



5 January 2023

Dear Susie,

I write to you on behalf of the Carlisle Street Traders Association Committee to ask that the City of Port Phillip begin the statutory process of declaring a Special Rate Marketing Program for the Carlisle Street precinct for a five year period from 1 July 2023 – 30 June 2028.

Our volunteer committee has voted in favour to proceed with the Special Rate Marketing Program. We have achieved many positive outcomes during the year by the appointment of a Marketing Co-Ordinator who has worked with the Association to build a strong database of our businesses and commence communication with them on a regular basis.

We have committed to have our Association move forward and have a logo and branding done for the association through a local agency and set up a website, Facebook, Instagram pages and emails are sent regularly to all traders.

We have also worked closely with Peter McNabb from Peter McNabb & Associates (an independent contractor), to seek support for the introduction of a Special Rate Marketing Program to the businesses on Carlisle Street.

We ask that the conditions of the rate be as outlined below:

- The rate commences on 1 July 2023 for a five year period
- Maximum of \$200,000 in FY 2023-24 with annual CPI increases over the following four years
- The above is based on two benefit levels where the secondary benefit level is 50 percent of the primary benefit level

Kind regards,

  
[Michael Byard \(Jan 5, 2023 16:06 GMT+11\)](#)

Mike Byard

President  
Carlisle Street Traders Association

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Carlisle Street - Introduction of a Special Rate  
**Date:** Wednesday, 18 January 2023 11:52:17 AM

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**[External Email] Please be cautious before clicking on any links or attachments.**

Hi Susie,

Thanks for that.. Yep that's fine.  
Please proceed with the amendment.

cheers

On Mon, Jan 16, 2023 at 11:57 AM Susie Filleti [REDACTED] wrote:

Hi Mike,

Further to the attached letter sent on 5 January and following discussions between Carlisle Street Traders Association (CSTA) and Council regarding the introduction of a Special Rate, I'd like to confirm the amendment to the request in the letter.

It is my understanding that CSTA would like to remove the condition that increases the rate of CPI annually. Therefore, updated conditions for the request to introduce a Special Rate would include:

- Commencement on 1 July 2023 for a five year period
- Accumulate \$200,000 per annum, up to a maximum of \$1,000,000 for a period of five years, ending on 30 June 2028
- The above is based on two benefit levels where the secondary benefit level is 50 percent of the primary benefit level

Can you please confirm the above amendment to the original request on 5 January?

Cheers,

Susie

**Susie Filleti** (she/her)