



**Annual Report
2019-2020**
Chamber of Commerce & Industry Inc
Presented to Members at the Annual General Meeting
Outdoors in the Town Piazza
6.30pm
Wednesday 25th November 2020

AGENDA:

1. Attendance & Apologies—
2. Confirmation of Minutes of AGM 19.09.19
3. Presidents Report
4. Financial Report and determination of subscription rate for 2020-21
(MCCI 20.07.15 voted that subscriptions remain \$175+gst per annum – no change recommended)
5. Election of Office Bearers– nominations received Executive positions
President—Jim vanGeet
Vice President— Frank Ivone
Treasurer—Minette Ramia
Secretary—Kerry Murphy
6. No general business

www.visitmyrtleford.com

**MINUTES OF THE MYRTLEFORD CHAMBER OF COMMERCE AND INDUSTRY
ANNUAL GENERAL MEETING HELD ON THURSDAY 19th SEPTEMBER 2019 AT ST.
PAULS ANGLICAN CHURCH HALL GREAT ALPINE RD MYRTLEFORD**

Meeting commenced: 6.55p.m

Attendance: F. Ivone & L. Ivone (Eaglerange Wines), J.vanGeet (The Myrtleford Gallery) M. & L. & R Ramia, (Red Ramia Trading & Panaramia Villas), A Ramia & E.Todd (Cafe Fez), L.Campbell (TAFCO) A.Chambers & S.Spiker (The Village Trader), A.Quirk & B.Piazza (Flex Out Physio), P.Day (HVP), M.Freudenstein & N.Dawes, (Homestead Estate), M.Fawcett (Gapsted Wines), F. & D. Norris (Myrtleford Farmers Market), J.O'Connell (Acacia Funerals) K. & J. Paynter (Paynter Accountants & Business Advisors), S.Prince & K.Ivone (OVIB), J.Rivett (Aust Pumpkin Seed Co) K. & C Stone (Reclaim) P & P Skilton (Buffalo River Fish Farm), D.Wren (Motel on Alpine), D. O'Donohue (WAWCU) J. Wei (Standish St Surgery) A.Orchiston (Tu Vietnamese Street Food), V. & L. Sharma and staff (Coffee Chakra) & K.Murphy
Guests: Mayor Ron Janas & G.Janas, Sarah Thompson & Loretta Carroll – Into Our Hands Community Foundation, Elaine BurrIDGE Manager Economic Development and Communities, L.Benini LaFiera, Rev R Pennington, A.Garside and A. Adams, Alpine Anglican Church

Apologies:

B. & G. Bromley (Myrtleford Motors), A. & J. Cartwright (Adam Cartwright Electrical), R.DeFazio (DeFazio Catering), P & E Johnson (Myrtleford Holiday Park), E. & M. Lupo (Lupos Accommodation) , J. McIntyre (Michellini Wines), A. Reid (Myrtleford Foodworks), J.Reynolds-Smith (SAJES House & Pod) J.King-Zamperoni (Myrtleford Times), M.Zamperoni (Mawsons Concrete & Quarry) , S.Shute (Standish St Surgery), R.Rizzi (WAW Credit Union), A Roberts and A Roberstson (Restorative Health)

The President welcomed everybody to the meeting

MINUTES:

Moved A.Chambers/K.Paynter that the Minutes of the Myrtleford Chamber of Commerce and Industry Annual General Meeting held on the 18th October 2018 be received and confirmed.

CARRIED.

PRESIDENTS REPORT 2018-19:

President Frank Ivone read his report to the meeting. Full report shown in Attachment A.

Moved R.Ramia/V.Sharma that the President's report be received.

CARRIED.

FINANCIAL REPORT:

Audited accounts were tabled by M.Ramia Treasurer and showed similar figures to the previous year with expenditure not exceeding income for the year. A balance in accounts of \$43,215 (slightly up on previous years closing profits of \$42,830) Income for the year was substantially higher than previous year due to a number of project managed by the Chamber such as the Church Kitchen hall \$10,000 Farmers Market promotion \$3,000 and LaFiera \$20,000 \$84,726 (\$50,675) and Expenses \$84,341 (from 47,660).
Overall the Chamber is in a very healthy strong position

Moved A.Chambers/ M.Freudenstein that the Financial Report be received.

CARRIED.

ELECTION OF OFFICE BEARERS:

Nominations forms were sent to members prior to meeting and returned to the Secretary.

Myrtleford Chamber of Commerce & Industry - Minutes Annual General Meeting 19.10.19

No other nominations were received for any positions, therefore no election is required.
President Frank Ivone handed over to member Kevin Paynter to declare all positions vacant and ratify incoming Executive.

Kevin then declared all positions vacant and filled by the following nominated members:

President: Jim vanGeet
Deputy President: Frank Ivone
Treasurer: Minette Ramia
Secretary: Kerry Murphy

Moved L.Ramia/B.Piazza that Executive positions be ratified.

CARRIED.

SUBSCRIPTION 2018/2019:

At the General Chamber meeting on the 20th July 2015 it was agreed to leave subscription fees at \$175.00 plus gst per member. The Executive members have reviewed and recommend no change

Moved A.Chambers/F.Ivone that subscriptions for 2019/20 remain at \$175.00 plus gst

CARRIED.

SPECIAL RESOLUTIONS: None

ALPINE SHIRE UPDATE:

Elaine Burrige, Manager of Economic Development and Communities was welcomed to the meeting. Elaine reported on collated tourism data for the past three years in the Alpine Shire including visitation on social media and media coverage including Myrtleford. The Myrtleford Resilience Plan is nearing a completion and should be adopted by Council in November. The plan will include some short, medium and long term actions to improve Myrtlefords resilience to facing unforeseen economic impacts on the town.

Alpine Shire Tourism – quick stats

Data source – National Visitor Survey, Tourism Research Australia

Visitor Type	2016	2017	2018	Variance 2017 to 2018
Domestic Overnight (average stay 3 nights)	\$69,000	452,000	\$68,000	↑ 31.6%
International Overnight (average stay 4 nights)	7,800	10,200	9,700	↓ 3.8%
Domestic Day Trippers	185,000	285,000	367,000	↑ 24.3%
Total Visitor Spend	\$208million	\$261million	\$338million	↑ 29%



Myrtleford Chamber of Commerce & Industry - Minutes Annual General Meeting 19.10.19

The President thanked Elaine for her presentation which will be forwarded to the Secretary and made available to members.

Other:

The Chamber Executive have adopted a Code of Conduct for the Myrtleford Chamber of Commerce and developed a Working with Children Policy and Procedures and copies were made available.

The Young Ambassador Scheme auspiced by the Chamber has young people participating under the age of 18 years so it was important that a policy was developed.

John Twyford was thanked for his input in developing the policy and procedures document.

The Code of Conduct, Working with Children Policy and Procedures will be reviewed in the future and all members will have the opportunity to have input.

Guest Speaker: Sarah Thompson

The meeting was officially closed before main meal served and guest speaker

Meeting Closed: 7.45 pm

Signed:.....

Dated.....

What a Year it has been.....

PRESIDENTS ANNUAL REPORT TO MEMBERS 2019-20

It gives me great pleasure to present this year's Myrtleford Chamber of Commerce and Industry Inc. and my first report as President.

Our business community has been challenged beyond comprehension – but this you all know.

Bushfires followed by a global pandemic have seen Myrtleford's businesses and community face the biggest period of disruption – one beyond understanding for most of us, but now we move on to what will become Covid Normal.

Whilst acknowledging the support received from the Alpine Shire, Into Our Hands Community Foundation, Bendigo Bank, Mainstreet Australia, Biz ReBuild and St Pauls Anglican Church I would like to highlight some of our organisation's achievements, partnerships and projects during the year.

Beginning with a wonderful article on Myrtleford in the Herald Sun on October 6th 2019 - Tourism North East sponsored a freelance journalist Elspeth Callender to the region which included a brief visit to Myrtleford, but one which impacted her so much so that she returned to be part of a short 2 minute promotional video – Myrtleford – A Destination with Heart and Soul released in February this year on social media <https://www.youtube.com/watch?v=rAfsCpifWlQ>



WHERE MYRTLEFORD, VICTORIA

FULL CYCLE

Embracing change has been good for the life of this alpine gem – and the tastebuds of those who discover it, writes **Elspeth Callender**.

TRIP NOTES

DRIVE

From Melbourne (or M... it's an easy three-hour Freeway or fly Qantas! Airport and drive und Myrtleford. See qant

If ever there was a need for a town to have a Resilience Plan – it is now.

Launched in November last year, we identified a Splash Park for Myrtleford as a priority major project for Myrtleford and committed to bringing it forward within the Shires 'Pipeline'



We have taken an active role in identifying the 'Splash Park' for Myrtleford project as a priority. Following a public meeting held in November a community committee was established to progress a Splash Park for Myrtleford. Several meetings took place and a proposal to bring the project to tender stage is before the Community Recovery Committee to fund stages 1,2 and 3.

Phase 1: Site Visit, Project Evaluation and Consultation (\$4,300)

Phase 2: Concept Design, Presentations, Project Renders/Plans and Opinion of Probable Costs (\$7,000)

Phase 3: Detailed Design and Engineering (\$30-\$40,000)

Once completed, the Alpine Shire will be able to look for funding from the State and Federal government for the actual installation and project completion.

Phase 4: source funds (estimated \$850,000 - \$1,000,000) tender and start/complete project

The onset of Bushfires saw the beginning of a number of evacuations to our region. Although we weren't 'burnt' many industries were heavily impacted. An estimated loss of over \$2.2million fruit not harvested in the 2020 winegrape vintage equating to lost revenue of wine from Alpine Valleys exceeding \$10million. Local pumpkin seed and fish production were also impacted through the bushfire smoke in the environment. Bright was evacuated on Thursday 2nd January – the day before our major fundraiser – The Myrtleford Bush Market which had to be postponed and later cancelled.

Our Secretary headed to Canberra in January to meet with the Business Council of Australia and other Chambers of Commerce and local Government from around the country all impacted by Bushfires (South Australia, NSW, Queensland, Tasmania and Victoria)

Biz Rebuild has directly assisted Myrtleford businesses with a \$500 voucher to spend with local accountants, service providers – we know that at least 50 businesses from the Alpine Shire took advantage of these small grants.

5 refurbished laptops also were distributed to businesses who indicated that these would be a useful tool for their business.

We also distributed \$1200 of vouchers from Foodworks to businesses to be used as promotional marketing.

Tourism North East and the Alpine Shire Bushfire recovery officers attended our February Meeting and free ATDW listings on Visit Victoria's website were offered to all Tourism businesses for 12 months.

Myrtleford featured in the Herald Sun's Bushfire recovery special on the 3rd February 2020 – the first of a week long series on towns impacted from Bushfires.

HERALDSUN.COM.AU MONDAY, FEBRUARY 3, 2020

NEWS 09

MARVELLOUS MYRTLEFORD

291km FROM MELBOURNE
3hr 10min TRAVEL TIME

EAT
Lupo's Kiln Cafe, Myrtleford
Milawa Cheese Company
Bike & Barrel Wines

STAY
Panoramia Villas
Ardern's Caravan Park
Rosewhite House BnB

PLAY
Myrtleford walks – Reform Hill
Road and mountain bike routes
Bush camping

Race set to raise spirits after a tough few weeks

SHARON MCGOWAN

SPIRITS are riding high as bushfire-affected Myrtleford gears up for Victoria's premier professional cycling race.

After two evacuation notices within weeks cast a shadow over the town, excitement is building ahead of this week's Jayco Herald Sun Tour.

Steve Connor, who runs the Myrtleford Cycle Centre, said the famous race would give the community a much-needed boost.

"The entertainment from seeing a cycle race live isn't actually from the cyclists coming through," Mr Connor said.

"It comes from the festive atmosphere, hanging out with all the people before and after."

"It's a chance for people to put the barbecue out, stick on a barbecue and make some money."

After a tough few weeks for local businesses, Mr Connor said people in the community had gone above and beyond to support each other.

tourists come through — normally we're flat out with tourists.

"Everyone sticks together and helps each other out when they can. That's one of the joys of living in a small town. I suppose, we've got such beautiful towns up here and so much to do, it would be great if people would consider coming here."

"I can see why people like to go overseas but it's good to see what you have in your own backyard."

Jim Van Geet, who runs the Myrtleford Art Gallery and is president of the local chamber of commerce, said the community was resilient.

It had already endured bushfires in 2003, 2006 and 2009.

Mr Van Geet said there was no better time to visit Myrtleford.

"Locally they come but we really want more visitors to come from the major cities like Melbourne and Sydney," he said. "Usually they're the ones who don't come largely because they've heard it's all"

An information session on Coronavirus – Covid-19. was led by Dr James Wei on the 17th March 2020 for businesses and this was the last time we were able to physically meet as a group.

Your executive have worked hard to keep members informed of the Covid-19 Restrictions applied to business and also communicated regularly about what assistance has been made available. Over 30 E-Newsletters have been distributed. The rescheduled Easter Sunday Bush Market and LaFiera Italian Festival were both cancelled and we continued looking to how we could **support our members** and the Myrtleford business community – even through small offerings.

The first project we undertook was a Free contactless home delivery service. Many of our small businesses had to radically change the way they do business and the community had to stay home. Working with Alpine Spirit and having received a small grant of \$3,000 from Into Our Hands Community Foundation, we were able to offer a free contactless home delivery service for the month of May to interested businesses.

Followed up by LaFiera to Your Door – an initiative to directly support our suffering wineries and local produce providers who would normally attend LaFiera with their goods. Thanks to Louise Benini, the brains trust behind this initiative, it kept LaFiera in people's minds during lock down as well as supporting our local producers.

I must also thank Louise, Michael Freudenstein and John Reynolds-Smith who put the packs together with our Secretary Kerry Murphy.



La Fiera Italian Festival Myrtleford

Published by Kerry Murphy [?] · Yesterday at 12:15 PM ·

Support local vignerons and producers through a donation to La Fiera and receive a La Fiera to your Door pack

<https://www.trybooking.com/au/donate/lafieramyrtleford>



TRYBOOKING.COM

La Fiera to your Door

La Fiera to your Door is our way of bringing a taste of La Fiera to...

In total 87 boxes of wine and produce were distributed throughout Victoria, NSW and Qld in two campaigns.

Packs consisted of a selection of local wine, coffee, chestnuts, pumpkin seeds, walnuts, sangiovese jelly, duck ragu and olive oil. Tasting notes on Italian wine varieties and recipes were also included. \$12,525 was received with \$12,376 going back to local producers.

A social media campaign asking for people to Share their memories of LaFiera was held on the LaFiera weekend.

We have purchased LaFiera wine glasses for 2021 and surveyed past participants about their feeling of attending a Festival in 2021 based on Covid Normal.

Funding was received from FRRR to run the Young Ambassadors Program in 2020 – this has been deferred for a year.

La Fiera will be held between Friday 14th and Sunday 16th May 2021 – there is substantial planning required to be able to conduct an event within a Covid Normal environment.



La Fiera Italian Festival Myrtleford

Published by John Costenaro [?] · May 17 at 8:51 AM ·

Share your Memories of La Fiera 😊 Sunday is where we celebrate 🇮🇹 the Italian culture, arts 🎨 and heritage! 2021 our Living Chess ♟️ Match will be a feature 🇮🇹🇺🇸 once again we ask you to share your memories of Sunday through photos 📷



Our next project was aimed at supporting our accommodation and hospitality businesses and was only for financial members of our organisation.

A Welcome to Myrtleford Pack containing local non-perishable produce from Myrtleford included Coffee beans, pumpkins seeds, nuts, sangiovese jelly, olive oil and wine from Alpine Valleys. Breakfast and meal vouchers from local eateries were put together and distributed to our accommodation businesses.

Each pack is valued at over \$125 for accommodation businesses to use at their own discretion – as an incentive to boost their business.

Businesses may choose to use the packs as an incentive to encourage an additional nights stay – or may prefer to split the packs to stretch out as a welcome gift to more of their patrons.

The Myrtleford Chamber of Commerce was able to make this Welcome Pack available through a grant received from Mainstreet Australia of \$4,917.



Our Vision Statement

The Myrtleford Chamber of Commerce will be the most effective organisation in the Alpine Shire that people can approach in order to facilitate the establishment and development of any idea, events and infrastructure which assists the economic, employment and business growth in Myrtleford and the Alpine Shire community.

Current projects that we are undertaking in 2020-2021 include two town infrastructure projects being unveiled at this AGM and are examples of how we put our vision into action.

A town Christmas Tree in the Myrtleford Piazza – with financial partners the Alpine Shire and Bendigo Bank – designed locally and made regionally, this will be an asset to the community for many years to come.

And

A 3m x 3m Mosaic 'Snakes and Ladders' game in Jubilee Park funded through the Into Our Hands Community Foundation, Myrtleford Rotary and the Alpine Shire.

We are delighted as an organization to be able to auspice the 2 Crackpots to continue to expand the Mosaic Trail into the CBD area and launch this amazing interactive mosaic game to be enjoyed by locals and visitors with young children.



To see the story of the 2 Crackpots and the Myrtleford Mosaic Trail, a short video has been made which is well worth seeing (3.41)

https://www.youtube.com/watch?list=PLOT-fZLzXeFei3w2FklzOfqi-GXVpUi2t&v=rf6yURa7Zy4&feature=emb_logo

Finally

Aiming to restore business confidence in 2021, we will launch a "Love the Life" Myrtleford television promotion with 10 of our members.

We have auspiced another major mosaic project with the 2 Crackpots with funding through Regional Arts and Creative Arts Victoria to produce a Mosaic Mural - so please I encourage you all to stay informed by reading our E-News as it enters your incoming mail boxes.

In closing, I sincerely thank my Vice President Frank Ivone, Treasurer Minette Ramia and Secretary Kerry Murphy and to all our Chamber of Commerce members for their ongoing support and being the cogs in the wheel that drive the Chamber to do what I believe to be amazing things for our town.

Wishing all our businesses a prosperous year ahead.

Jim van Geet
President



Myrtleford Chamber of Commerce & Industry Inc.**Income & Expenditure Statement****For the year ended 30 June 2020**

	2020	2019
	\$	\$
Income		
Bush Market	6,796	8,868
La Fiera *	31,529	50,891
LaFiera FRRR Grant - YAS	5,380	
Grants- Alpine Shire		3,000
IOHCF Grants	6,000	10,000
Subscriptions Received	9,975	9,975
Reimbursed Expenses	2,846	1,659
Interest Received	52	332
<i>Total income</i>	62,578	84,725

** Note - La Fiera total includes \$19,220 income from 2020 committed to 2021*

Expenses

Accountancy	520	180
Advertising & Promotion	1,914	9,334
Bank Fees & Charges	3	17
Bush Market	4,966	2,938
Farmers Market Promotions	779	2,392
Functions & Meetings	4,262	2,417
Insurance	1,978	
Home Delivery Service Covid-19	3,150	
La Fiera	16,323	39,296
Long service leave		2,937
Printing & Stationery	1,096	1,765

Upgrade Church kitchen		10,079
Sundry Expenses	141	76
Superannuation	11,086	2,291
Wages		10,618
<i>Total expenses</i>	<u>46,218</u>	<u>84,341</u>
Profit from ordinary activities before income tax		
Income tax revenue relating to ordinary activities	16,360	385
Net profit attributable to the association	<u>16,360</u>	<u>385</u>
Total changes in equity of the association	<u>16,360</u>	<u>385</u>
Opening retained profits	43,215	42,830
Net profit attributable to the association	<u>16,360</u>	<u>385</u>
Closing retained profits	<u>59,575</u>	<u>43,215</u>

Myrtleford Chamber of Commerce & Industry Inc.

Detailed Balance Sheet

For the year ended 30 June 2020

	2020	2019
	\$	\$
Current Assets		
Cash Assets		
NAB Cash At Bank	-	-
WAW Credit Union	35,913	12,589
Bendigo Bank - La Fiera funds	26,481	31,706
	<u>62,393</u>	<u>44,295</u>
Current Tax Assets		
GST Payable Control Account	(2,924)	(3,866)
Input Tax Credit Control Account	3,042	5,724
	<u>118</u>	<u>1,858</u>
Total Current Assets	<u>62,512</u>	<u>46,152</u>
Total Assets	<u>62,512</u>	<u>46,152</u>
Current Liabilities		
Current Tax Liabilities		
PAYG Payable	-	-
Total Current Liabilities	<u>-</u>	<u>-</u>
Non-Current Liabilities		
Provisions		
Employees entitlements - LSL	2,937	2,937
Total Non-Current Liabilities	<u>2,937</u>	<u>2,937</u>
Total Liabilities	<u>2,937</u>	<u>2,937</u>
Net Assets	<u>59,575</u>	<u>43,215</u>
Members' Funds		
Accumulated surplus (deficit)	59,575	43,215
Total Members' Funds	<u>59,575</u>	<u>43,215</u>