

Business Precinct Program Year 4 Funding 2024-25 Annual Report

Precinct Association details		
Precinct Association name	City Precinct Traders Association	
Precinct area / Suburb	Melbourne CBD	
Association Website / socials URLs	https://www.cityprecinct.com.au/	
2024-25 BPP funding amount received	\$90,000	
\$30,000 Executive Officer / Administration expenses attributed to Business Precinct Program 2021-25 Year 4 funding		
Administrative funding type	Include information such as; annual budget amount, monthly hours worked and brief description of spend <i>* Include projected expenditure and activities for 28 April-30 June 2025 period</i>	
EO Officer engagement costs	Amount spent in 2024-25 \$30,000	Details (please include name of EO / coordinator and list activities undertaken): Our EO Officer is our main lead in membership drives, answering emails, grant acquittals, new grant applications, invoicing, producing and arranging City Precinct events, maintaining social media, taking minutes and preparing for meetings and attendance at City of Melbourne Precinct meetings and forums
Admin expenses	Amount spent in 2024-25 \$13,988	List expenses: GlueUp Membership Software Renewal (3 years), Website hosting and development, Google G suite, Stripe, Xero, PO Box, Consumer Affairs, Advertising and Marketing, Insurance
Consultants	Amount spent in 2024-25 \$	Provide details: None
Other	Amount spent in 2024-25 \$	Details: None
Total 2024-25 EO / Administration spend <i>* Include projected expenditure to 30 June 2025 period</i>	\$43,988 which includes \$30,000 City of Melbourne funding and \$13,988 spend from Membership Fees	

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MEMBER COMMUNICATIONS, MAREKETING COMMUNICATIONS

Upload examples of member newsletters / bulletins as well as public event /B2B promotion to members.	https://cityprecinct.glueup.com/organization/1621/campaign/reDij5D3CPD57Vq1ttDZBQ%3D%3D https://cityprecinct.glueup.com/event/119513/invitation/l%2Bry%2FLHfu%2FuHORX6RNNpxA%3D%3D
Upload examples of social media communications.	<p>Our LinkedIn presence focuses on professional networking, sharing business-related news, promoting member achievements, and announcing professional development opportunities. The tone is more professional.</p> <p>Our Instagram offers a more visual perspective, showcasing the unique aspects of City Precinct, highlighting member businesses through appealing imagery, covering events, and featuring stories from the local community. The tone is more engaging and community-focused.</p> <p> www.cityprecinct.com.au www.instagram.com/cityprecinct https://www.linkedin.com/company/cityprecinct/ </p>

ACTIVATIONS, PROMOTIONS, EVENTS, MEMBER FUNCTIONS

Activation #1	Member Learning and Social Events
Date(s) & Location of activation (venue or area)	<p>20 events organised and delivered in the financial year:</p> <p>09/07/24 - Member Social at Stephen Mclaughlan Gallery</p> <p>18/07/24 – Cooking Class - Making Tarts at GingerSnap Patisserie</p> <p>13/08/24 – Member Social at Laurent Bakery</p> <p>14/08/24 – Special Event - Meet the Mayor Nicholas Reece</p> <p>21/08/24 – City Precinct x City of Melbourne - Hospitality Roundtable</p> <p>04/09/24 – Monthly Social - Leveraging AI for Your Workplace</p> <p>08/09/24 – Weekend Social at Metro Burgers</p>

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	<p>12/09/24 – Cooking Class - Making Cheesecake and Tarts at GingerSnap Patisserie</p> <p>03/10/24 – Special Event - Meet the Candidates for Lord Mayor</p> <p>08/10/24 – City Precinct Annual General Meeting</p> <p>03/12/24 – Special Event - Greenline Project Briefing</p> <p>10/12/24 – Christmas Party at Caterina's Cucina E Bar</p> <p>11/03/25 – Member Social at Turf Sports Bar</p> <p>28/03/25 – Tackling Workplace Loneliness Symposium</p> <p>03/04/25 – Special Workshop: Engage Chinese consumers on Rednote (Xiaohongshu/小红书)</p> <p>10/04/25 – City Precinct x Friends for Good - Keynote and Gin Tasting at Little Lon</p> <p>07/05/25 – City Precinct x Melbourne Chinatown Association - Google Review Masterclass</p> <p>13/05/25 – Member Social at Magic Mountain</p> <p>15/05/25 – Eat With Our Eyes Exhibition Launch at City Library Gallery</p> <p>29/05/25 – Member Social at Cookie</p>
Who was the targeted audience for the activity?	City Precinct Members and potential new members
How did you promote this activation to the public and to local members? Did members support the activation via offers etc.?	Through City Precinct Newsletters and GlueUp automatic notifications, our Social Media as well as Member mailing lists
How did the activity deliver benefit to the association members and broader precinct area? (What were the numbers of visitors/reach the activity attracted? (E.g. visitation to the precinct, website hits/ social media, attendees to B2B initiatives and other sentiment captured).	Through themed information sessions and City of Melbourne collaboration we host our members and introduce them to key speakers and experts. Each month we ask one of our members to host us and provide an insight into their business. This is successful in increasing business awareness for our new members. Members benefit greatly by attending our events, developing their own skills, meeting new like-minded people and increasing their knowledge of the broader Melbourne community. We found that our events are a fantastic breeding ground for collaboration amongst business owners, which can often fall into the City of Melbourne marketing campaigns. We estimate around 300 attendees in total.

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How does this activation align with your association's 5 year strategic plan?	City Precinct is Melbourne's inspiring and collaborative 21st century community of thriving and creative bespoke businesses. It aligns with our strategic plan in the following areas: Fostering a relationship with our members. Increasing brand awareness and recognition. Strengthening the City Precinct community and network. Increasing the number of City Precinct members.
Will your association undertake this activity again? (please explain your response)	Yes, these are a core program of events which keeps members engaged. This year we delivered 18 separate events!
Total Business Precinct Program 2021-25 Year 4 funding spent for this activity (<i>projected to 30 June 2025</i>)	\$30,000
Which 3rd parties / agencies / event companies were engaged to deliver the activation?	We collaborated with members, the CoM; these members can be deduced from the name of the respective event. We also partnered with CoM as well as Residents 3000 and other local organisations.

Activation #2	Themed Walking Tours
Date(s) & Location of activation (venue or area)	Throughout the year; multiple times throughout the CBD
Who was the targeted audience for the activity?	Members of the public, those who may not visit the CBD and wish to discover more as well as CoM Volunteer Guides
How did you promote this activation to the public and to local members? Did members support the activation via offers etc.?	Newsletters, CoM website (What's On), member email lists
How did the activity deliver benefit to the association members and broader precinct area? (What were the numbers of visitors/reach the activity attracted? (E.g. visitation to the precinct, website hits/ social media, attendees to B2B initiatives and other sentiment captured).	<p>Each tour has a capacity of 15-30 people; we run at least 50 discrete tours. These bring new people into the CBD to discover our traders and the vibrancy of the CBD.</p> <p>Secret Melbourne Revealed, hosted by Depot Adventures. This tour will explore the hidden side of Melbourne. From cocktail bars, coffee shops & street art.</p> <p>Laneways, Small Shops & Arcades, hosted by Depot Adventures, an exploration of Melbourne's laneways & arcades, and a chance to meet the small retailers that live there.</p> <p>Sketch the City, hosted by Laneway Learning, an urban sketching adventure.</p>

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	City of Melbourne Member famil tours; delivered for CoM tourism volunteers and in future to the public
How does this activation align with your association's 5 year strategic plan?	City Precinct is Melbourne's inspiring and collaborative 21st century community of thriving and creative bespoke businesses. It aligns with our strategic plan in the following areas: Showcasing businesses to members of the public. Fostering a relationship with our members. Increasing brand awareness and recognition.
Will your association undertake this activity again? (please explain your response)	Yes, this is a core B2C activity
Total Business Precinct Program 2021-25 Year 4 funding spent for this activity (<i>projected to 30 June 2025</i>)	\$30,000
Which 3rd parties / agencies / event companies were engaged to deliver the activation?	Laneway Learning Depot Adventures