



FREQUENTLY ASKED QUESTIONS

What is the Mornington Business Collective (MBC)?

MBC is a not-for-profit traders association that represents Mornington businesses along Main Street. It is run by a volunteer committee of local business owners who meet regularly throughout the year and hold an Annual General Meeting. The committee gives their time, skills, and experience to support the success of all Main Street traders. MBC is also supported by one staff member in the role of Marketing Manager.

Business owners are welcome to join the volunteer committee.

What are the main aims of MBC?

MBC aims to:

- market and promote Mornington as a shopping destination through a range of media
- manage the Main Street market, Victoria's longest-running street market
- organise local events and activities that support community connection
- represent and advocate for local businesses in conversations with local government and other key groups
- support and promote precinct traders
- encourage a strong sense of community in Mornington.

Is MBC affiliated with Mornington Peninsula Shire (MPS)?

No. MBC operates independently under its own Rules and Regulations and is not affiliated with Mornington Peninsula Shire. However, MBC works with MPS staff across several departments to explore cross-promotion opportunities, apply for community event funding, secure required permits, and seek sponsorship opportunities to extend its reach and impact.





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Where does MBC get its funding?

MBC receives funding through:

1. Wednesday Main Street Market stallholder fees
2. The Special Charge Scheme (SCS) Promotional Fund

How is Wednesday market revenue spent?

Christmas decorations and events
School holiday activities
Advertising
Rent and running costs
Market administration

What is the SCS Promotional Fund?

MPS collects this charge on behalf of MBC from property and business owners in a set area. The goal is to support the wider township. It has operated since 2010 and renews every seven years. The next renewal is planned for 2027 and is expected to take MBC six to twelve months. The fund mainly supports collective town promotion, with some scope for individually focused business activities.

How is the SCS Promotional Fund collected?

The charge is tied to each property and collected with rates. MBC submits documentation to MPS to access the funds. MPS manages the fund and releases money quarterly without keeping any portion.

What is the history of the SCS Promotional Fund?

In 2019, after business engagement, the fund was renewed for seven years. MBC reduced fees by twenty-five percent then, and by fifty percent for twelve months during Covid in 2020. Fees follow annual CPI increases.



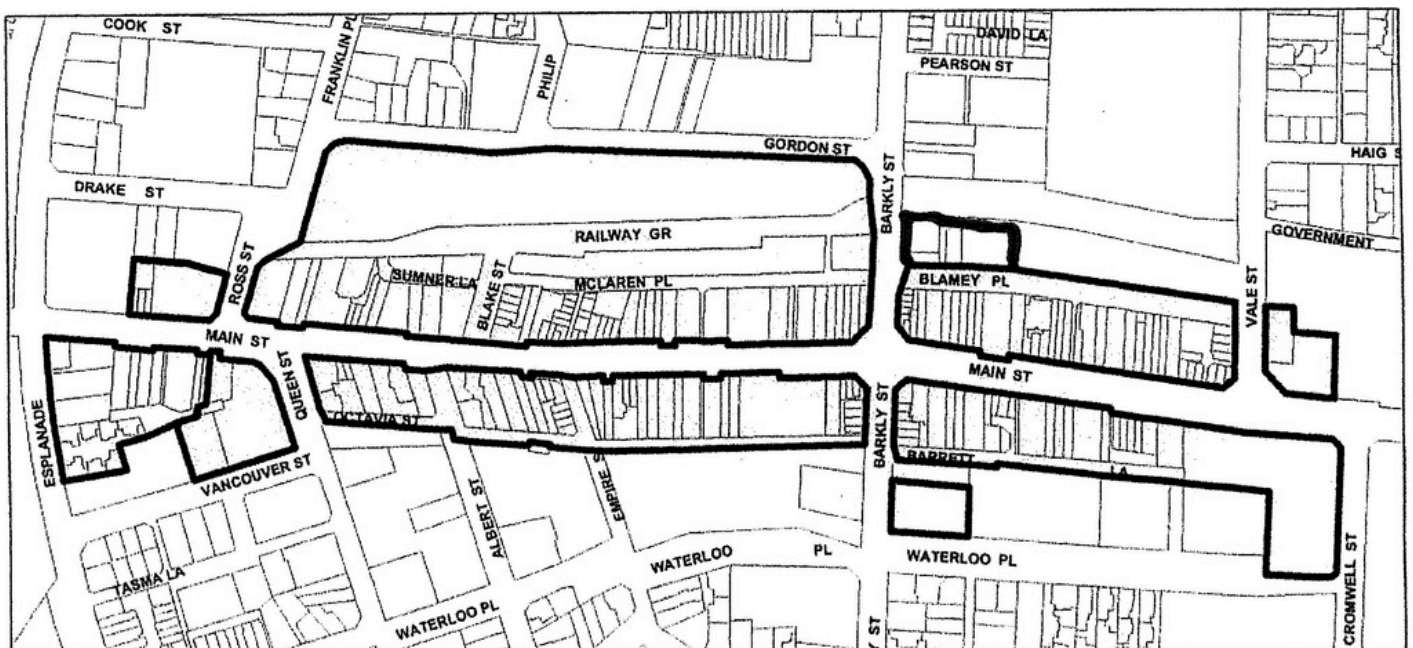


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What does the SCS Promotional Fund cost?

Tier 1:	Main Street frontage - street level	\$330 per annum
Tier 2:	Main Street frontage - above/below street level or set back Side Street frontage - street level (including arcade)	\$235 per annum \$235 per annum
Tier 3:	Rear of Main Street - street level (includes Barkly Square) Side Street frontage - above/below street level or set back	\$190 per annum \$190 per annum
Tier 4:	Rear of Main Street - above/below street level or set back	\$140 per annum
Tier 5:	Enclosed corporate shopping centres	\$1100 per annum

What is the geographic area of the SCS Promotional Fund?





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Who is responsible for paying the SCS charge?

Some landlords choose to pay the SCS charge themselves as part of their rates as the property owner. Some landlords forward this charge to their tenants, either directly or via their property agent. Some agents may show this as a separate charge or may bundle it as part of your rent. This is something each tenant can/should discuss with their respective agent or landlord. Regardless as to whether it is the landlord or the tenant who pays the charge, the business owner is eligible to make use of the opportunities generated via Mornington Business Collective's use of the funds.

What are the benefits to businesses of the SCS Promotional Fund?

Shopping strips or small commercial precincts like Mornington usually operate informally with little or no coordination of promotions; with limited time/resources to pursue shared issues related to street cleaning, waste removal, parking or streetscape upgrades. In comparison, all the big 'hard top' shopping centres operate under body corporates and have full-time centre management teams to generate promotions, advertising and events.

Individual tenants within such centres also pay a marketing fee on top of their rental payments. The SCS Promotional Fund allows smaller, more unique outdoor shopping strips like Main Street to 'act big' whilst being small, and to employ a marketing manager to act on behalf of the precinct (similar to the shopping centres but on a smaller budget).

There are at least 70 strip shopping centres in Victoria operating under Promotional Levies and Special Charge Schemes similar to the one in Mornington. Mornington Business Collective believes that a co-ordinated, ongoing marketing and promotions program will enable the precinct to further develop its role and function within the Mornington community, strengthening its position in the marketplace and facilitating business development.

Many businesses are active through Mornington Business Collective; however, there are some businesses who do little to take advantage of the SCS Promotional Fund. Mornington Business Collective encourages all businesses to make the most of the opportunities available to them via the use of the funds.





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How does MBC use the SCS Promotional Funds?

Advertising of events across all medium (print, electronic, radio)

Concierge/point of contact for the general public

Promotional activities (Biggest Morning Tea, Seniors Week, school holidays)

Mornington Winter Music Festival - Kings Birthday weekend and Christmas activities (supported by MPS grant funding)

Development of The Connection podcast series with Easy Music 3MP to share stories and profiles of local traders

Payment and management of a dedicated website - www.mainstreetmornington.com.au

Management of social media pages (facebook and instagram) @mainstreetmornington

Development of a dedicated e-newsletter to a database of approx 1000 subscribers

Trader business database for regular e-news communications with MBC or MPS event/promotion information

Being a voice for local businesses, advocating on behalf of members

Provision of regular free networking events and workshops for members

Network with other chambers of commerce (Sorrento, Mt Eliza, Hastings) and the peak body, Main Street Australia

Network with Mornington Peninsula Regional Tourism Board

Street maintenance

Directional parking signage

Advertising boards

Liaison with MPS Economic Development team

Annual General Meeting

Promotion of trader activities via social media and website

Development and creation of merchandise (Mornington reusable shopping bags)

MBC trusts this answers regarding the Special Charge Scheme Promotional Fund. Should you have any further queries, or would like to discuss how you can maximise the opportunities offered to you by MBC, please contact Alex on info@mainstreetmornington.com.au

