



## **Minutes of Annual General Meeting**

**Date: Wednesday 10<sup>th</sup> July 2024**

**Time: 6pm**

**Venue: Customs House Hotel, 161 Nelson Pl, Williamstown**

The meeting Opened 6.08pm

### **Chairing of Meeting**

Rosemary Angyasy - President

### **Attendees**

Michelle Cassar – Aligned Corporate Residences

Jessica Callea - Aligned Corporate Residences

Rosemary Angyasy – Jims Self Storage

Bill McInerney – Titanic on Nelson

Nic Lefranc – Fifi's by the beach

Jodie Miners – The Dental Dept

Nikki Eyes – Little Ginger

Robyn McInerney – Titanic on Nelson

Scott McInerney – Williamstown Refrigeration

Luke Attard – Williamstown Football Club

Janos Angyasy – Dragonfly Effect

Ingrid Magtengaard – WCC Liaison Officer

Peter Radoll – Peter Radoll

Justine Daly – A Focused Birth

Megan Hamilton – Concussion Central

### **Proxy Nominations**

From Rosemary Angyasy to Janos Angyasy – Dragonfly Effect

From Lucy Corcoran to Rosemary Angyasy – Carrot Stick Media

From Russell Marsh to Rosemary Angyasy – Custom House Hotel  
From Snezana Mladenovic to Rosemary Angyasy – Citywide & Macedon Fencing  
From James D'Aquino to Rosemary Angyasy – Lost Art Antiques  
From Sash Boseovsig to Rosemary Angyasy – Zan Zanz

### **Apologies**

Olga Velic – HBCC  
Lucy Corcoran – Carrot Stick Media  
Russell Marsh – Custom House Hotel

### **Acceptance of 2023 AGM Minutes**

Moved - Nikki Eyes                      Seconded - Nic Lefranc

### **President's report (attached)**

Presented by Rosemary Angyasy  
Moved - Bill McInerney                      Seconded - Luke Attard

### **Financial Report (attached)**

Presented by Rosemary Angyasy

### **Acceptance of financial statements**

*That the financial reports have been tabled at the annual general meeting be accepted*

Moved - Bill McInerney                      Seconded - Nikki Eyes

### **Social media report (attached)**

Presented by Rosemary Angyasy

### **Liaison Officer Update**

Ingrid Magtengaard – WCC Liaison Officer indicated that the WCC now has 70 members & thanked the new members who attended the AGM. The WCC Liaison Officer advised the update that has been undertaken to up the visit to the Williamstown website with more to come after the AGM & encouraged members to send through updates on sales/events etc to share.

## **Election of Committee Members for 2024/2025**

- President – Rosemary Angyasy (nominated by Luke Attard)
- Vice President – Bill McInerney (nominated by Rosemary Angyasy)
- Secretary – Michelle Cassar (nominated by Rosemary Angyasy)
- Treasurer – Vacant
- Committee – Luke Attard (nominated by Rosemary Angyasy)
- Committee – Jessica Callea (nominated by Michelle Cassar)
- Committee – Robyn McInerney (nominated by Michelle Cassar)
- Committee – Janos Angyasy (nominated by Bill McInerney)

Moved - Bill McInerney      Seconded - Nikki Eyes

Accepted by the members in attendance.

Anyone who is interested in joining the WCC is encouraged to join the committee for extra help and support. We are looking for someone with bookkeeping and Xero knowledge to assist with a Treasurer role for 1-2 hours per week. A position description is available. Your help would be greatly appreciated.

## **Motions put to the AGM**

During the meeting, we discussed whether the WCC should keep the membership fee at \$120 for another year or increase it. Some members expressed concerns that keeping the fee the same might necessitate a larger increase next year, so it might be better to raise it by a small amount this year and again next year.

It was proposed to increase the annual paid membership fee from \$120 to \$130 for all new and current members upon renewal. Additionally, the option for free membership will no longer be available.

Moved - Rosemary Angyasy    Seconded - Bill McInerney

Accepted by the members in attendance.

## **General Business**

Suggestions put forward for the committee to look at the below in upcoming meetings

- Updates required to the website
  - Offer bearers & committee
  - Visit Williamstown directory v's paid member listing
- Education to phase out free members & convert to paid members – Cut-off date
- Add on value-add option to paid member
- Paid members can attend committee meetings, however, can only discuss items in the agenda.

**Meeting closed at 7.09pm**



## My President's report for AGM 2024

Since taking on the role of President in August 2023, I have been one busy lady. I feel like I am only just now finding my feet and look forward to another year in the role of President.

During my term and at the time of writing this, I have attended 137 meetings, including those with councillors, the mayor, networking events, Trader President meetings, training, event co-ordinators, CAV (our governing body) and our own WCC monthly meetings.

These meetings are usually early morning, such as 7 or 8am start, but also include after hours meetings as well as those my boss generously lets me take during my work hours. And I wish I'd kept count of how many phone calls I've either made or taken on behalf of the Williamstown Chamber of Commerce.

One of my biggest moments was when I attended a meeting with Council and the other Trader Presidents. We had several topics to present to council, I was allocated Economic (Impact on Traders).

The topic frightened me a little, but I began to research the topic and ended up presenting a document with stats, figures and examples, and with the support of the other presidents, this helped lead to the council setting up payment plans for traders and keeping any increases to rates and fees at an absolute minimum.

At this point we learnt that the council allocated \$100,000 towards assisting people, including traders, who were suffering hardship, giving them some relief in their rates and fees. There was a balance of unspent money from the previous year, of \$59,000 as this was a little-known fact that had now been brought to our attention and we were able to let the traders know.

I have been a strong voice in setting up meetings with the Mayor, Councillors and Council staff with the 4 trader presidents, taking these meetings from individual meetings where we were a minority - to a meeting represented by the 4 Presidents, showing strength and unity for the benefit of all businesses in Hobsons Bay.

As such, we've debated the issues of parklets and footpath trading, resulting in the council changing the way they now apply the fees and charges, and preventing them from 'double dipping' as could have been the case if we'd sat back and done nothing.

I'm fiercely calling them out to fix the issues in Nelson Place with parking meters and lighting, this has taken months of meetings, emails and broken promises, but I'm still fighting.

Within the 10 months I've been in this role, our long time Liaison Officer Kerry retired, her replacement was only here for a few short months, Nikki, who'd offered to stay on for 3 months as Vice President to help me out, gave me 5 months and at the same time I lost as Nic, the Treasurer, both needing to spend more time in their businesses and with their families.

As we are all volunteers who run businesses, they'd given their time and more and it was with a great amount of thanks and appreciation for their help and the support they gave me that I am still here today.

I have introduced things to the WCC that we didn't have, things to make our lives easier. I have the moto of work smarter not harder. We now have a dedicated phone number for the Chamber, so if the phone rings, you know if it's private, business or a WCC call.

After a discussion and motion being moved at our committee meeting, I approached Bendigo Bank and we added Pay ID to our account, making it easier for traders to pay their invoices, customers to purchase our bags and t-shirts and other things.

With the committee's backing, I formed a community engagement team to help support local businesses by bringing customers into their stores. We have spent time liaising with and negotiating event groups to promote The Icons event, The Willy Lit Fest, The Abba Festival and the Winter in Nelson Place event.

After our Christmas event last year was unfortunately marred by severe weather conditions, we're planning to move in a slightly different direction for Christmas



2024. Our biggest problem is a lack of committee members and without members, the small team we have works harder than we need to. We do however, have some very willing bodies to help out and would welcome more, even if you don't want to be a committee member, you can still help.

It took me a while to replace the Liaison Officer but boy did I find a replacement with so much drive and enthusiasm and for those that haven't met her, let me know because I'm sure you will understand what I mean.

Ingrid has increased our paid membership tally from around 23 in December 2023, to over 65 as of June 14, 2024 - and please allow for the fact that she didn't start with the Chamber until February 2024.

Just a few weeks ago, I finally filled the vacant role of Vice President, and I couldn't ask for better support. So, since December 2023, I've had no Vice President so you can imagine how grateful I am to have one now - and he's re-standing so that's even better news.

I want to say too, that I am blessed to have such an amazing Secretary in Michelle. It doesn't seem to matter what I need - it's done. Last night I mentioned there was a payment to make in the banking, she logged in on her phone and authorised the payment on the spot.

After negotiations over increasing our funding from the council, negotiations spanning almost 9 months, we've finally been given an increase to what we get. For those who don't know, the grant funding has been \$30,000 for at least the last 10 years.

Our upcoming funding will be \$35,000 and we have been guaranteed an increase of between 5 & 10 % each year moving forward.

So, between Mother's Day, Father's Day and Kings Birthday competitions, a combined networking and training night with NTA, we have now begun to give something back to the Traders.

Ingrid has been pushing co-branding and so this puts our name out there. We're making some changes to our website, setting up a monthly newsletter - which will

feature different traders each month and promote sales, specials etc for several traders in each edition.

We're also building a customer data base to extend this to and we're all very excited about what's ahead. Having said that, we're also open to suggestions, so don't be shy.



## Treasurer Report

### Financial Year Ended 30 June 2024

This report covers the Financial Year Ended 30<sup>th</sup> June 2024. The Treasurer Michael Royal stepped down in June 2024. The Chamber is seeking the role of a Treasurer. In the meantime, I am assisting with the financial reports.

In reference to the Balance Sheet and Profit and Loss below, the comparison to 30<sup>th</sup> June 2023 is shown in the following movements:

- Cash at Bank has reduced by \$3,480, from \$30,756 to \$27,276.
- Equity balance has reduced by \$5,056, from \$30,472 to \$25,416.
- Total income has increased by \$1,799, from \$44,488 to \$46,287
- Gross Profit has increased by \$1,747, from \$25,995 to \$27,742
- Operating Expenditure has increased by \$2,160, from \$30,642 to \$32,802
- Net Loss has increased by \$411, from a loss of \$4,645 to a loss of \$5,056.

Over the 12 months 72 paid members joined. An increase of 70 paid members compared to the 2023 financial year.

The 2023 Christmas Event was funded by the 'I am Williamstown' Grant (\$5,000), Make It Happen Grant (\$9,000) and Sponsorship (\$4,400), Totalling \$18,400. Expenditure for the event was \$18,395.

The Chamber will be receiving future Hobson Bay City Council funding for the 2025 year. The amount is unknown. The Chamber will also continue looking at increasing the membership base and actively seeking Grants so it can further support local traders of Williamstown.

Thank you!

Katharine Metschar  
KLM Accounting Services

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**Williamstown Chamber of Commerce Inc.**

Prepared by:  
Katharine Metschar- Accountant @ KLM Accounting Services, and  
Rosemary Angyasy – W.C.C. President  
Date: 10 July 2024





## Balance Sheet

Williamstown Chamber of Commerce Inc  
As at 30 June 2024

Account	30 June 2024	30 June 2023
<b>Assets</b>		
<b>Bank</b>		
Williamstown Chamber of Commer	27,276	30,756
<b>Total Bank</b>	<b>27,276</b>	<b>30,756</b>
<b>Current Assets</b>		
Accounts Receivable	0	120
<b>Total Current Assets</b>	<b>0</b>	<b>120</b>
<b>Total Assets</b>	<b>27,276</b>	<b>30,876</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	1,760	404
Other Creditor	100	0
<b>Total Current Liabilities</b>	<b>1,860</b>	<b>404</b>
<b>Total Liabilities</b>	<b>1,860</b>	<b>404</b>
<b>Net Assets</b>	<b>25,416</b>	<b>30,472</b>
<b>Equity</b>		
Current Year Earnings	(5,056)	(4,645)
Retained Earnings	30,472	35,117
<b>Total Equity</b>	<b>25,416</b>	<b>30,472</b>

Williamstown Chamber of Commerce Inc.

Prepared by:

Katharine Metschar- Accountant @ KLM Accounting Services, and  
Rosemary Angyasy – W.C.C. President

Date: 10 July 2024



## Profit and Loss

Williamstown Chamber of Commerce Inc  
For the year ended 30 June 2024

Account	2024	2023
<b>Trading Income</b>		
3016 Merchandise Income	747	1,948
Christmas Sponsorship	4,400	0
Grant - I am Williamstown Xmas Event	2,500	2,500
HBCC Yearly Funding	30,000	30,000
Make It Happen Grant	0	9,000
Membership Fees	8,640	240
Sponsorship and licensing fee	0	800
<b>Total Trading Income</b>	<b>46,287</b>	<b>44,488</b>
<b>Cost of Sales</b>		
3016 Merchandise cost	0	3,729
Christmas Decal cost	0	77
Christmas Event Cost	18,395	4,955
Competition Costs	100	0
HBCC Grant - I am Williamstown costs	0	3,838
I am Williamstown - Website or Logo Upgrade	0	5,880
Merchant Fee - Memberships	49	14
<b>Total Cost of Sales</b>	<b>18,544</b>	<b>18,493</b>
<b>Gross Profit</b>	<b>27,742</b>	<b>25,995</b>
<b>Other Income</b>		
Interest Income	3	2
<b>Total Other Income</b>	<b>3</b>	<b>2</b>
<b>Operating Expenses</b>		
Accounting Fees	3,465	3,190
Computer Expenses	0	420
Entertainment	401	340
Fees & Permits	64	184
Insurance	2,274	2,115
Liaison Officer	10,403	8,721
Meeting Expenses	1,067	673
Newsletter	0	413
Post Services	0	54
Printing & Stationery	0	284
Social Media	13,093	12,032
Storage Costs	150	0
Subscription - Amaysim	175	0
Subscription - Gmail	319	225
Subscription - Xero	840	708
Website Hosting & Maintenance	552	1,285
<b>Total Operating Expenses</b>	<b>32,802</b>	<b>30,642</b>
<b>Net Profit</b>	<b>(5,056)</b>	<b>(4,645)</b>

Williamstown Chamber of Commerce Inc.

Prepared by:

Katharine Metschar- Accountant @ KLM Accounting Services, and  
Rosemary Angyasy – W.C.C. President

Date: 10 July 2024

# Social Media Report

## 2023-2024



## Achievements and Development

- Since July 2023 - all members received at least one post
  - Free members in a carousel post
  - All new free members in a static post
  - All paid members in a reel
- Implemented the revised Social Media Model from 2023 AGM
  - Paid members afforded 30mins of filming - content made available for their personal use
  - Paid members afforded greater social media promotion, priority places in carousels
    - Statistics show paid members received on average 7 posts each, compared to 1 post each for free members
- Christmas in Williamstown campaign
  - Advertising material, map, social campaign
- TikTok
  - Set up TikTok page - receiving high percentage of likes and views
- Cleaning up the Social Media systems
  - Tidied spreadsheets
  - Developed Industry, District and Post interaction trackers to diversify feed
  - Tracked businesses included and identified areas of low activity
  - Recorded the success of each post - analyse and repeat
- Creating a consistent brand identity
  - Developed colour palette, typeface and graphic standard for use across all platforms
  - Consistent layouts and graphic style in all posts
  - 'Whats on this weekend' stories, Carousels, Reels - consistent and recognisable posts
- Westgate Tunnel Project - Visit Williamstown Campaign
  - Worked with the WGTP to co-ordinate photography of all chosen businesses
- Developed a calendar plan to correspond posts/businesses with relevant calendar events/time of year
- Managing DMs and messages - tracking correspondence, improving connectivity and responsiveness, ensuring social media channels are an avenue for memberships and Chamber liaising
- Assisted in the development of an improved website

## Statistics Summary (Full report below)

- Reach on Facebook has risen to 65.6k (up 65.9% from previous year)
- Profile visits up 186% on previous year
- Daily messaging up 550%
- 500+ stories and close to 200 posts covering 209 Williamstown businesses



WCC Social Media Report 2023-2024

Definitions:  
Engagement: the number of reactions, comments, shares and clicks on your posts  
Reach: the number of people who saw your content at least once  
Impressions: the number of times your content was on screen  
Net followers: the number of new followers minus number of unfollows  
Content interactions: the total number of post interactions, story interactions, reels interactions, video interactions

Facebook Stats

July 2023 - July 2024

65.6k (+65.9%) from organic posts (no ads)

361 (+38.3%)

177 (-4.8%)

437 (+100%)

9.0k (+186%)

16 (+23.1%)

26 (+550%)

1. Aerial shot (17.7k), 2. Wok Rite in Farewell (12.2k), 3. Christmas in Williamstown (8.2k)

Instagram Stats

July 2023 - July 2024

38.1k (+21%)

522 (+32%)

162 (-21.4%)

500+

6.0k (+4.9%)

30 (+131%)

1. Christmas in Williamstown (8k) 2. Melbourne Comedy Fest (4k) 3. Scenic aerial shot (3.8k)

Current stats (6 July 2024)

Facebook

Instagram

Followers

4556

5473

Page Likes

4060

N/A

Posts

1973

1992

Stories

1000+

1000+

Follower Activity

Most Active Times

Hours

Days

3,580 3,696 3,595 3,597 3,588 3,606 3,595

Sat Sun Mon Tue Wed Thu Fri

Most Active Times

Hours

Days

343 271 1,091 1,322 1,310 1,412 1,537 1,230

12a 3a 6a 9a 12p 3p 6p 9p

Most Active Times

Hours

Days

343 271 1,091 1,322 1,310 1,412 1,537 1,230

12a 3a 6a 9a 12p 3p 6p 9p

Follower Profiling

Current audience

Age and gender

Women 79%

Men 20%

35.1% 30.1% 18.7% 10.5% 9.1% 1.1%

18-24 25-34 35-44 45-54 55-64 65+

Top towns/cities

Melbourne, VIC, Australia 73.0%

Geelong, VIC, Australia 1.0%

Sydney, NSW, Australia 0.7%