

Welcome everyone and thank you for taking the time to join us and recap for 2018 and moving forward for 2019.

A big thank you to the team here at Oscar's Table who again host us for this event. Taco Tuesday's are legendary and we will get the chance to enjoy the Margarita's and Taco's after the meeting tonight. I would like to encourage you all to stay and network.

Would like to thank the Existing Executive committee –Glenda Archibald, Kerry York, Mo Hamdouna, Justin Jones, Melissa Forrester, Lisa Oatham, Daniel Hibberd. Also noting the departure and thanks to Paul Keisler, Glenn Donnelly both who will be standing down at this meeting. Marlene Ebejer (resigned April). Without your dedicated support, we would not be able to achieve.

Also a big thank you to Kristie Gatti who started the year as our Exec Officer and returned to Full time work in May this year. This resulted in Shane Wylie standing down as our VP and taking on the role of EO again as well as our Media Director – thanks to Shane for his continued efforts and great work with all this encompasses.

We also welcomed Kat Izzard into a Marketing role within the DCC and her efforts to date have been very much appreciated and has resulted in positive outcomes for us all.

2018 the year in retrospect:

We started the year with our strategy meeting and how the year would unfold. Focus continuing on the growth and sustainability of our membership. Delivering a new and improved Web Site and working with our members to grow Docklands.

Volvo Ocean race came to Docklands, whilst this was an impressive site, numbers of visitors down on expectations, hopefully if it returns the numbers will improve.

Fisherman's bend reared its head and the DCC have submitted on behalf of Docklands Business's and in particular the Waterways a submission in relation to the placement of a Bridge West of the Bolte to handle the movement of Freight between Appleton Dock and Webb Dock. This is an ongoing battle and the alignment is valid for 40 years... Public meeting held to discuss and all paperwork lodged to the Review panel. There is also the issue of the Tram Bridge across the Yarra that is being handled by YCAC who have put forward an alternative. This will continue to be part of the focus moving forward into 2019.

Summer on the Dock – supported by the CoM and a successful program delivered into Docklands business community. DCC supported this with Social Media Marketing. A great success.



Collins Square joined the DCC and are now an active and participating member of our Chamber. They previously belonged to the Collins Street precinct and are now a part of our footprint in Docklands. We also have the World Trade Centre as members, along with Spencer Outlets, we now have a footprint that takes us from O'Brien Group arena, Melbourne Star, The District Docklands right around the perimeter of our Precinct. What a great place to live work and play. With multiple accommodation providers, great restaurants and much much more, Docklands really is on the cusp of great things.

We welcomed the West Gate Tunnel project to Docklands and they have established a Traders Directory for our Docklands business community. We encourage and have supported our members to participate in this. We have received feedback that business via this portal has commenced, with a number of years to continue. If you haven't registered,,, get onto the site asap.

Stakeholder meetings held:

28th March, 2018 – well attended and delivered plans for Winter Campaign, and Firelight in June/July

11th April to finalise information for Winter Campaign.

29th May – we will be reviewing the timing of these meetings in 2019 as an improvement option.

Acquittal 2017-2018 and Funding applications completed and lodged for the 2018-2019 financial year. These were approved by the City of Melbourne in June'2018. This allows us to continue to deliver into the Docklands Precinct.

Firelight Festival 3 day event, larger footprint and slightly different format. A great 3 day event that delivered growth year on year. Look out for 2019 and even further growth for this festival.

Winter Campaign -supported by DCC through Social media and Website promotions – 11 events presented – most were successfully supported. 3 activations cancelled due to lack of ticket sales. Need to revisit this campaign in 2019.

As part of the City of Melbourne we delivered 000's of Winter Guides throughout Docklands precinct. Shane walked the beat with 150kg of paper.... What an effort from our EO.

City of Melbourne Precinct program meetings attended – 3 throughout the year. Attended by President and Exec Officer – a great opportunity to mix and hear what else is planned within the other Precincts of the City.

Lord Mayor elections – Meet the Candidate night – 30th April, 2018 hosted by the DCC. Huge success with 11 out of 13 candidates attending. Our new Lord Mayor Sally Capp was certainly the highlight of this night. Over 100 locals attended and asked questions electronically via Slido. A very efficient way to manage the questions with other attendees being able to vote on questions raised. Allowing us to get through many more questions than if it was paper based. Thanks to Shane Scanlon for being the mediator and Justin Jones for running Slido. Yours truly managed the timing and the bell dinged lots.

EOI created and featured on the Front page of the Docklands News – seeking a business case to be prepared for the delivery of a permanent Water feature in the middle of Victoria Harbour. The DCC continue to work for this activation into 2019 and remains a high priority for us. At this stage we have sponsorship for the writing of the Business case, however have not as yet found a suitable entity to write this for us. Continues as a Work in Progress.

Highlights of some of our Events:

A taste of Docklands event... March'18 – another great event fully subscribed – featuring 3 members – Birrarung – what a delight to cruise on, Byblos and Man Mo – both wonderful establishments in the World Trade Centre overlooking the Yarra River.

Docklands Networking Lunch – Mission to Seafarers – a great venue to visit, part of our Heritage on display. These Lunches are on hold for now, however we are looking at re-incarnating this for special events.... With guest speakers in 2019.

July Networking event Cruise and Canapes on the Water fully booked out and another great night as part of the Winter Campaign.

Our Digital Workshop August'2018 – how to make the most of your Social Media and Block Chain environments upstairs at Berth – well attended and lots of information shared. Thanks to Shane Wylie and Mo Hamdouna.

The Docklands Chamber continued to invest in the digital presence of its members. Our Facebook page grew from 112000 followers to 169000 as of writing this report. Our largest single reaching post for the year was an edited clip of the New Years Eve fireworks which went out to almost 5 million viewers. The most successful post based on engagement was the promotion of the Igloo dining experience at The Wharf Hotel which generated 14000 comments, 2000 shares and a complete blanket booking for the entire season – 1800 reservations in total. On average our Facebook posts have reached over 200 000 people every week and have been heavily supported by our presence on Instagram. We have grown our Instagram follower base from 8000 to 11500 with our NYE posts again being the most successful. Our digital presence is also supported by our newsletter which often surprises people with its statistics. We averaged over 50% read rate and 9% click through in 2018. All of this is purely to support our members and promote Docklands as a destination to visit and stay.



Our new website was launched in August 2018 easier to navigate and bright and bold. We are currently attracting in excess of 1,000 unique visitors per week. All financial members of the DCC are showcased on this site and have opportunity to advertise special events and offers on the front tiles. Please refer to Media@docklandsc.com.au for further information on this, or see the prompts on the site or via our newsletter.

The DCC will also be hosting a City of Melbourne Red Shirts forum on the 21st of November at Central Pier – expecting 130plus Red Shirt Volunteers to attend and hear about the delights of Docklands and what we have to offer. A number of our members will be presenting on this day. This information was shared in the Newsletter and asked for Expressions of Interest to present.

Also on the 20th of November an event not to be missed. Upstairs at Berth Restaurant from 6.30pm . The Biggest announcement we have to make to our members.. Be the first to hear what is planned and we can guarantee that you will be impressed... Don't miss out on hearing first hand What's happening in Docklands. This will be released through the national media post our event. You get to hear it first. If you haven't booked you need to quickly. This will bring a huge spotlight on Docklands, lots of opportunity for many of our business's across the precinct. Don't miss this night.

Our final event for the year is the Annual Christmas function – something different in celebrating a European style Christmas. Bookings essential. The Hof Downtown – 5th December from 6pm. More information in the Newsletter.

The DCC will continue to support the Docklands Community Forum, however we will not have a representative on the Docklands Representative Group in 2019. We will however present an update at each Quarterly DCF.

We will continue to provide a monthly update to the Docklands News and we thank Shane Scanlon and his team for their ongoing support of the DCC.

What's next for 2019

Election of the new Executive – who will then Elect the President, VP, Treasurer, Secretary and the remaining members form our Board. We will announce the new structure for 2019 after a short Executive meeting post the election.

A planning session will be held in December to set the focus for 2019 and moving the chamber into the next phase of growth and support for the Business community in Docklands.

We have Carols at The District Docklands – currently in the planning stages – DCC will be supporting this in a number of ways – more to be shared as these plans finalise.



New Year's Eve – again on Harbour Esplanade – more details will be available in the next couple of weeks.

If you have special events planned for this period please get the information to Shane so we can start sharing the news.

January will see Australia Day being celebrated – we will need to wait until post the State Election to see what the plans for this day will be.... We will keep you posted.

When the announcement on the 20th is made, this will be one of our major focuses for Qtr 2 in 2019... A major 1 day event with many 000's and 000's of people attending here in Docklands. Supported by a planned networking breakfast with Guest speakers.

Also the DCC will be undertaking the Summer Campaign for 2018 with support from the City of Melbourne and Kat Izzard will be running the lead on this event and supported by the DCC social media, Website, City of Melbourne media channels, What's on in Melbourne. We will also ask our participating members to also market through their social media.

The full program should be well in place by mid-December and marketing will commence. Watch this space... there will be both day and night time activations.

Firelight 2019 will also be an activity that the DCC will continue to work with the CoM on. Looking forward to continued growth for this event in 2019.

Further insights as to what we will be focusing on will come out of our planning day. Rest assured that whatever is in the frame will be to supported and generate spend and visitation to Docklands. This will always remain our focus.

I would like close tonight by making you all aware that the positions on the Executive are all Voluntary positions and the time committed by the Executive is given with enthusiasm and considered approach for the betterment of Docklands overall. At all times we remain committed to deliver benefit to our members and proactively work for all areas of the precinct. There is lots to showcase for Docklands and we need to remain proud and passionate.

Thank you all for your support during the last 12mths.. Wishing everyone a great 2019.

Johanna Maxwell
President
Docklands Chamber of Commerce 2017-2018