



**Annual Report**  
**2021-2022**  
**Chamber of Commerce & Industry Inc**  
**Presented to Members at the Annual General Meeting**  
**St. Pauls Anglican Church Hall**  
**5.30pm for 5.45pm start**  
**Thursday 13<sup>th</sup> October 2022**

**AGENDA:**

1. Attendance & Apologies—
2. Confirmation of Minutes of AGM 29.11.2021
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
  - Vice President
  - Treasurer
  - Minute Secretary
  - Secretary
6. Guest Speaker: Elaine Burridge Manager Economic & Community Development Alpine Shire
7. No general business

[www.visitmyrtleford.com](http://www.visitmyrtleford.com)

***2021- 2022 was another year of continued disruption and challenges to the business***

***community:*** RAT's and QR Codes became the norm – Roadmaps towards returning to some level of normality living with Covid – A regional lockdown in August/Sept 2021 - Interpretation of continually changing rules – extreme challenges in planning events and ongoing shortages of staff to many of our members –

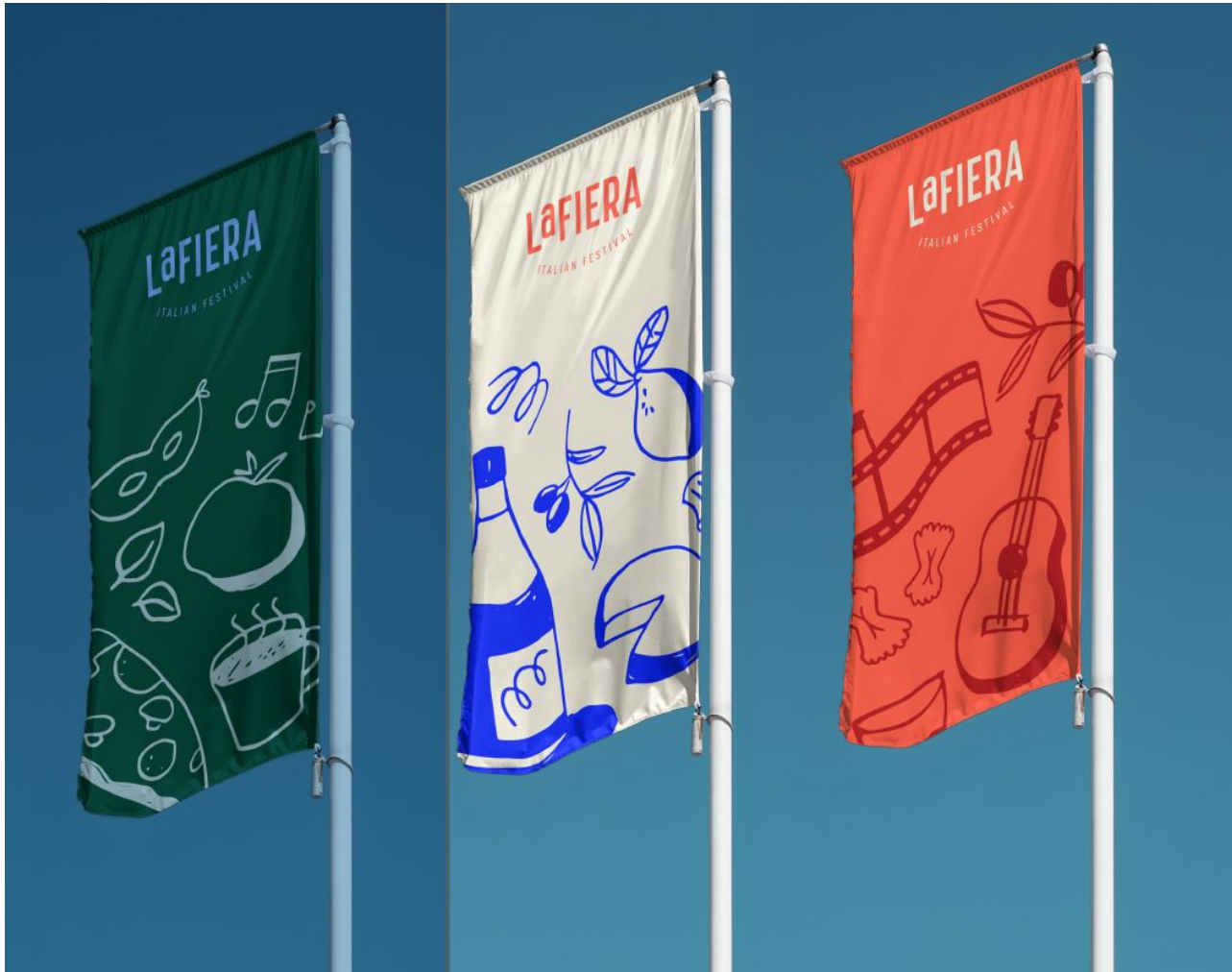
2021-22 was an exceptionally busy year with many achievements through projects to benefit our members and community – Your subscriptions, partnerships and sourced funding have enabled our organisation to expand beyond 'talk fests.' Our organisation has continued to operate with the Executive meeting throughout the year ensuring that all projects have been delivered within given timeframes, remained on budget and fully acquitted to funding bodies. Full member meetings were put on hold but will be back in 2023.

In the 2021-22 year we have:

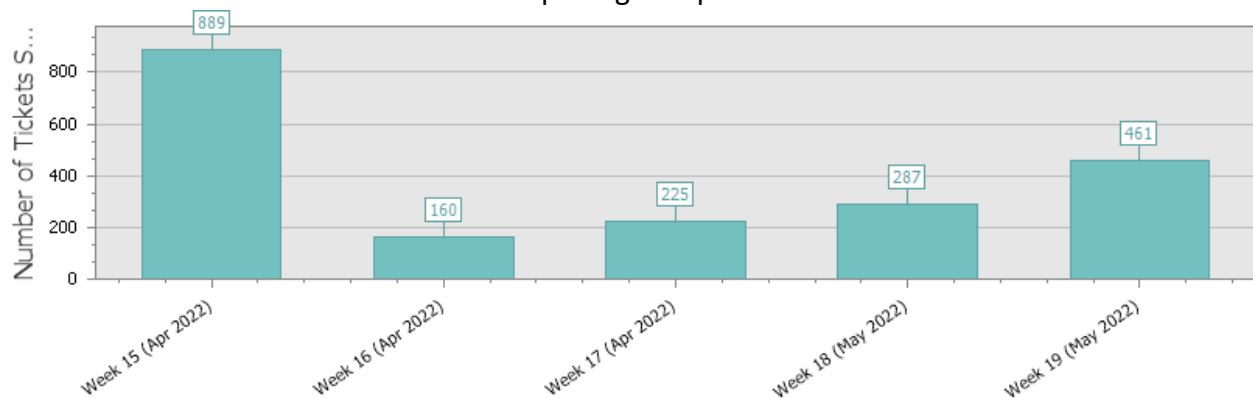
- Brought Visual Merchandising Workshops for retailers (after 2 years of negotiation) to Myrtleford. Thanks to members, Billy & Me and Elkemi for hosting these workshops after hours in their shops and to Café Fez and Reclaim for catering.
- Conducted Myrtleford's Annual Bush Market from the Myrtleford Recreation Reserve over the long weekend in March filling a void due to the Myrtleford Festival postponing their event until 2023. Over 2,000 people attended.
- Ran the Encore Myrtleford Summer Series – live outdoor performances supporting local entertainers and encouraged everyone to buy take out and BYO dinner to the Piazza continued under the guidance of local musician Joe Davis. (\$5,000 grant from Bendigo Bank)
- Started a community choir – With One Voice NE Victoria thank you Joe. (\$5,000 Border Trust)
- Completed second stage renovations to the Church Hall adjacent Piazza including the installation of solar power, a grease trap, audio visual equipment and re-sanding and coating of floorboards (\$55,000 Bushfire Recovery Vic)
- Oversaw installation of a shipping container adjacent church hall to store 150 outdoor dining chairs and umbrellas previously acquired through the Alpine Shire.
- Love the Life Mosaic Tree (Creative Arts Victoria \$5,000 and Alpine Shire \$6,627)  
A community launch "G&T under the tree " was attended by over 70 community members in December 2021.



- Rebranded LaFiera with a modern clean look, invested in signage, banners, website and social media (\$20,000 Visit Victoria)



- Conducted LaFiera Italian Festival amidst the public events covid guidelines. Saturdays Wine & Food Festa pre-sold 2000 tickets online pre-event including 800 tickets purchased within 24 hours of ticket sales opening on April 12th



Special thanks to John Reynolds-Smith, Louise Benini, John Costenaro and Michaela Bourke who together with our Secretary are the team behind La Fiera and it's continued success as a major tourism event for Myrtleford.

- LaFiera's Young Ambassador Scheme was co-ordinated by a former Young Ambassadors Ellie Dawkins and Marian Joseph in 2022. (\$3,800 Foundation for Rural and Regional Renewal)

- A business networking event was held in May, giving our members the opportunity to have a night off from cooking and enjoy company of other business operators. A night of business networking, the launch of GROW Myrtleford+ philanthropic trust and some comic relief by comedian Geraldine Hickey was held in May (\$10,000 Dept. Jobs, Precincts and Regions)



- Over 250 Dump Point Vouchers issued since we started the free dump point vouchers distributed via the Visitor Information Centre

We have implemented a new accounting system and engaged professional services to assist with bookkeeping and preparation of accounts. This has been essential due to the increased amount of transactions and keeping track of the various projects we have managed. With businesses returning to a more stable year, we are considering a membership drive in 2023 to make up for reduced subscriptions throughout covid. Our membership subscriptions have declined as many members have faced their own challenges. There is no increase to fees in 2022-23 proposed.

We do not anticipate the same level of opportunities for grants in the future but have a few projects in the pipeline that may come to fruition in line with our vision to 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.

We are continuing to liaise with the Alpine Shire and in particular on the Myrtleford Splash Park and renovating Memorial Hall to house the Visitor Information Centre and Cultural space.

Our projects could not have been completed without the many partners that have assisted us throughout represented by their logos below

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

Wishing all our businesses a prosperous year ahead.

Jim van Geet President



Supporting your community



**MINUTES OF THE MYRTLEFORD CHAMBER OF COMMERCE AND INDUSTRY  
ANNUAL GENERAL MEETING HELD ON THURSDAY 29<sup>th</sup> NOVEMBER 2021  
OUTDOORS IN THE TOWN PIAZZA GREAT ALPINE RD MYRTLEFORD**

**Meeting commenced: 5.50pm**

Attendance: J.vanGeet (The Myrtleford Gallery), F. Ivone (Eaglerange Wines), M. Ramia, (Red Ramia Trading & Panaramia Villas), E.Todd (Cafe Fez), M.Freudenstein & N.Dawes, (Homestead Estate), P & P Skilton (Buffalo River Fish Farm), A.Orchiston (Tu Vietnamese Street Food), C.Stock (Myrtleford Cycle Centre), D.O'Donohue & Sharon (WAW Credit Union), L. Sharma (Coffee Chakra), S & S Shute (standish St Surgery). G.Clarke (NE Media) & K.Murphy

Guests:

S.Thompson (IOHCF) L.Benini (LaFiera)

Apologies:

K. & C. Stone (Reclaim), M.Tomaino (Club Savoy)

The President welcomed everybody to the meeting

MINUTES:

Moved P.Skilton/M.Freudenstein that the Minutes of the Myrtleford Chamber of Commerce and Industry Annual General Meeting held on the 25th November 2020 be received and confirmed.

CARRIED.

PRESIDENTS REPORT 2020-21:

President Jim van Geet read his report to the meeting. Full report shown in Attachment A.

Moved P.Skilton/N.Dawes that the President's report be received.

CARRIED.

FINANCIAL REPORT:

Audited accounts were tabled by M.Ramia Treasurer

A balance in accounts of \$103,165 (included grant income that is committed to projects and \$31,004 for LaFiera)

Trading Income \$193,350 (\$62,578) and Expenses \$146,483 (from \$46,218).

Overall the Chamber is still in a very healthy strong position

Moved E.Todd/L.Sharma 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.

No other nominations were received for any positions, therefore no election is required.

<u>President:</u>	Jim vanGeet
<u>Deputy President:</u>	Frank Ivone
<u>Treasurer:</u>	Minette Ramia
<u>Secretary:</u>	Kerry Murphy

Moved M.Freudenstein/P.Skilton that Executive positions be ratified.

CARRIED.



SUBSCRIPTION 2021/2022:

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 P.Skilton/D.O'Donohue that subscriptions for 2020/21 remain at \$175.00 plus gst

CARRIED.

SPECIAL RESOLUTIONS: None

Meeting Closed: 6.10pm

Signed:.....

Dated:.....

## 2020-2021 PRESIDENTS REPORT

2020-21 was going to be the year of post Covid – but alas it was another year of Covid-19 challenges for our businesses and community.

**2020-21 was the year of:** QR Codes - Service Victoria App – Victorian Statewide Restrictions – Chief Health Officer Directions – Density Quotient Limits – 4m<sup>2</sup> pp – 2m<sup>2</sup> pp - Mask / Mask Off – Essential/non-essential Retail - Interpretation of continually changing rules – extreme challenges in planning events – Disruption and confusion – (just to name a few)

Our small organisation has pivoted like many of our businesses and improved our digital communications with members and the business community. We managed to duck and weave the many changes to restrictions without resorting to Zoom or Teams. The Executive timed when we could meet and rather than attempting regular member meetings put on a number of business networking events when permitted. It was definitely another year of challenges – which in turn proved to be opportunities.

Rather than throw our hands in the air because everything was hard we did what we always do – we focused on what we could do within the rules of the day and tap into funding avenues that became available to us to 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. 2020-21 was an exceptionally busy year with many achievements – Partnerships and sourced funding have enabled our small organisation to:

- Complete Myrtleford Splash Park concept design and handed to Council ready to tender (\$58,000)
- Relocate and operated Myrtleford's Annual Bush Market from the Myrtleford Recreation Reserve
- Introduced the Myrtleford Summer Series – 13 live outdoor performances supporting local entertainers and encouraging everyone to buy take out and BYO their dinner to the Piazza (\$5,000)
- Conducted LaFiera Italian Festival amidst stringent covid restrictions
- Completed first stage renovations to the Church Hall adjacent Piazza including kitchen and installation of heating and cooling (\$26,000)

## Myrtleford Chamber of Commerce & Industry - Minutes Annual General Meeting 25.11.20

- Attracted new outdoor community infrastructure including 150 stackable chairs, 10 tables and 10 umbrellas valued at over \$15,000
- Installed a life size 'Snakes and Ladders' mosaic game in Jubilee Park (\$5,000)
- Designed and locally fabricated a modern Christmas Tree for the town (\$8,000)
- Love the Life Mosaic Tree – (almost completed funded over two financial years @\$5,000)
- Ran business networking Events such as 'Under the Umbrellas' outdoors in the Piazza and business networking at Club Savoy with Tom O'Toole (Beechworth Bakery) and Billy Button Cellar Door. Giving our members the opportunity to have a night off from cooking and enjoy company from other business operators
- Together with the assistance of 10 member businesses and the Alpine Shire, developed a Myrtleford promotion which aired on Prime TV during December 2020 and January 2021 and the Win Network in April 2021. Capturing the essence of Myrtlefords business community and the absolutely beautiful landscape that produces some of the best produce and wine in Australia. (\$20,000)

<https://vimeo.com/484184279/ed88787c32>

<https://vimeo.com/484184091/661144b453>

- Put together a "Welcome to Myrtleford Pack" for visitors holidaying in Myrtleford post Covid-19 restrictions. The packs comprised of Chamber members produce, a bottle of chamber members wine, and a selection of vouchers from eateries and cafes. Each pack was valued at over \$125 and was distributed to our Financial Member accommodation providers early October. (\$5,000)

Our projects could not have been completed without the many partners that have assisted us throughout represented by their logos below

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



# Balance Sheet

## Myrtleford Chamber of Commerce & Industry Inc As at 30 June 2022

	30 JUN 2022	30 JUN 2021
<b>Assets</b>		
<b>Bank</b>		
Bendigo Bank - Myrtleford Chamber of Comm	37,315.47	31,004.41
WAW - Myrtleford Chamber of Commerce	28,665.55	72,161.43
<b>Total Bank</b>	<b>65,981.02</b>	<b>103,165.84</b>
<b>Current Assets</b>		
Accounts Receivable	278.64	-
<b>Total Current Assets</b>	<b>278.64</b>	<b>-</b>
<b>Total Assets</b>	<b>66,259.66</b>	<b>103,165.84</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	932.50	-
GST	(4,920.00)	(4,248.63)
PAYG Withholdings Payable	1,456.00	-
Wages Payable - Long Service Leave (LSL)	4,637.50	2,937.00
<b>Total Current Liabilities</b>	<b>2,106.00</b>	<b>(1,311.63)</b>
<b>Total Liabilities</b>	<b>2,106.00</b>	<b>(1,311.63)</b>
<b>Net Assets</b>	<b>64,153.66</b>	<b>104,477.47</b>
<b>Equity</b>		
Current Year Earnings	(40,323.81)	44,902.99
Retained Earnings	104,477.47	59,574.48
<b>Total Equity</b>	<b>64,153.66</b>	<b>104,477.47</b>



# Myrtleford Chamber of Commerce & Industry Inc

## Profit & Loss Statement

For the year ended 30 June 2022

Account	2022	2021
<b>Trading Income</b>		
Bushmarket - Site Fees	4,832.74	1,881.84
Grants	103,726.00	133,757.46
Interest Income	27.35	32.72
La Fiera - Event income/grants	98,159.75	47,000.95
MCCI Member Promo	0.00	2,272.70
MCCI Memberships	7,727.47	9,450.00
<b>Total Trading Income</b>	<b>214,473.31</b>	<b>194,395.67</b>
<b>Cost of Sales</b>		
La Fiera COS	7,132.64	2,163.95
<b>Total Cost of Sales</b>	<b>7,132.64</b>	<b>2,163.95</b>
<b>Gross Profit</b>	<b>207,340.67</b>	<b>192,231.72</b>
<b>Operating Expenses</b>		
Accounting	3,225.00	0.00
Advertising	2,654.09	3,661.81
Bank Fees	2.50	0.00
Bush Market	4,939.47	4,970.31
Freight, Postage, Courier	40.00	0.00
Functions & Meeting expenses	1,633.48	5,956.06
General Expenses	0.00	90.91
Grant expense	123,712.83	73,444.18
Insurance	1,972.60	1,990.41
IT expenses	365.28	395.60
La Fiera - event expenses	86,322.31	42,992.47
Miscellaneous	413.64	0.00
Office Expenses	550.00	1,256.73
Printing & Stationery	314.43	628.65
S&W - LSL	1,700.50	0.00
S&W - Payroll	17,500.00	0.00
S&W - Superannuation	1,750.00	11,419.38
Subscriptions	308.35	522.22
Website & Social media	260.00	0.00
<b>Total Operating Expenses</b>	<b>247,664.48</b>	<b>147,328.73</b>
<b>Net Profit</b>	<b>(40,323.81)</b>	<b>44,902.99</b>

# INDEPENDENT AUDITOR'S REVIEW REPORT

## To the Committee of Myrtleford Chamber of Commerce & Industry Inc.

We have reviewed the financial report of Myrtleford Chamber of Commerce & Industry Incorporated which comprises the statement of financial position as 30<sup>th</sup> June 2022, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended using the Trial Balance, Balance Sheet & Profit & Loss Reports.

In our opinion, the accompanying financial report presents fairly, in all material respects, (or gives a true and fair view of) the financial position of the Myrtleford Chamber of Commerce & Industry Incorporated as at 30<sup>th</sup> June 2022, and of its financial performance and its cash flows for the year then ended in accordance with the financial reporting requirements of the Incorporated Associations Act.

### Auditor's responsibility

Our responsibility is to express a conclusion on the 30<sup>th</sup> June 2022 financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, anything has come to our attention that causes us to believe that the financial report is not presented fairly, in all material respects, in accordance with the financial reporting. As the auditor of Myrtleford Chamber of Commerce & Industry Incorporated, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of the 30<sup>th</sup> June 2022 report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

### Independence

In conducting our review, we have complied with the independence requirements of the Australian professional accounting bodies.

### Conclusion

Based on our review, which is not an audit, nothing has come to our attention that causes us to believe that the 30<sup>th</sup> June 2022 financial reports of Myrtleford Chamber of Commerce & Industry Incorporated does not present fairly, in all material respects, the financial position of the Myrtleford Chamber of Commerce & Industry Incorporated as at 30<sup>th</sup> June 2022, and of its financial performance and its cash flows for 30<sup>th</sup> June 2022 ended on that date, in accordance with applicable financial reporting framework.

Dated at MYRTLEFORD 13 September 2022



(Signed)

**Peter Ahne** - Bachelor Business/Finance; FCPA  
**Registered Tax Agent**  
Director

**AlpineTAX**

Tel: (03) 57511411 - PO Box 403, Myrtleford, VIC 3737