

Korumburra Business Association Newsletter – July 2022

Memberships

Another financial year has finished which means it is time to renew your membership. The process was simplified last year, you can now sign up straight from our website

<https://www.korumburrabusiness.com/>

Once you have completed the form it will generate an invoice to allow you to make the \$60-payment. We appreciate your support to allow the committee to continue working to make Korumburra a better place for us all.

3mFM Radio Advertising Offer

KBA is a member of 3mFM local community radio station allowing us to advertise any of our events for free. As we are a member, they have an offer for Korumburra Business Association members. For \$150- per month you receive 10x30 second adverts in prime time (6am-6pm Monday-Friday) for \$150- per month, 3 month minimum. This would normally cost \$400 per month. This will not only increase your business profile but increases the profile of Korumburra to their listeners giving free advertising for KBA & Korumburra. If you are interested in this offer or require more information please contact either Jess at 3mFM on 5674 1900 or via email sponsorship@3mfm.com.au or alternatively contact Noelene KBA president on 0438 551 605 or kba.president3950@gmail.com

Speed Limit Reduction

The speed limit on the South Gippsland Highway past the entrance to the Industrial Estate is 80kms at present. The Business Association has contacted Vic Roads to have this reduced to 60kms as a safety issue. This intersection and the highway traffic is becoming much busier, and the reduction will increase safety for all users.

KBA Website

Our website <https://www.korumburrabusiness.com/> is coming together with most members now listed but we still have a few more to add, these will be completed before too much longer. If you have any feedback or need to alter your listing, please do not hesitate to contact us.

Bendigo Bank

Please remember to consider Bendigo Bank for your business and personal banking. The Bendigo Bank working group saved the bank last year so our town would not be left without a physical banking presence. A town without a bank is unthinkable and does not give new business any confidence to set up in our town. We have a large population that require a banking presence and we do not want to be sending people away from Korumburra to do their banking. Leaving Korumburra to do banking will mean more money will be spent in that town and not in Korumburra. If you can consider seriously moving your banking for the sake of the town if not for your own sake, we will all benefit.

Outdoor Dining

The outdoor dining project has now been completed. The Business Association received funds from the Shire via State Government to enhance outdoor dining. We have installed 2 table settings & 2 seats in Radovick Street near the meeting room, one table setting & an extra seat in the rotunda near public toilets and 2 bench seats outside the rotunda. It's been great to see people enjoying these areas and soaking up the sun when it's out.

Industrial Estate Sign

This new Industrial Estate Sign was installed a few months ago and can be seen as you turn off the highway into the Estate. It can even be seen from the highway after dark with the reflective finish to the sign. This was a long term project and great to have it now completed.

Tourist Website

If you haven't seen your retail shop front business or hospitality business listed on the new Shire tourist website <https://visitsouthgippsland.com.au/> or want to make an alteration to your entry, jump onto the site and send an email via the contact link. Keep this website in mind when talking to customers who are enquiring about the area or want to know what we have to offer them as a visitor. It might even be a good idea to familiarise yourself with the website so you can assist customer enquiries in this area, building on making Korumburra the friendly town it is known for.

Little Commercial Street

Little Commercial Street upgrade/redesign is coming along. The work is being completed in sections to minimise disruption. The first section is now open while the work continues on Boston's Lane. We just ask you to be patient with these works and keep your focus on the end result. Just a reminder that there are still many un-utilised car parking spaces in the lower end of Little Commercial St with access to Commercial Street through The Burra Hardware and Urban 61.

Upper Commercial Street

This is the area behind Post Office & Kelly's Bakery. It will be upgraded/redesigned once Little Commercial Street is completed, hopefully starting this Spring. There has been pain staking heritage overlay issues preventing the planning permits being lodged holding up the project but this has now been sorted and the permits process has begun.

Social Media

If you are not already following KBA on Facebook or Instagram, make sure you do so soon. The more 'sharing' 'liking' 'tagging' and positive 'commenting' on these platforms the more it assists in promoting our town. This also applies for any of our businesses that make posts. Let's assist each other in sharing all the positive things about our town.

Street Cleaning

If you have been walking in Commercial Street, parts of Bridge Street or Mine Road you will have noticed a huge difference to the cleanliness of the pavement. The Shire had it pressure cleaned a few months ago as a result of KBA advocating for this last year. The presentation of our shopping strip is something we feel is important, to show both locals and visitors that we care about our town & its presentation. Even better news – this isn't a "one-off" as cleaning will be ongoing !!!

Annual General Meeting (AGM)

This is advanced notice that the AGM is set for 14 September. This will bring us back in line with our Association Rules to hold the AGM within 5 months from the end of financial year after Covid has interrupted our AGM for the previous 2 years. We will be looking for some new committee members and would love you to consider coming on board.

'Working Together For Our Future'