

Executive Committee Report 2010/2011 Financial Year

- **2010 Fashion Parade** at Akoonah Park was a little disappointing as we made a loss. We were also chasing payment from traders after the event, which was not ideal.
- **Introduction of our Social Media sites** – Twitter and Face Book.
- **Berwick in the Streets (November 2010)** was a great day where we held a free sausage sizzle in High Street and had several traders sell their wares on the footpath. We obtained a permit from the City of Casey and it was a great atmosphere on the day. We will seek traders comments as to whether we do this again this year.
- **Christmas 2010** was a great success, with regular visits from Santa, the entertainers and the raffle where we donated over \$900 to the Berwick CFA. The support we received from local traders in the way of donations was fantastic and we hope to do the same this December.
- **Relocation of the Steam Clock** – still a work in progress.
- **Berwick on show (Feb)** all traders supported this event in conjunction with the Berwick Show.
- **BVCC held Berwick's first Progressive Dinner in March**, where we started the evening at Let's Unwine for a wine tasting and entree, then we headed to Eightyone for our main meal and finished off at Sojourn Cafe. We had some very positive feedback from those who attended with suggestions that we should do it again.
- **Berwick Goes Pink – May 2011.** We were approached by Sue Knight (a local resident) to assist her in turning Berwick Pink. So for the first week in May we asked traders to "Pink up" their shop windows for Breast Cancer Network Australia and then we held a Family Fun day on the weekend following. We had an enormous turnout and together we donated \$7346 to BCNA.

- **Streetscape Stage 2-3.** After a meeting at the council offices last week with Trevor Griffin, it was found that the Loveridge Building had been constructed without being compliant to DDA (Disability Discrimination Act) standards in that the fall across the laneway is too severe. This won't be started until at least the end of the year.
Casey are planning on doing a makeover of the laneway, as part of streetscape, and imposing the costs on making the walkway compliant out of the streetscape funds allocated for the project. All other projects are rolling and we will be given an update as to what, how much and when they commence in due course by Trevor Griffin. They will also put out a pamphlet to traders about the Stage 3.
- **Clyde Road Duplication** is scheduled for December this year
- **Street Trading Policy** – this is a part of Streetscape so coffee shops are able to put chairs and tables on the footpath without incurring a cost by the council.
- **CCTV's** – A survey will be conducted soon by the City of Casey where they will be coming around to seek traders input.
- **PayPal** is now in operation on our website
- **Berwick Fashion Show** – October 2011
 - Venue: Audi Berwick
 - Promotional material being designed
 - Separate website will be developed
 - We're seeking sponsorship from local traders
 - The Audi R8 will be on display on the evening
 - Food and wine will be available
 - Tickets on sale soon
- **Christmas 2011** – Seeking local groups who would be interested in coming along during the month of December to entertain in High Street. Many of the entertainers who came along last year are interested in doing so again.