



**Mosman Chamber of Commerce
Annual General Meeting for FY 2023
1st August 2023**

President's Report

This is our first year reporting by Financial, rather than Calendar, year so in this Report I will include brief mention of activities conducted during the first half of 2022, along with FY23.

This past financial year has continued to present challenges for our local businesses with numerous post covid issues including labour shortages, cost increases across the board, wage increases, and interest rate rises leading to a fall in consumer demand, as well as pressure on businesses that sought additional debt to help them survive through Covid.

Mosman Chamber of Commerce has continued to remain very active in the community, hosting regular networking opportunities to help businesses stay connected, business forums with renowned speakers, promotional opportunities, campaigns to stimulate business, and advocacy through local, State and Federal Government.

We enjoy a strong relationship with Mosman Council and were delighted to hear, in July 2022, that Council had allocated funds to support approved activities that fall under Chamber's Think Mosman First campaign initiative. In FY23 we completed 2 campaigns, both funded by Council, which I will speak to later in my Report.

Regular Events

Our regular events include lunches and Business After Hours Networking functions. The Chamber was able to hold our Munchly Lunches at various member businesses including The Buena, Hotel Mosman, Don Adan Café, The Fernery, Mosman Rowers, Middle Harbour Skiff Club, and St Honore Bakery. These lunches provide a good opportunity for local business people to get together over an informal, pay-as-you-go lunch.

Our Business After Hours (BAH) networking events continue to be very popular and we are grateful to the member businesses who hosted during this last period. They included Kieser, SOHO Galleries, Venla, Fone Kingdom, Aussie Mosman, Dona Luna, Our Story By, Grace Funerals, Mosman Bowling Club, Bendigo Bank, Club Pilates Mosman, Longevity PT, Mosman Rowers, Mosman Dental. We can have anywhere up to 45 people attend our monthly BAH's and feedback is extremely positive. They are both fun and productive with many business connections and opportunities being born through the BAHs.

In addition, we periodically hold larger events, which, during this period, have included:

- A 'Rebuild, Recharge, Renew' Seminar in March 2022 with 10 guest speakers including the fabulous financial commentator Ross Greenwood, along with Marketing, Web, Environmental, and Health experts. We also had a number of Government representatives from local, State & Federal Government speaking, and a Q&A session with a panel that included the Minister for Small Business, the NSW Small Business Commissioner and our State MP. This event was part of Small Business Month and we were successful in applying for a grant of \$5,000 which enabled us to host the event.
- In November 2022 we were delighted to bring Adam Axford and his 'Awestruck' performance to Mosman. Adam educates audiences about the power of the mind, which we felt was very timely and beneficial to businesses following the Covid experience. The funding for this event was sourced through the NSW Treasury with the assistance of our local State MP, Felicity Wilson.
- March 2023 saw us assist in hosting a Business Forum where the NSW Treasurer came to Mosman to facilitate a Q&A with local businesses.

Our Committee puts a lot of effort in to finding great speakers, and we are rewarded by good attendance and positive feedback following our events.

Promotions

Chamber provides our members with a number of channels through which they can promote their businesses. These include advertising via our Facebook page, ad hoc Instagram promotions, Gold member 'highlights', as well as ad placement in our What's Hot Newsletter, sent every 2 months to 1,000 locals.

Mosman Markets were on hold for a number of months whilst the Square underwent a renovation. However when the Markets are on, Chamber has a stall where we display the brochures of our members, and give them the chance to stand with us at the stall to promote their business. This enables them to have a presence at the Markets and talk to the community, without having to hire a stall.

Website

One of our key projects during this past financial year was the development, and launch in Sept 2022, of a new website and we were able to do this with the help of our Gold Member, Alkye Services. The new website automates many of the processes which were previously done manually including the ability to Join as a Member online, and renew memberships online. This has delivered huge efficiencies in the way we operate, and we are extremely grateful for Alkye's expert assistance in helping us achieve what we feel is a fantastic website.

Campaigns

As mentioned earlier, we were fortunate to have the support of Mosman Council in funding two approved campaigns during FY23. Following the success of our Drop Your Dollars campaign in late 2021, we ran the same campaign again in the lead up to Christmas 2022.

This campaign was designed to:

- Encourage people to spend money in Mosman, particularly by doing their Christmas shopping, and summer socialising, in Mosman during November and December.
- To remind the community of the importance of supporting local businesses
- To reinforce the tag line, and idea behind the “Think Mosman First” support local initiative that Chamber launched in 2020.

We asked the community to “Drop Your Dollars in Mosman” – to support local business by spending locally in Mosman – at a shop, café, salon, vet, chiropractor, exercise class, anything. There was no minimum spend required. Once the money was spent, the shopper had to take a photo of their receipt and send it to us to go into the draw to win a monthly prize.

Each month we selected a winning receipt – that shopper won \$500, as did the business where they spent the money.

So, we provided incentives for shoppers, and also for businesses to get their customers involved and promote the competition. We created and distributed promotional material for businesses to display. Entry numbers are below. We were delighted to see an increase in engagement over 2022.

	2021	2022
Nov	387	515
Dec	478	575

Our second campaign, using approved Council funding, in FY23 was a letterbox drop to 15,000 local residents in June 2023. We created a flyer reminding the community of all the fabulous businesses in the area, and to “Think Mosman First” when they have a need to spend any money. We highlighted Professional Services, Health & Wellness, Hospitality, Retail, Tourism.

RAPT window decorating competition – Dec 2022

Once again we worked with Mosman Council in promoting and seeking prize donations for the Rapt window decorating competition in December 2022. Council encourages local businesses to decorate their street frontages and business premises in the lead up to Christmas to assist in fostering a festive spirit throughout Mosman for locals and visitors. We were delighted with the response from local businesses both in their decorating efforts, and in their generous donations of prizes.

We also assisted Council, as always, in decorating the high street with Christmas baubles.



Thankfully, with the hard work of our committee, the support of Mosman Council, the State & Federal Government, and our wonderful local businesses and residents, the Chamber was able to continue to contribute and add value to our local businesses in FY23.

To our committee, I would like to say a big thank you for all your hard work throughout the year. I would urge anyone interested in helping to support and promote local business to join the Chamber committee. We very much value the fresh insights provided by new committee members, as well as the experience of more senior members of the committee.

The Chamber continues to enjoy strong attendance at our events, we are attracting new members all the time, and we continue to be approached by many organisations and political representatives for collaborations which is a great sign that they see our work as valuable.

In closing, we look forward to another successful year supporting, connecting and promoting local business in Mosman.

Tamara Keniry
President
Mosman Chamber of Commerce