

Chairperson's Report

Dear Members and Stakeholders,

I am honoured to present the Annual Chair's Report for the Avondale Business Association (ABA) for the year ending June 2023. This year has been filled with achievements, plenty of challenges, and opportunities for our organisation and the Avondale business community. I am pleased to report on our progress and outline our plans for the future.

1. Introduction

The past year has been marked by resilience and adaptability as we continue to navigate the lagging effects of COVID and rising costs. Last year was a year of delivering and this term has seen the pace slow down. Despite the change in tempo, we have moved on opportunities as they have presented themselves and set the scene to implement our new strategy plan. The Avondale Business Association (ABA) has continued to remain steadfast in its commitment to support local businesses and foster a thriving economic environment in Avondale.



2. Key Achievements

2.1. Awareness

Gaining awareness is a slow process but we continue to make progress. We have successfully attracted new businesses to our township over the year, and new hospitality offerings from burgers to ethnic foods. We will continue as we work to raise our brand awareness to operators so that they can see Avondale as an attractive place.

2.2. Advocacy

The ABA has actively engaged with local government officials to advocate for the needs of our town centre. We continue to lobby key stakeholders like private and state property developers to progress developments that will fuel the vibrancy of the township. We continue to lobby for the construction of the new community centre, better transport options and business conditions.

2.3. Events and Community Collaboration

The ABA's approach to events has been to support organisations putting on events in and around our town centre that will increase the vibrancy of our township. We have identified and moved on opportunities and have successfully supported key events on the mainstreet including the Open Streets festivals and Third Thursday night market events in collaboration with key event organisers.

2.4 Increasing Revenue / Funding

This year was the first year we actively applied for grants, and we have provided umbrella funding for groups whose work positively impacts our town centre. The fruits of those grants are evident in the new Midtown lighting project, murals and events that you see along mainstreet.

3. Challenges Faced

3.1. Inflation related Challenges

Many key stakeholders are under cost pressure that has seen projects delayed or projects reduced. Many businesses faced supply chain cost pressures, and staffing issues on top of lack of consumer spending. The ABA has worked to provide support, disseminate information, and facilitate collaborations to address these challenges.

3.2. Economic Recovery

As we continue to recover from the pandemic's economic impacts, we need to remain vigilant and proactive in supporting our members' recovery efforts. This includes addressing workforce shortages, supporting digital transformation, and exploring opportunities for new revenue streams.

4. Future Initiatives

Looking ahead, the ABA is committed to these key initiatives:

4.1. Setting the Brand

As Avondale evolves, so must our identity; we are dialled in to capture the essence of identity and make it front and centre in everything that we do. Be on the lookout for a roll out of a new brand, identity and stories that really capture the essence of Avondale mainstreet.

4.2 Street Enhancements

We will continue to focus on enhancing the visual aesthetics of our street - the visual elements during the day and night. Brightening with colour, enhancing the greenscape, lighting up the night.

4.2. Safety and Security

We will continue to use CPTED principles to curate safe spaces and travel paths. Supporting our community patrolling teams and enhancing our lighting networks to ensure our streets feel safe. Maximise the use of our CCTV and look to expand our network while also overlaying our street enhancements as part of our safety strategy.

4.3. Advocacy and Policy Influence

We will maintain our active role in advocating for policies and projects that benefit the Avondale business community. At a local level, advocating for infrastructure improvements, property developments and event projects that enhance the vibrancy of our town centre. At a central government level, supporting policies that make it easier to operate a retail business.

5. Gratitude

I want to express my heartfelt gratitude to the ABA Board, our manager, and our members for their continued support and commitment throughout the year. Together, we are making steady progress, and I look forward to continuing our collective efforts.

The Avondale Business Association remains committed to serving as the driving force behind the buzz of Avondale's mainstreet. As we move forward, we will build on our achievements, be bold in setting the direction, address challenges, and seize new opportunities to ensure Avondale remains a vibrant and thriving town centre that we can all be proud of.

Thank you for your trust and support.

Sincerely,



Marcus Amosa
CHAIRPERSON

A handwritten signature in blue ink, consisting of stylized initials 'MA' followed by a flourish.