

PRESIDENT'S REPORT

The Heidelberg West Business Park Association has had another successful year serving its Members, Business Owners and Landlords within the Heidelberg West Business Park during a challenging year economically and socially, navigating our way through the Co-vid 19 Global Pandemic.

Thankfully the economy is starting to rebound slowly back in to a new norm, providing new opportunities for businesses to grow.

The Association has been focusing on its key goals of,

- Growing the membership, through a tellie marketing campaign which has been very successful
- Launching a new comprehensive website, that allows better interaction between the association, businesses within the park and providing a directory for consumers to find local businesses,
- Holding networking events for businesses to attend, allowing new contacts to be made, while listening to industry speakers providing updates on the local economy and the business environment,
- Rebranding and Advertising the park through a social media campaign on Facebook & Google
- Creating a gateway sign at the main entrance to the business park, which is currently in fabrication and will be erected on the cnr of Waterdale & Dougharty Rd in the coming Months,



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The HWBPA has been actively working with Banyule Council on many initiatives including creating a 5yr Place Improvement Plan focusing on improving Traffic Flow, Car parking, a Tree planting program, Bicycle lanes and much more. I am really encouraged by the passion and support provided by Banyule Council and can see positive change coming to the business park to help it grow and prosper into the future.

There are a number of new opportunities that the Association is beginning to investigate in the coming 12 months that we believe will provide benefits to members,

- Bulk Buying opportunities for electricity to reduce operating costs,
- Solar Panel program to encourage owners to seek greener forms of energy,
- Forming relationships with key stakeholders in the Banyule Employment Cluster, to collectively lobby State Government for additional funding and resources that they promised to stimulate the Local economy.

Finally I would like to thank all Committee members of the HWBPA for all their hard work throughout the year, volunteering their time to support all businesses within the Heidelberg West Business Park.

Chris Horsley
HWBPA President

ABOUT THE HWBPA

The Heidelberg West Business Park Association was established to provide networking opportunities, support and benefits to its members, the local businesses of the Park. The Association is working for you, to represent, promote and support over 600 businesses and properties located within the park, as well as provide networking and buying opportunities for its members.

The objectives of the association are:

1. Build the HWBPA to include the overwhelming majority of Businesses in the Park
2. Help HWBPA businesses to save money through group buying power and other initiatives
3. Help HWBPA businesses to make money through marketing and other opportunities
4. Improve the amenity for people working or visiting the HWBP through streetscaping and other initiatives
5. Identity and Brand Building – ensuring we have clarity of what we stand for and value we bring

The HWBPA is made up of owners and managers that operate businesses within the Heidelberg West Business Park and Membership to the HWBPA is available to anyone who owns or manages a business or a business property or is an owner of a property located within the Heidelberg West Business Park.

Becoming a member is free and easy.

Sign up at <https://hwbp.com.au/membership> and get

- access to our news letters
- notification of events and opportunities
- a free, customisable listing on our HWBP website
- and much more

ABOUT THE HWBPA



The committee representing the HWBPA are all local business people who are passionate and committed to supporting those working in the area.

The best way to getting a direct line of communication with council and other government groups is to get involved with the committee and advocate for the things that matter for you.

If you'd like to have your voice amplified, please reach out to our wonderful admin, Lucie, at HWBPA hwbpadmin@hwbpa.org.au. We'd love for you to join us.

Kevin Picton
HWBPA Secretary

ASSOCIATION ACTIVITIES

Member Drive

Increased full members to 132 and email recipients to over 297.

We are constantly looking at additional ways to grow our membership as the more of us that we have acting together, the stronger is our voice.

Committee Changes

Chris stepped up to Committee President after Ted retired. Alex stepped up to Vice President and we welcomed several additional new members to the committee and greatly value their contributions.



Multi-Year Business Plan

We established the key pillars and 5-yr plan in 2020-21, and acknowledge that progress has been slow due to the limitations placed on us by Covid restrictions. Efforts have been made toward

- Growing the the Membership
- Growing awareness of the Park, its members and what it offers
- Providing Networking opportunities to our members
- Providing cost saving opportunities to our members
- Improving the amenity of working in the Park

FREE FLU SHOTS

The HWBPA was thrilled to again host a free flu vaccination program for all workers within the Heidelberg West Business Park. A qualified nurse from MediMobile came to us, and vaccination took only a couple of minutes.

It is estimated that the flu drives have now saved up to \$100K for Park members in the reduction of loss time and absenteeism from flu related illness.

ASSOCIATION Activities

Christmas Networking Event

We have celebrated Christmas at our first post-covid networking event at Austrian Club in December. It was a great event with music, great food



Networking in March Event.

Dozens of HWBPA members gathers at Studio 52 on Northern Road earlier this year for a chill evening with fantastic food provided by local foodies, and some highly relevant speakers from council and Bendigo Bank.



Christmas Sing-along.

On Wednesday 15 December a wonderful duo of singers has visited Heidelberg West Business Park with their selection of Christmas songs. We were happy to spread some Christmas love and we hope you've enjoyed it as much as we did.



WHAT'S NEXT

Join us **18th August** for our next event where recruiting and leadership expert Ian Ash will speak about attracting and maintaining quality staff.