.
- 3 Business Services - 16.5%** 
Includes all types of agencies, architects, lawyers, florists, printers, co-ops, dry cleaners, interior design companies etc.
- 4 Entertainment Venues - 1.7%** 
Includes clubs, cinemas, show venues like MC Showroom and Chapel Off Chapel etc.
- 5 Bars - 6.9%** 
Includes bars, pubs, speakeasies, etc.
- 6 Accomodation – 0.9%** 
Includes hotels and serviced apartments etc. Airbnb not included.
- 7 Gyms & Fitness / Health & Wellness – 9.8%** 
Includes massage, gyms, PT studios, GP's, dentists, health food stores, dance studios, yoga/pilates, chiro/osteo/physio etc.
- 8 Hair & Beauty – 15.7%** 
Includes personal services like laser hair removal, nail bars, hairdressers, waxing, lash salons, all beauty salons etc.

HOW TO GET INVOLVED

Click here to visit our member page to fill out the e-form to become a member of the CSPA and learn more about Destination Marketing for our iconic precinct.

Click here to collaborate on events and marketing ideas and to set up a time to innovate with us.

Click here to subscribe to hear the latest on news and events from CSPA.

The CSPA is run independently and is not a department of the City of Stonnington.

Please note, the above two sectors have experienced the most growth in the last 18 months.



Image Credit - @fionahamiltonphoto

Thank you to our staff, members and clients for your ongoing support and resilience

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