Diamond Creek Traders Association – AGM Minutes 2026

Meeting details

Date	Tuesday 27 October 2026
Time	Opened 5.30 pm
Venue	Golden Hills Brewery
Chair	Simon Mauger, President
Minutes	Anna Henderson

Attendance

- **Present:** Sophie Stamoulis, Simon Mauger, Jeff Hallyburton, Paul Ray, Paige Hastings, Bob Qizher
- **In attendance (non-members):** Anna Henderson (Marketing), Kasey Lawrence (Council)
- **Apologies:** Justine Malone, Warrick Leeson, Richard Doville, Mitch
- **Quorum:** The Chair confirmed a quorum was present.
- **Proxy:** Justine Malone, Richard Doville, Mitch

Business of the meeting

1. Welcome and opening

The Chair welcomed members and declared the meeting open at 5.30 pm.

2. Confirmation of minutes of the 2025 AGM

Motion: That the minutes of the 2025 Annual General Meeting be accepted as a true and accurate record.
Moved: Simon Mauger · Seconded: Jeff Hallyburton · **Carried**

3. President's report

The President, Simon Mauger, presented the President's report for 2025–26 (attached). Key points:

- More than 3,500 people came to Association events during the year.
- CarFest (Sunday 4 October 2026) drew about 2,000 people, more than 500 cars and 13 stallholders. Gold coin donations went to the Diamond Creek Fire Station.
- The Easter Egg Hunt and Family Picnic sold out, with more than 300 tickets and 500 people attending.
- The July and September school holiday activations brought more than 700 people to seven events, most held in local businesses.
- Creek's Choice 2026 winners: MOACS, Diamond Creek Hotel, Squires Loft, Diamond Creek Barber and Hadlow & Sons.
- Diamond Creek Captured showed 22 community photos in shop windows and received 196 public votes. The Wellness Edit featured local health, wellbeing and beauty traders, with prizes donated by five traders.
- 31 decorated Christmas trees are going out to 25 schools, groups and traders, with Santa on 12 and 19 December.
- Clicks from the directory to trader websites reached 5,838 in 2025, three times the 2023 figure, plus 724 phone calls to traders.
- Facebook reached 684,000 people between April and August 2026 and grew to 7,897 followers.
- **Special Rate renewal 2027–2032:** the levy is due for renewal and Nillumbik Council is running its consultation. The President noted that the renewal is being challenged, with a petition circulating among traders to end the levy. He said that if the levy ends, the Association's events, marketing, graffiti removal and representation to Council would stop.
- The President thanked the committee, the Treasurer, traders, partners, Nillumbik Council, the Diamond Creek Fire Station, local schools and community groups, and the marketing team.

Motion: That the President's report be received. · **Carried**

4. Treasurer's report and financial statements

The Treasurer, Jeff Hallyburton, presented the financial statements for the year ended 30 June 2026 (attached). Key points:

	2025–26	**2024–25**
Total income	$130,085	$123,723
Total expenditure	$165,877	$156,106
Deficit for the year	($35,792)	($32,383)
Cash at 30 June	$35,953	$97,617
Net assets (members' funds)	$42,930	$78,722

- Income was mainly the Council Special Rate ($120,000), plus a $5,000 Council grant, other income of $3,938 and interest of $1,147.
- The largest costs were marketing ($57,304), website ($21,693), social media ($17,356), Christmas activities ($17,227), CarFest ($14,702), Easter ($10,025) and the school holiday program ($5,352).
- Cash at 30 June 2026 included a term deposit of $29,954.
- The financial statements were signed by the President and Treasurer on 26 October 2026.

- The auditor, Megan J Young of Rankin & Young (Rosanna), gave an unqualified audit opinion dated 27 October 2026: the financial report gives a true and fair view of the Association's position and performance for the year.

Motion: That the Treasurer's report and the audited financial statements for the year ended 30 June 2026 be received and adopted.
Moved: Simon Mauger · Seconded: Paul Ray · **Carried**
Motion : That Rankin & Young be appointed auditor for 2026–27.
Moved: Jeff Hallyburton · Seconded: Paul Ray · **Carried**

5. Marketing report

The Marketing Report 2025–26 was tabled (attached). Key points:

- Nine campaigns and events were delivered during the year.
- Website visitors from Google rose 15% year on year (July 2026), and 37 of the 43 tracked search terms are on Google's first page, 7 of them at number one.
- June 2026 was the biggest month on record for social media, driven by Creek's Choice: Facebook reached 382,800 people and gained 785 followers in the month.
- Instagram grew to 2,636 followers, with 215,600 views between April and August 2026.
- The email list has 1,785 subscribers (1,619 shoppers, 166 traders). 21 campaigns were sent, with an average open rate of 14%.
- The trader directory lists 156 businesses.
- Coming up: Christmas 2026, Live and Local (21 February 2027), Easter 2027, two blog posts a month and a working Google Business Profile, and CarFest 2027.

Motion: That the Marketing report be received.· **Carried**

6. Election of office bearers and committee

All positions were declared vacant and the elections were held.

Position	**Elected**
President	Simon Mauger
Vice President	-
Secretary	Sophie Stamoulis
Treasurer	To be filled
Committee member	Paul Ray
Committee member	Mitch
Committee member	Richard Doville
Committee member	Warrick Leeson
Committee member	Justine Malone
Committee member	Paige Hastings

7. Next meeting and close

- **Next committee meeting:** Tuesday 1 December 2026

- **Meeting closed:** 6.02 pm

Confirmed as a true and accurate record
Signed: Simon Mauger (Chair)
Date: 4 November 2026
Attachments: President's report 2025–26 · Audited financial statements for the year ended 30 June 2026 · Marketing report 2025–26