

enquiries refer
Paul Hickey
in reply please quote
1509



6 November 2013

Addressee1
Addressee2
Addressee3
Addressee4
TOWN STATE PCODE

Dear Business Owner

Re: Ballina Shire Business Promotion and Development

As the owner of commercial and / or industrial property in the Ballina Shire you would be aware that it is important for our local businesses to remain competitive in what remains a very challenging local and national economy. With markets continuing to change it is essential that as a local business community we all work together to maximise the resources we have available to grow our local economy.

With these thoughts in mind your local Chambers of Commerce (Alstonville / Wollongbar, Ballina and Lennox Head) and Ballina Shire Council have agreed to consult with every commercial or industrial property owner in the Ballina Shire to determine whether you would support the introduction of a shire wide levy that would raise funds for additional business promotion and development activities.

By introducing a levy on all business properties, which would be implemented by an increase in the annual rates you pay to Ballina Shire Council, we will be able to raise sufficient funds to undertake effective marketing campaigns for all our business centres, along with implementing any other business development programs that people paying this levy consider worthwhile.

This concept is in its early stage, but following agreement between the three Chambers of Commerce, the proposal is currently based on the introduction in the 2014/15 financial year, of an 8% increase in the business rates you pay on your property. The funds raised would then be held in trust for expenditure on business promotion and development.

Any expenditure of these funds will need to be approved by a panel consisting of representatives from the business community, with Council only having a minority position on that panel. At this point in time we are proposing that the levy remain in place for a maximum period of five years with all business property owners then being consulted again to determine whether we continue or cease the program.

We recognise that 8% may sound like a significant increase however some facts are:

- The 8% does not apply to the water, waste, storm water or sewerage charges you pay to Council
- The 8% only applies to the ordinary business rate calculation on your annual rate notice

40 cherry street, po box 450, ballina nsw 2478

t 02 6686 4444 • f 02 6686 7035 • e council@ballina.nsw.gov.au • w ballina.nsw.gov.au

Page 2
Ballina Shire Business Promotion and Development
6 November 2013

- There were 1,264 properties that were levied business rates in the Ballina Shire for 2013/14
- The average annual business rate for all of these properties was \$2,809
- This means an 8% increase equates to an average contribution of \$225 per annum or \$4.30 per week
- Even with this increase the average business rate for Ballina Shire business property owners will remain well below or comparable to some of our regional competitors (i.e. Lismore City is \$4,461 Tweed Shire is \$2,927 and Coffs Harbour is \$4,032).

For your information, for the property you own at <<INSERT ADDRESS>>, the levy will be approximately <<INSERT DOLLAR FIGURE ROUNDED UP>>. This calculation excludes any standard rate increase that Council will be applying for all rateable properties in the Ballina Shire for 2014/15. The standard increase is normally around 3%.

We acknowledge that no business wants to pay additional Council rates, however we are confident that this levy will actually increase your business activity. By pooling these funds we should be able to generate income of approximately \$280,000 per annum, which then provides adequate funds to deliver substantial programs that will assist with the development of your business.

Importantly, all signatories to this letter have a joint commitment that the expenditure of the monies raised will be carefully planned, with checks and balances in place and with oversight delivered by an expert panel. We are still in the process of developing that panel and later in this letter you will see we are seeking feedback as to how best to deliver results that will benefit your business.

We also understand that in many cases, as the property owner you may be passing the cost of any Council rates onto your tenants. If this is the case we would ask that you carefully consult with your tenants to determine whether they are supportive of this proposal.

This correspondence has been forwarded to every owner of a commercial or industrial property in the Ballina Shire to determine whether there is support for Council to lodge an application to the State Government for approval of this business levy. All feedback we receive from property owners will be reported to the January 2014 Ordinary Meeting of the Ballina Shire Council, where the elected Councillors will then make a decision, based on the feedback received, as to whether the application to the State Government will proceed.

To encourage feedback we have created an on-line survey that we are hopeful you will complete. The survey contains options for you to provide feedback on a number of issues including whether you support the concept, or whether you may support a lower percentage increase, along with providing an opportunity for feedback on how any funds raised should be expended.

The on-line survey can be accessed at the following website:

www.ballinabusiness.com.au/survey

In order to log in to the survey, please use the following name and password:

Username: <<INSERT USERNAME>>

Password: <<INSERT PASSWORD OR USERNAME>>

40 cherry street, po box 450, ballina nsw 2478
t 02 6686 4444 • f 02 6686 7035 • e council@ballina.nsw.gov.au • w ballina.nsw.gov.au

Page 3
Ballina Shire Business Promotion and Development
6 November 2013

Alternatively, you can write or email directly to your local Chamber of Commerce or Council as follows:

Ballina Shire Council PO Box 450 Ballina NSW 2478 council@ballina.nsw.gov.au	Lennox Head Chamber Commerce PO Box 11 Lennox Head NSW 2478 info@lennoxchamber.com.au
Ballina Chamber of Commerce and Industry PO Box 444 Ballina NSW 2478 info@ballinachamber.com.au	Alstonville Wollongbar Chamber of Commerce PO Box 697 Alstonville NSW 2477 info@alstonvillewollongbar.com.au

To allow all responses to be reviewed and reported to the Council, all feedback must be received by Friday 6 December 2013.

Ballina Shire Council has been very supportive of this proposal and to demonstrate that commitment it has allocated \$50,000 in its 2013/14 budget to undertake business promotion programs. All three Chambers of Commerce are currently in discussion with Council as to how best expend these monies.

A number of other business communities have embraced this type of concept; the most notable example in the Northern Rivers is Lismore, where a special rate levy has been in place for 16 years and has helped fund programs such as the very successful *Come to the Heart* campaign.

Even though it is early days we have held discussions with local promotional firms to discuss how we could introduce similar marketing and promotional campaigns for the Ballina Shire. As an example of some of our early thinking, please find attached a flyer introducing a concept *More to Discover*. This is a sample only but it does help to demonstrate the potential we have by working together.

We envisage that any promotional campaigns will vary between making references to the entire Ballina Shire, or specific references to our major residential and business areas (i.e. Alstonville, Wollongbar, Ballina, Lennox Head and Wardell). We also envisage there will be initiatives focused entirely on industrial and manufacturing activities particularly for our industrial estates. The www.ballinabusiness.com.au website has some more examples of the various ideas currently being considered.

We accept that there are many different types of businesses operating in the Ballina Shire which means it will be important to expend any funds raised on a range of activities that assist all business types. If the program does commence, our commitment is to undertake ongoing consultation with all business owners contributing to the levy to ensure the funds are being expended in a manner that meets the needs of all owners.

40 cherry street, po box 450, ballina nsw 2478
t 02 6686 4444 • f 02 6686 7035 • e council@ballina.nsw.gov.au • w ballina.nsw.gov.au



Page 4
Ballina Shire Business Promotion and Development
6 November 2013

In conclusion, we hope you have found this correspondence of interest and we look forward to you taking the time to complete the on-line survey or provide your written feedback to Council or the Chambers of Commerce. Also, if you wish to discuss this proposal further please contact any of the following parties, with contact details available on each organisation's respective website.

Yours faithfully



Cr David Wright
Mayor
**Ballina Shire
Council**



Kiri Dicker
President
**Lennox Head
Chamber
of Commerce**



Peter Mehan
President
**Alstonville/
Wollongbar Chamber
of Commerce**



Peter Carmont
President
**Ballina Chamber
of Commerce and
Industry**

Enc.

40 cherry street, po box 450, ballina nsw 2478
t 02 6686 4444 • f 02 6686 7035 • e council@ballina.nsw.gov.au • w ballina.nsw.gov.au

.....

When it comes to shopping and professional services Ballina Shire offers you more choice in every way with over 1200 businesses & thousands of dedicated locals at your service.

.....

BALLINA
MORE TO DISCOVER
BALLINABUSINESS.COM.AU



MORE

**TO SHOUT
ABOUT**

**ALSTONVILLE
BALLINA
LENNOX HEAD
WARDELL
& WOLLONGBAR**

.....

Our towns and villages offer more choice in every way. From local family owned businesses to recognised international organisations, there's always...

MORE TO DISCOVER
BALLINABUSINESS.COM.AU

SelectSurveyASTM Multimediasoft

Survey Results -- Details

Results Overview

Business Promotion and Development Survey

Respondents: 134

Status: Open

Launched Date: 05/11/2013

Closed Date: N/A

9. If you have any additional comments, please enter them below.Full
Response

- I DO NOT SUPPORT ANY LEVY OF ANY KIND
ADVERTISING SHOULD BE FUNDED BY AND HANDLED BY INDIVIDUAL BUSINESSES NOT THE
COUNCIL.
- I DONT SEE WHY I SHOULD SUBSIDISE OTHER BUSINESSES ADVERTISING
I'M HAPPY TO PAY FOR MY BUSINESS ADVERTISING AND ALSO WHAT WORKS FOR OUR BUSINESS
- Businesses can advertise themselves adequately and according to their own needs . Some businesses
will benefit more from this type of promotion ie tourist related than service related.The type of
promotion is likely to be self interested depending on the quality of people on these committees and
who is working to plan the promotion. Sounds like a potential waste of money with little impact
overall than a feel good thing. Council should be concerned with keeping the conditions in the local
area maintained so the areas promote themselves. We have everything available to keep growing
and performing in the future marketplace - has it not been undergoing a rapid growth anyway .It is
up to individual businesses to assess their own wishes and marketing if they so wish.Council to stick
to its core business of providing services and promoting the region as a whole as it has always done .
- I do not support the levy at any percentage and fear that if put in place further increases & special
one off charges would start to appear.
- I do not generally support levies because the funds raised do not normally get used for the direct
purpose they were intended. It is also very difficult to allocate funds between 3 shires and I am not
clear what the overall intentions are regarding distribution of funds. I would prefer to see direct local
initiatives as applicable but I am not adverse to trying something to help stimulate growth provided it
is well managed and in particular there is transparency and accountability.
- We currently have a large advertising budget which we monitor very closely. Not in favour giving
money for promotions and advertise outside our control.
Business is very tight and we need to have strong controls over our expenditure. We do not need
another "TAX" (increase in rates).
- We disagree with the imposition of this levy. Lismore City Council had the same levy and it has now
become mandatory, with no visible benefits
- From the response to question 7 you can see that yet again Tintenbar is forgotten. We don't believe
any of the groups who have come up with this idea would have even considered any benefits to our
area. We would also like to know if any business premise has seen the rate increase we have
experienced,our rates have basically doubled in the last 5 years(most of that in he last 2 years). Also
if we wish to have a recycle bin service we have to pay extra for the same service private homes get
for free
- Our previous experience from another Shire Council area, this idea doesn't work. If the town/s are
properly managed by making access to business' accessible with easy parking, close to shops,
affordable or no metering charges, variety of stores/shops to attract consumers. These extra charges
implied on business only push prices up and people will shop where it is more competitive. Extra
council charges only push up Property Rents, forces businesses into cheaper areas or close down.
- Council need to support businesses to who wish to open stores not put heaps of red tape and
problems in the way. If there is an opportunity for a business to make profit and to have incentive to
make the effort, the businesses will come and the people will come. Keep costs down, more charges
- less customers. Don't dream up ways to charge more, create incentives for business to operate
and everyone will prosper. Care for those wanting to have a go. Hope our views have been of help.
The Ballina Shire is a very unique and precious area, keep it this way.
- This should not be a mandated levy, it should be voluntary, with a sound plan available to
contributors prior. Our business already does large amounts of marketing outside our own region to
promote the township already. A fund such as this one will not suit every style of business. We
believe a percentage based on Council rates is also unfair, being it based on the land value and not
the capacity to earn. A set dollar figure per business would be fairer.
- Our industry has very specific laws and regulation regarding promotions and advertisement. I do not
feel that this type of program would benefit my business in the health field.

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

11. use any money you have from council income [VIEW](#)
1/To be fair and equitable, if this levy happens, it must also apply to businesses being operated from residential properties
12. [VIEW](#)
2/If this is supported by council does that mean council must endeavour only to use local suppliers and services.
13. [VIEW](#)
Plenty. If business is to pay a levy, it would be of reasonable expectation that the Council/ NSW match the Levy value \$ for \$. I trust the plan is for tourism, targeted investors and bringing new people to the area.
(I filled out two surveys as a property owner and business owner)
14. [VIEW](#)
This levy will not raise enough funds to promote/do what is proposed. The funds will go into Ballina Council's coffers and be wasted. If BSC is serious about helping businesses then cut the ridiculous amount of red tape BSC requires, ease ridiculous requirements/rules and let the businesses of Ballina Shire get on with what they do best. Do NOT interfere. Thank you.
15. [VIEW](#)
at best a very silly idea
16. [VIEW](#)
We have been paying large council rates on our land for 3-4 years, during this time we have been trying to have a shed approved on our land so we can commence our small boat repair business, the council have made it all but impossible to get our business off the ground and we have been forced to pay out tens of thousands of dollars to engineers to be able to jump through the hoops the council are putting in front of us. To add to our already huge losses by increasing the rates would be the end of us as we are already facing bankruptcy.
Perhaps it would be better for councils to make building business's in these areas easier instead of charging us more money.
17. [VIEW](#)
The population growth rate of the Ballina Shire over the past 10 years is quite appalling with an average yearly growth rate of 0.7%. The levy is needed to provide stimulus for the Shire so that it is perceived to have a vibrant business community which will attract people to the various towns. This can only be done through promotion. The levy it is a very minor impost on individual businesses or property owners but the overall amount will provide a substantial fund to roll out quality initiatives to promote our Shire.
18. [VIEW](#)
As a property owner and small business, any increase in costing to our business will be detrimental. We will have no option but to dismiss employees. We strongly OBJECT to the business levy.
19. [VIEW](#)
Our business involve specialised infrastructure, facilities, production and export expertise. We do not believe the proposed promotion would contribute to our operations, and would only add another cost when we are looking for ways to reduce expenditures.
20. [VIEW](#)
Councils are historically not good at business promotion. There are many businesses such as tourist accommodation in residential areas who would benefit but not contribute. The best way to help business is to charge minimum rates, in this instance the burden of the cost is greater than the benefit. Council over recent years have penalised business by allocating rate increases almost entirely to business rates. In consulting property owners you are asking the wrong people as rates are usually paid by tenants.
21. [VIEW](#)
Five years for the panel to operate, but needs to be producing results within 12 months to start and build momentum. It is important the panel is not spending all its time on forming committees to form more sub-committees.
Also that any consultants be local consultants that are aware of local demographics and characteristics not a those based in large urban areas such as Gold Coast & Sydney that have little understanding of how small business and entrepreneurial enterprises operate.
22. [VIEW](#)
The business at our address requires absolutely no additional promotion funded through increased rates.
I do not support this at all. If it gets off the ground, I would like proof that those affected by this proposed increase actually do support this proposal. Will you be providing all affected owners the results of this survey?
I do not support this levy in any form.
23. [VIEW](#)
1. The Chamber of commerce gets government grants to support its activities and from the actual business themselves.
2. If the chamber can not do its job and raise funds from the business's themselves. then what is that telling you.
3. I'm not prepared to support a business that cannot manage their our business.
4. I have already negotiated with my tenant and given them a rent decrease to support them while they are establishing themselves thus I can not know go back and renegotiate the rent to cover advertising. Advertising is not included in my contract with the tenant.
5. You are asking me to decrease my income which I use to live. I have already decreased the rent for my tenants.
24. [VIEW](#)
with general mistrust with past council decisions in Lennox Head and a lack of business experience of most councillors this is the wrong approach to the improvement of business in this shire
25. [VIEW](#)
In this economic climate, another levy should be avoided. In building & manufacturing industries, this type of levy has no impact or benefit.
26. [VIEW](#)
Vacant land shouldn't be included in levy.
27. [VIEW](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

- My premises is a storage shed only. It is not a business and no income is derived from this shed. It is unreasonable that I should have a levy placed on my rates when it is not a business. Your proposed levy does not and will not in any way benefit me and would be totally unfair. If you intend to introduce this levy it might be reasonable to ascertain which of these commercial/industrial properties are actually businesses and those which are not and therefore should not be levied with your proposed rate increase.
28. I do not support a levy - from my tenant [view](#)
29. My tenant will not support the levy [view](#)
- We are the owners of the property and do not conduct a business at the site. We do not support a levy as 'times are tough' for business and I feel it would be unfair on our tenant to burden them with additional unnecessary costs. [view](#)
30. [view](#)
31. If Ballina Council justifies being a landlord itself by saying it helps them to keep our shire rates low, then why charge an additional levy to private property owners. The level playing field keeps getting more cross-fall? [view](#)
32. It would be better if it was known how the marketing campaign was to be done ie. how the funds will be used. Is it not possible to approach several marketing companies and advise them of our aims and the amount of funds that would be available to achieve same and ask for their plans? [view](#)
- I strongly disagree with your proposal. We have already given the tenants a discount on rent so they can operate successfully and we do not feel that we are going to give any further discounts on their responsibilities to make their business a success that is not up to us. We are reliant on this income to live.
It is a businesses own responsibility to make their business a success.
I also feel that the advertising campaigns that local governments run are not professional or very successful.
The only people that profit from these types of campaigns are the advertising companies and retail stores(sometimes)
Our local council has already ruined and spent far to much money on the main street of Ballina. I would hate to think that if I ran my business the council does what state of affairs I would be in. (bankrupt) There still is not enough parking and know there is even less parking with the new Woolworths. If people can't park easily they will not visit this area. [view](#)
33. Your proposed campaign will not support the industrial areas and those businesses. Just explain to me how on earth is increase in rates going to benefit those property holders that can't rent out their sheds or office spaces? How is the rates increase going to benefit those industrial businesses that rely on the mining industry for work?
If the retail sector needs to energise their businesses let them pay for their own advertising or join together as a group. Retail business needs to look out side the box and do things differently to compete with the internet. People no longer will come to your store just because you opened your doors. You have to fight for their loyalty and give them extra value and what they are after. service service and be happy about giving that service and care about your customer not just the money you are making. Make it easy and simple for them to do business with you. Get up and actually be active in running your business.
I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negavtive levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
34. I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negavtive levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
35. I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negative levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
36. I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negative levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
37. I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negative levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

38. I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negative levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
- I have passed this rate notice on to our tenants and have other rate notices and commercial tenants. The feedback to me has been overwhelming in a negative about this levy & I agree with the tenants. We are all trying to help commercial businesses survive in tough times-rental breaks, free rent period etc. Council has a large pool of rates funds to use which could be used for this or even to help enhance our towns. In Lennox we are still waiting for basic things that would take the load off commercial establishments eg decent toilets, tidy looking bins etc- all of which we have mentioned to council over many years. This would be a very negative levy to impose and we totally oppose it. Regards Maree Lazarus [view](#)
39. [view](#)
40. The levy is unfair, the impost will be significant and the benefit marginal. The best way to help business is to charge the minimum rate. Ballina Council has in the past applied its permissible rate increases over the cap almost entirely on commercial rates. Many businesses that will have to pay the levy will receive no benefit whilst others will receive a benefit but not pay the levy, as property ownership within the CBD's is too blunt a criteria. If such a process has to exist then Council should contribute a portion of the commercial rate to the Chambers of Commerce and allow the business people that voluntarily contribute to manage the program [view](#)
41. I am supportive of moves by the Ballina Shire Council to support it's CBD but feel that the property owners have already contributed substantially. The value of properties in the CBD have fallen substantially over many years, and I feel that this is adding another cost being imposed at a time when many businesses are struggling and many landlords are having difficulty attracting tenants. [view](#)
42. We have 4 tenants in our factories at Russellton Industrial Estate, 3 commercial tenants, all of which are paying less rent than they were paying 3 years ago in real terms and 1 who we are assisting to catch up with rental arrears. All this due to the tough economic times. The Commonwealth tenant has used its power to also pay less rent in real terms than they were paying 3 years ago. The idea of increasing rates which we will have to pass onto these tenants will probably mean that we will have empty factories further depreciating our investment in Ballina Shire. We most strenuously reject any rate increase that rather than "will grow our local economy!" will seriously jeopardise the viability of our tenants' business and our investment in the Ballina Shire. [view](#)
43. I know a new local resident with excellent experience (international business) who may be interested in helping. [view](#)
44. Being a Co-operative managed by a board of directors for members only we do not require business promotion and development. We are a non for profit organisation, we should be exempt from this levy. [view](#)
45. I believe the owners would get value in using the money themselves in improving the presentation of their buildings. [view](#)
46. For 13 years you have ignored the Russellton Industrial Estate...why suddenly should this change!!! Businesses there employ a large number of local people and now you want us to finance what should have been done by the council. We feel this is just another tax!!! [view](#)
47. I dont believe this scheme will help my business in any way shape or form. I dont think i should have to pay a levy so i can support the other businesses and not get any advantage to mine. [view](#)
48. I am already upset at the hugely excessive health inspection fee that our café has to pay for which there is absolutely no excuse.council thinks businesses are cash cows when many of us struggle to make a half decent wage.this will be just another money grab.also we are in an isolated position.this idea is of no use to us.e.g prawn festival our worst trading day ever will close next year. [view](#)
49. The persons / committees putting forward this proposal should have clearer, convincing ideas and proposals ALREADY for the expenditure of expected funds raised. We wouldn't agree to this at this stage with the info we have. It would be an increase to our Advertising Budget that we have at the moment. These type of levies can have a reputation of being built in and permanent. We will be speaking closer with Lennox Head Chamber of Commerce Member. At this stage, we say NO until we see more info re the proposals and clarification of rate levy. [view](#)
50. I Have a Storage shed none of this is any benifate to me. [view](#)
51. I strongly urge the chamber of commerce to keep you noses out of the rates paid by this community. It is not the chambers job to impose any such levies on the community. Council should also know better than to try and put their hand in other peoples businesses. The only people that will benefit out of this is the marketing companies. If someones business is not successful they should look at their own and make what ever changes that is required. The business world has changed and you can't just open a shop, expect people to come to you just because you put a sign up out the front. You have to give them good reasons to want to be your customer. There are business courses the owners and their employee can do and should do at our local TAFE and University. As a property owner it is not my job or responsibility to supply funds for these businesses to advertise in the hope they may get a customer. As a property owner I have already given my tenants a rent reductions so [view](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

- they will have a little more money to help them be competitive. I can only sacrifice so much. I still need to pay my bills and put food on the table for my family. This proposal you have come up with is such a cop out response to the changing way people are doing business. come on think out side the box don't just throw money at it. The most successful ideas and formats are non times out of ten the simplest. This is sheep following.
- I am a property owner at the Ramada Ballina. Many owners would like to see the property zoned residential rather than commercial. Council has opposed this. The properties are not making good returns and we are unable to sell because commercially the value of the property is far less than purchase price. If the property was residential, this would increase the value of the property, even minimally, this would be more beneficial to owners. I wish my property was not commercial and hence do not wish to be liable to pay this levy. You are holding a gun to our heads, many owners have gone bankrupt, but still you continue to force the remainder of owners to operate in a commercial capacity.
- As we do not pass fees and charges onto our tenants (council rates, water charges, land tax etc)we see this as contributing these opportunity costs to their business operations. They can then choose to do their own business promotion & development. We have done this sucessfully for over 20 years. Your proposal is unfair to businesses who will have this proposed levy passed onto them by landlords in difficult economic times. Their competition with online sales operations (who pay no rent & no GST) will increase. Therefore we cannot support the levy.
- All businesses in the area have their own separate marketing plans and budgets specifically designed to promote the individual business and thereby improve its financial position. Quite frankly I don't see the necessary rigour nor expertise in the proposal as outlined and therefore doubt that any additional revenue will result for the individual businesses in the area.
- Instead, there should be an in-depth review of all tourism promotion activities by Council conducted by external consultants to ascertain the weaknesses in current Council activities and thereby reallocate existing funds to activities that successfully achieve the desired results.
- The imposition of this additional levy (ie TAX) is an unwarranted additional burden on all businesses in the area.
- We do not wish to supply Council or the Chamber of Commerce with any extra monies at this time. Council has not demonstrated that it can't spend our monies wisely or sensibly (Wigmore Arcade comes to mind)and we feel that any promotions would not affect/help our business at all.
- I would only support a longer trial if there was more info forthcoming on how the program would run.
- I stongly disagree with this levy. I have a small apartment that will not in any way benefit from activities that this levy will be directed to. The levy will only add to the costs involved in this already unprofitable investment--any increase in rental passed on to tenants will only reduce occupancy . I further believe that this increase in rates will become a permanent event and be increased no matter what is proposed / promised at this time
- It is impossible to support a levy without knowing how the money collected is to be used. I am totally against TV campaigns that don't give real incentive for visitors to come or people to relocate to the area.
- We are unable to see how this levy would have any benefit to us. We are a small sand quarry operation, which pays already high taxes and levies to various levels of Government. We strongly oppose any additional cost to our business.
- I do not believe that "business promotion and development" is effective
Promotion is best done by protecting and enhancing the attributes of Ballina, and other activities such as supporting distinctive community events
- Unfortunately I cannot see our business gaining from the levy.
We cannot pass on the levy to our tenants.
Is the council going to pass on the tenancies under their control?
There would be members of the Chamber who pay substantial memberships that will be hit twice due to their large commercial footprint; is that fair and equitable?
I can see many business in tourism, retail and restaurants benefiting from such a scheme.
Is there not a more equitable way; say spread the load over the whole community, smaller percentage, smaller load on business and some benefit to everyone?
- As property owners we will not benefit at all. Our tenants are importers and wholesale distributors, so will not benefit either. Also, we live outside the shire area, so are definately opposed to being hit with a levy which may only assist a few, as many business these days are internet based and not necessarily reliant on the health/growth of the community they exist in.
- Your letter dated 6 November states "we all work together" to grow our economy. Having witnessed how council have treated their tenants in Wigmore Arcade, I don't regard Council as competent to undertake this sort of business and development promotion. Does council have a small business

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

- liaison officer? Council seems to imply that property owners may wish to pass this levy on to tenants; two major issues arise here. 1. small businesses in Ballina are struggling financially and the last thing they need is an extra levy imposed to be spent by "expert marketing consultants". 2. Leases may have one, two, three, five or more years to run and it may not be possible to pass on such a levy until a lease is renewed.
- The letter states there are 1264 properties levied business rates in 2013/14. The signatories, it seems have decided the easiest way to obtain the required funds will be to levy 1200+ businesses and let them sort out who pays etc. Councils website states there are over 4200 registered businesses in the shire. therefore the creators of this idea could reduce this levy to 2.5% payable by these businesses and administered by them and achieve the same total pool of funds.
- To demonstrate how council embraces the concept of working together, let me refresh the committee as to timeframes. Nthrn Star 28 June "New campaign to marketNegotiations to introduce spec. levy...3 traders become "many".
- Over four months later, a letter arrives in the mail that gives us 30 days to comment and stating council will debate our comments in the January meeting as to whether the application to State Govt. will proceed. Does that timeline favour us? Definitely not.
- Also, the November letter is silent on what happens to the calculations if council is successful in applying for any special increment increases in the general rate as it does most years!
- Owners have empty shops & offices and have to offer special deals which include absorbing all outgoing, reduced rents and short term leases. Our rates for the 2013/2014 increased by 9.5% over the 2012/2013 period and electricity for common areas have soared.
64. [view](#)
65. Currently business is very poor for most traders with Lessors paying all outgoing and offering reduced rents on short term leases. No extra costs are required at this time. [view](#)
66. There is no benefit to my business by paying an increased levy - I do not rely on assistance for developing my business in any way - I do not wish to pay for a levy for which I will receive little or no benefit. Contributions ought to come from businesses who stand to benefit directly. [view](#)
67. I am writing as a commercial business owner in the Main Street of ballina.... Owned by Victor and Maria Camillo, Deanna Savage and Sandra Marson. I also need to clarify that the commercial premises that we own is at the end of town that has been left out of any upgrade & beautification that Council has been working on for many years. Also adding that Council does not seem to have any plans for that end of river street now or in the near future. So excuse my frustration and utter dismay at any suggestion of a levy which i see as revenue raising to benefit a select few including council itself. I am of the opinion that a local council should not own any commercial property to start with. Woolworths has only just re-opened and businesses particularly down the main street of town have to get back on their feet. And i am sure that council and the chamber are aware that many businesses shut down whilst the building of woolworths and could not see out the reduction in people around town. For my property and tenants we are appalled that the other end of river st between grant and moon streets is not being considered for upgrade for another 6 years. I have already had a business that was with me for 25 years close down. I would not be interested in any levy until our end of town is upgraded..... and I might add my husbands parents who also own a property down this end... John and Lida savage.... Are against a levy and cannot understand why we have missed out on any upgrades..... Until this is even looked at I am against any revenue raising.... [view](#)
68. Ballina Shire Council needs to look very closely at their business model for Business rate payers. In 2006/7 a 3.7% increase rates levy was introduced across the board of which just 15% was for 'promotion and development'. At the same time Council made a conscious decision to increase income generated from business properties from 10% to 20% of the total rate yield. Now the proposal is for a further 8%. Exactly how much of the burden of running and promoting this Shire do you expect the business community to pay, on top of our own existing business marketing activities? [view](#)
69. This whole proposal approved in Council on 27 June 2013 as '10.9 Town Centre Management - Options - Delivery Program - Tourism' Like Topsy, it has grown out of all proportion with no clear goal as to what is to be achieved. To satisfy all the diverse business needs, not just the Ballina CBD, it will become fragmented and ineffective. [view](#)
70. The Shire's rate payers currently contribute \$750,000 to run the tourism department; a figure far far higher than any of our neighbouring Shires, yet the demand is for 'more'. Council needs to consider the existing spend to work out if it is effective before demanding more funds from the business community. [view](#)
71. I need to know what the money will be spent on before being prepared to pay for something that will become a consultants windfall. I am not prepared to waste money on useless promotions. [view](#)
72. I can not commit to more rates without knowing specifically how they will be spent [view](#)
73. I need to know exactly what the money will be spent on before committing. [view](#)
74. As owners of an industrial property, any increases we incur will be passed on to the tenant through increased rent. [view](#)
75. It will not benefit us at all and we are opposed to any increase. [view](#)
76. The Richmond River Cane Growers Association do not support the levy. The Association does not require additional marketing to grow its business or better serve its members. [view](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

74. Continued consultation with ratepayers would be appreciated to allow new issues/ideas to be raised and considered at any time. [view](#)
- Our tenants have been struggling to stay afloat since the downturn and we have had to reduce rents to help.
75. From our side, we already pay high rates and land tax and with other expenses are making little or no profit. [view](#)
- I doubt that the levy will in any way help our tenants with their problems and will only add to our already high overheads. There is no way of course that we would ever consider asking our tenants to pay for this increase.
76. The property is for personal use only, therefore a levy is unfair. [view](#)
- I don,t believe council promoting private businesses is a function for local government. Business promotion should be a function of business management, good or bad.

ClassApps.com ©2008
SelectSurveyASP Advanced v8.4.0

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013



Survey Results -- Details

[Results Overview](#)

Ballina Shire Business Levy - Tenant Survey 2013

Respondents: 39 Status: Open
 Launched Date: 06/11/2013 Closed Date: N/A

11. Do you wish to add any additional comments?

Full Response

- As a rate payer owning a rental apartment in Lennox Head I find that it is totally un-reasonable to place another impost on the owners. We already pay the management at Lennox Beach Resort an amount for marketing and with the low returns that have previously been experienced with the downturn in tourism this proposed additional charge does not sit well with us at all. I also note that in the example flyer it does not mention anything about holiday rental properties. Do you intend promoting this segment of the market in Lennox Head? We for one strongly object to paying any more, our rates have increased substantially and certainly not in line with our returns. If the levy is approved I will want to see that our area of business gets the relevant exposure it deserves for the contribution made! In closing I believe that \$280,000 will be a total waste of money, what do you believe you will get for this amount? has anyone even considered a business case? has anyone looked at budgets, you say that it will be carefully planned if so then we as a contributor need to see the information, if not how can anyone put together such a proposal with out looking at the costs associated with this! it's like the NBN the "carts before the horse"!

[view](#)
- I strongly oppose any extra cost to any business, take a walk through ballina and look at all the empty shops etc, they are not empty because business has been good over the last couple of years. I believe the council should be encouraging businesses to come to the area with incentives not levies.

2. If like you say, the levy is for "marketing campaigns etc surly ALL resident of the Ballina shire would benefit, in which case put 1% on top of every bodies rates not just the poor business owners Please please give us struggling small businesses a break.
 PS this survey and the letter sent give me a feeling that this is already a done deal, lets hope not!

[view](#)
- Council has little idea about business, and if the Chambers of Commerce support this proposal, then they too have little idea of business. we already promote our business through advertising and promotion. we do it effectively - there is NO WAY this proposed panel can do a better job. If Council thinks this is such a good proposal, it should fund it and trial it and take the risk. then come back to us with the results.

[view](#)
- As a small business we are struggling to survive and believe this levy would be the last nail in the coffin. I don't believe the chambers have provided enough information on what this money will be used for.

[view](#)
- Another rate & levy is hardly what we need in this shire, when all the shops & business are already closing. Why make it harder for us.

[view](#)
- I am an owner of the above mentioned business and not sure if this page is the correct one to fill in, but if it is I would like to suggest that council or the chamber of commerce clearly demonstrates that (and how) the intended levy will benefit everyone and not just those who have the resources to pay someone or have the time to be part of any decision making panel. It could be that small businesses could potentially finance an advertising campaign for the larger ones seeing they usually have the resources at hand to promote their own existence on any panel .Unless this question is not sufficiently answered I will not agree to any levy imposed on business

[view](#)
- can the landlord make you pay this increase???

7. your survey has made me answer question 6 before it lets you move on - I do not agree with any increase in rates for any period of time. but there is not an option for this.

[view](#)
- The idea of levying local businesses for some ???third party to spend on promoting the local business is RIDICULOUS. Small businesses have more than enough financial challenges in the current economic climate then to be faced with some bureaucrat's brainwave of adding an additional impost. The proposed levy will be passed on by EVERY landlord to their tenants so it will be up to the struggling business to find the funds to meet these payments. I am vehemently apposed to the raising of such levy.

[view](#)
9. Before any decision is made to proceed further we feel that much closer consultation with all business owners is imperative, not just the property owners. The business owners are the ones who will ultimately pay the levy & it is in their interest that levy is being considered. So why aren't we being consulted in this matter more so than the "landlords". Even the landlords we have spoken to find this levy "tough" & who can blame them given the number of empty shops & number of businesses closing their doors.

[view](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

- Now is not the time to spend, now is the time to weather the storm .Please do not go forward with this proposal without greater consultation of those who are to benefit & who will ultimately pay for it.
- The lack of community consultation is appalling. My local chamber, AWCC, has not communicated with me at all and I'm a member. Most Alstonville businesses wouldn't even know this levy is being proposed, especially if they are tenants and their landlord hasn't passed on the information. I can't believe the way this levy has been rushed through. It won't help my busines or any of my clients businesses as it will be solely focussed on tourism. We aren't all in the tourism industry so why do we have to pay this as well??? Council should be ashamed of itself.
10. [view](#)
11. Would like to see the marketing represent the areas better, there are not elderly or families represented it has mostly younger people which doesn't sure our area. [view](#)
12. Being a Co-operative managed by a board of directors for members only we do not require business promotion and development. We are a non for profit organisation, we should be exempt from this levy. [view](#)
13. I FEEL THAT IMPOSING A LEVY WOULD BE UNFAIR AND SHOULD BE ON A USER.PAYS SYSTEM. IT WILL BE EXTREMELY DIFFICULT TO IMPLEMENT SUCH A PROGRAMME TO BENEFIT EVERY SINGLE BUSINESS THAT WOULD BE PAYING A COMPULSORY LEVY. IT WOULD MEAN THAT SOME BUSINESSES WOULD BE PAYING THE LEVY TO SUPPORT OTHER BUSINESSES'S PROMOTIONS. CONSIDERING THERE IS A DIVERSE CATEGORY OF BUSINESSES IN EACH AREA IT WOULD BE EXTREMELY DIFFICULT TO IMPLEMENT FAIRLY. [view](#)
14. It was my initial understanding that responsibility for decision making and fund allocation would be centralised across the region, however it has recently been drawn to my attention that current thinking is each chamber of commerce would be responsible for the allocation of the proportion of funds relevant to the number of businesses in their respective areas. Given that the funds are likely to be used to promote tourism generally more than support for promoting sectors of the business community, it is difficult to quantify how a small business which will need to pay a levy through their lease will benefit from the added financial impost. The region overall will benefit from greater promotion and exposure, and this will trickle down to small business ... however it might be that those businesses who are likely to benefit the most eg accommodation, restaurants etc could reasonably be requested to carry a larger component of the levy. [view](#)
15. Another levy will add to our existing financial drain with increases to ALL rates and charges, costs of purchasing stock to keep on the shelf, as well as increases to wages, super, power, gas, water and the list goes on! We might as well shut our doors as we cannot work any longer hours to keep our business in the green!!!! [view](#)
16. As a tenant we understand that council has to attract & promote new business to the shire as this will ultimately have benefits for existing tenants like us who service the wholesale market (shops, cafes etc). However for business owners and tenants working on shrinking margins, 8% is too prohibitive and another cost that needs to be absorbed. Council, if successful with the imposing of this rate or any revised levy rate will need to ensure there is tangible and timely payback for the investment made by businesses. [view](#)
17. WHY ARE YOU INCREASING THE COST TO SMALL BUSINESS AFTER THE ECONOMIC CLIMATE CONDITIONS MOST BUSINESSES HAVE SUFFERED IN THE PAST TWO YEARS. WHY DO YOU NOT GIVE THEM TIME TO RECOVER INSTEAD OF INCREASING THEIR COSTS? [view](#)
18. we will run our own business without the help of others. [view](#)
19. This is a load of shit. Our business spends \$3000 a month on advertising. Russelton Industrial estate doesn't even have a sign saying who is in the estate. It is ridiculous that we are being made pay a levee to a council or anyone who doesn't give a dam about business' in Alstonville. I refuse to be made pay a levee when I advertise myself. I ticked 3 years in Q6 only because it wouldn't register without it. [view](#)
20. Would trust that money trail is transparent and in the sustainable interests of the businesses through robust business case modelling. [view](#)
21. As to my personal position, all my sales over the years have been Australia wide and International. Is it fair that money should be garnisheed from me to prop up other businesses? I have been bringing wealth into this area since 1991 and now you want penalise me?
I think you should be first setting this shire up to make it easy and economical to shop locally (eg: car parking and lower infrastructure costs). I think you have the cart before the horse. Also I think you should give thought to the economic timing of this proposal. In tough economic times an effort should be made to lower costs not increase the size of bureaucracy. [view](#)
22. I have run a successful business for over 30 years and have even tried to set up such an idea within my own industry. It failed!!!! If you are at all interested please ring me on 02 66860277 or 0417 860277 I can give you a whole raft of reasons why this idea will fail to have the desired effect.
In the interest of fair play I think very least you could do is extend the conciliatory process until at the very least the end of February. That is considering that the link to the survey has only just come into operation and the rate payers have had no time to express their thoughts. [view](#)
23. we do not agree with this levy , as we do not have any local businesses purchasing from us , we are importers and distributors . We are a small business and it is hard enough to make ends meet in this economy as it is . [view](#)

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013

worldwide this levy scheme is usually directed at tourist based industry only or those directly benefiting. Often proponents of the scheme are those not risking property or livelihood. Needs full disclosure, costs where money going, declared interests. There is no plan as yet. What percent of the levy is actually being returned, how much on admin, this needs to be declared before levy implemented. FULL DISCLOSURE, an assurance also the spending will not be inequitable between the 3 business centres. My understanding is a general rate increase of 4% plus the 8% levy means a 12% slog to the property owner, this flows on to tenant. Many business will not benefit at all from this scheme, not even from existing residents so for them the return to their business from increase supposed, will be zero and levy an economic burden for no gain. Again, world wide research I could find no glowing reports on how these schemes benefit the business person or the regions in general, it seems to be a ditch attempt to generate money on the hope it returns extra visitors. That return has to be significant for any benefit to apply. At the very maximum it should only be considered for those that stand to benefit directly from increased tourist traffic. On Australian community scrapped it before implementing as they realised it wouldn't work. Maybe a tourist association with voluntary membership would be more worthy of consideration. If the people proposing this feel it will work please provide the EVIDENCE from other communities that it has. This is the world of evidence based decisions. Where is it? That evidence has to be hard core facts, not words. Given the apparent lack of that where then does the proponents prove to us this will work. Evidence, Evidence, Evidence

24. Probably the best incentives that could be offered to local businesses is to encourage our wealthy asset rich council to reduce rentals on its properties for a set period of time so that new businesses can get established. For a vibrant CBD we need an eclectic array of businesses and to attract that there has to be incentives other than advertising. [VIEW](#)
25. There has been little consultation with businesses in regards to this levy and no actual business plan detailed to work out if this is a viable option to consider. From what we see, this is nothing more than another money grab by the council and a form rate raising. A more detailed plan as to what the money is for and how it is proposed to be spent is required. [VIEW](#)
26. SMALL BUSINESS IS ALREADY STRUGGLING IN THE CURRENT ECONOMY, AND INCREASED RATES WILL PUT MORE PRESSURE ON. ALREADY, 25% OF SHOPS IN OUR CENTRE ARE VACANT (AND THIS IS COMPARATIVELY GOOD COMPARED TO THE LAST 3 YEARS) - A FURTHER LEVY WILL ALSO DETER NEW BUSINESS FROM OPENING. IN THE PAST, THE COC HAS BEEN BIASED AND LED BY PEOPLE SIMPLY THERE TO PROMOTE THEIR OWN BUSINESS - IT SEEMS THAT THIS PLAN WILL POTENTIATE THE PROBLEM AS THEY WILL BE GIVEN MORE FUNDS TO USE AT THEIR DISCRETION. [VIEW](#)
27. What are you thinking Ballina council, how many more barriers to doing business in the local area, do you wish to put up. Find a cow and milk it, not the local business owners. [VIEW](#)
28. While I do agree with a business levy in principle. Until crystal clear guidelines as to how it will be spent are produced and laid out in writing I strongly disagree with asking for approval to charge a levy. [VIEW](#)

ClassApps.com ©2008
SelectSurveyASP Advanced v8.4.0

<http://www.ballina.nsw.gov.au/surveys/ResultsText.asp?DisplayHeader=Yes&ItemID...> 23/12/2013



Paul Hickey
 General Manager
 Ballina Shire Council
 PO Box 450
 BALLINA NSW 2478



Dear Paul,

SUBJECT: BALLINA SHIRE PROMOTION AND DEVELOPMENT - BUSINESS RATE LEVY - YOUR REF: 1348

I refer to your letter dated 8 July 2013 advising at the June 2013 ordinary meeting of Council it was resolved to provide \$50,000 in funding in 2013/14 to assist with business promotion activities and secondly to pursue a proposal to introduce a Business Rate Levy (BRL) in 2014/15 to generate promotion funds on an on-going basis.

I am pleased to advise the AWCC remains committed to the BRL concept for the reasons outlined below:

In coming to this decision we have taken into consideration the finding and recommendations contained in the Jenny Rand and Associates Report (2002) and the Business Options, Opportunities and Sustainability Toolkit (BOOST Report 2008).

That the BRL funding initiative should be considered part of the 'bigger picture' and overall commitment by all levels of Government in partnership with industry to assist and support the 2,000 small businesses throughout Australia who in a difficult economic climate employ 7 million people. For example, the NSW Business Chamber "Small Business - Too Big to Ignore" campaign; Buy Local Project and Small Business Friendly Council Accreditation Program.

In addition, Destination NSW, together with the NSW Government has developed a plan to focus on rebuilding the NSW economy. Growth in the visitor economy has been identified as a vital component necessary to achieve this particularly in regional NSW. A Regional Visitor Economy Funding Program has been established to provide investment into the regional visitor economy with the ambitious aim to double overnight visitor expenditure by 2020. In terms of the Ballina Shire 29% of businesses directly depend on the visitor economy. (BOOST Report 2008)

AWCC held 2 general meetings (5/11 attendance 30 & 4/12 attendance 40) open to non-members and the public in order to determine the level of support for a Shire wide levy to raise funds for additional business promotion and development activities. While we acknowledge there were some concerns raised about how the funds will be expended we did not hear a compelling reason why the business community should not support the BRL.

We also support the proposed 3-5 years duration and governance arrangements. From our experience as a small local Chamber the perceived level of responsibility, accountability and

PO Box 697 Alstonville NSW 2477 email: info@alstonvillawollongbar.com.au Phone: 0458 445 569
 ABN: 93 230 596 458 Incorporation: INC9690617

work load associated with the BRL presented a disincentive for members to join the 2013 Chamber Executive.

Therefore, our preferred option is for funds to be held in a council trust with all expenditure on business promotion and development approved by a panel consisting of representatives from the business community with council having a minority position on the panel. Our expectation is for some pre-planning to occur in the form of a business/marketing plan developed by the BRL panel in consultation with the business community that is equitable and transparent with clearly defined milestones and measurable outcomes.

As a local Chamber of Commerce we strive to serve the greater good of the whole community by bringing people and resources together to create value that no single individual can create alone. Our goal is purpose maximisation and the BRL is considered the catalyst rather than the objective for connecting the business community on the plateau.

We feel the potential social and economic benefits of the BRL for the business community far out ways the risks and it would be a lost opportunity for the business community not to proceed.

Yours sincerely,



Peter Mehan
President
Alstonville Wollongbar Chamber of Commerce
12 December 2013

Sandra Bailey

From: Paul Hickey
Sent: Tuesday, 10 December 2013 12:49 PM
To: Sandra Bailey
Subject: FW: Proposed Ballina Shire Business Levy

From: president@lennoxchamber.com.au [mailto:president@lennoxchamber.com.au]
Sent: Tuesday, 10 December 2013 12:48 PM
To: Paul Button President
Subject: Proposed Ballina Shire Business Levy

Good afternoon,

You are receiving this email because you took the time to email us, phone us or attend our consultation regarding the proposed 8% Special Rate Levy on Ballina Shire Businesses.

We have considered your feedback, including emails and letters from local businesses, outcomes of a public consultation meeting on the 27th November and many informal conversations with business owners. Property owners and some tenants have also completed an online feedback survey regarding the levy, issued by Ballina Shire Council. We would like to thank those who took the time provide their feedback.

While we can see the potential benefits of the proposed business levy, it is clear that there is currently insufficient support for the initiative by businesses in Lennox Head. The main reasons provided were that business owners wanted the freedom to continue investing in marketing and development activities on an individual basis. There was also a lack of trust in the funds being administered by Ballina Shire Council and a feeling that not all business types would benefit from the initiative.

Based on this feedback, the Lennox Head Chamber of Commerce will advocate to be excluded from the proposed levy.

We acknowledge that while there is insufficient support for the levy in Lennox Head, the case may be different in other areas of the Ballina Shire where there is a greater need for economic development initiatives. We encourage businesses in other parts of the Ballina Shire to provide their feedback directly to their local Chamber of Commerce on the issue of the business levy.

We would also like to remind you that the Chamber's only revenue comes from its membership fees - **which are just \$132 per year, which is less than \$3 per week.** This small investment allows the volunteer committee to organise a range of activities to support local businesses, including events such as the Love Lennox Carnival, workshops, and 18 networking events every year.

We will soon be launching our 2014 membership drive, so we ask that you strongly consider re-joining or becoming a new member of the Chamber of Commerce. You can join online now at our website, www.lennoxchamber.com.au, and we will issue you an invoice in January. The more members we have, the more we can do to support our local business community!

If you have any further enquiries about the business levy, or the process we took to arrive at our decision, please do not hesitate to contact me on 0488247887 or president@lennoxchamber.com.au

Yours Sincerely,

Kiri Dicker
President
Lennox Head Chamber of Commerce
Ph: 0488247887
Email: president@lennoxchamber.com.au

Sandra Bailey

From: Paul Hickey
Sent: Tuesday, 10 December 2013 1:12 PM
To: Sandra Bailey
Subject: FW: Business Levy

From: president@lennoxchamber.com.au [mailto:president@lennoxchamber.com.au]
Sent: Tuesday, 10 December 2013 1:01 PM
To: Paul Hickey; Ballina Chamber of Commerce and Industry; info@alstonvillewollongbar.com.au; Caroline Klose; David Wright External; peterc@ProfessionalsBallina.com.au
Subject: Business Levy

Good Afternoon All,

Some of you may or may not have received the correspondence I sent out to our members this afternoon regarding the Special Rate Levy.

We consulted our members extensively on this issue and could not find anyone willing to publicly support the initiative and several key members of the business community totally opposed to it.

We discussed it at our committee meeting last night and despite my efforts to 'sell' the initiative to the committee, the opinion of the committee was that she should not support it.

Unfortunately the timing of this decision comes at a time when we are trying to attract new members to the Chamber. We are also still in the process of rebuilding relationships that have been strained in the past. I feel like had we have supported a largely unpopular initiative like this at this time, we would have risked loosing existing members (several threatened not to re-join) and dissuade new members from joining. Since we have such a small annual income, totally derived from membership fees, this would have really jeopardised our plans for 2014.

For what it is worth, I believe it initiative well designed to take into account the lessons learned from previous towns and cities and to put maximum control in the hands of local Chambers of Commerce. I hope you are more successful than me in convincing your members of its benefits.

Please let me know if you have any questions on our position. I'll circulate a similar email to all Councillors prior to the January meeting.

Thanks

Kiri Dicker
President
Lennox Head Chamber of Commerce
Ph: 0488247887
Email: president@lennoxchamber.com.au



BUSINESS NAME: TONIC HAIR BODY BEAUTY

DATE: 10.12.2013.

Dear Nadia,

RE: **PROPOSED ORDINARY BUSINESS RATE LEVY**

Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,

D. Campbell *E. Suffolk*



BUSINESS NAME: dazzle designers

DATE: 13.12.13

Dear Nadia,

RE: PROPOSED ORDINARY BUSINESS RATE LEVY

Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,

A handwritten signature in black ink is written over a horizontal line.

J & M KEANE
CONCRETE REPAIR & WATERPROOFING

- Waterproofing
 - Concrete Repolishing & Grinding
 - Surface Preparation
 - Epoxy Coatings
- Lic No 66687

PHONE JIM

M: 0418 633 502 . F: 6686 0952 . H: 6686 0174

BUSINESS NAME: J & M KEANE CONCRETE REPAIR & WATERPROOFING

DATE: 6.12.13.

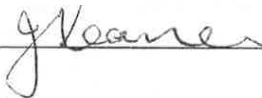
Dear Nadia,

RE: PROPOSED ORDINARY BUSINESS RATE LEVY

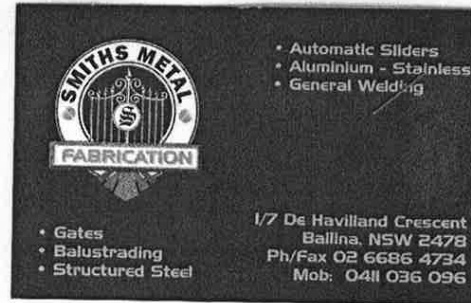
Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,



Staple business card to top.



BUSINESS NAME: SMITHS METAL FABRICATION

DATE: 13/12/13

Dear Nadia,

RE: PROPOSED ORDINARY BUSINESS RATE LEVY

Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,



PO Box 5111
Ballina NSW 2478

Chris: 0413 997 888
Dick: 0408 661 343

BUSINESS NAME: BALLINA CONCRETE PUMPING

DATE: 3/12/13

Dear Nadia,

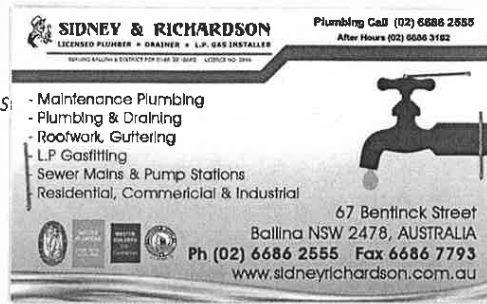
RE: **PROPOSED ORDINARY BUSINESS RATE LEVY**

Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,

NARELLE BESSELUNG



BUSINESS NAME: FREE FLO AIRDUCTS PTY LTD (OWNERS)

Also owners of SIDNEY + RICHARDSON

DATE: 5-12-13

Dear Nadia,

RE: PROPOSED ORDINARY BUSINESS RATE LEVY

Can you please convey to Paul Hickey from Ballina Shire Council our support and acceptance of the shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Kind Regards,

Richardson

 Peter Richardson.

PS NADIA:

*council only Having a Minorities Position on
 the Panel. But 1) NO VOTE
 2) NO CASTING VOTE.*

STACKS // THE LAW FIRM

our reference: Nathan Luke
your reference:

52 Tamar Street
PO Box 1459
Ballina NSW 2478
T 02 6681 6699
F 02 6681 6244
www.stacklaw.com.au/ballina

5 December 2013

Ballina Chamber of Commerce & Industry
PO Box 444
BALLINA NSW 2478

EMPLOYMENT LAW
WORKPLACE LAW
COMPENSATION LAW
CONVEYANCING
PROPERTY LAW
COMMERCIAL LAW
INSOLVENCY
FAMILY LAW
LITIGATION
WILLS & ESTATES

BY EMAIL ONLY

Dear Nadia,

RE: PROPOSED ORDINARY BUSINESS RATE LEVY

Can you please convey to Paul Hickey from Ballina Shire Council our very strong support and acceptance of the Shire-wide proposed ordinary business rate levy of 8%.

We agree with the concept and are pleased to contribute to business development programs and additional business promotion.

Such a levy will be a powerful tool for the local business community and enable it to carry out tasks and activities focussed on commerce and industry.

Such levies are implemented in many commercially successful towns. I have personal knowledge of the similar fund that has existed in Port Macquarie for a number of decades. It has been instrumental and a very major factor in the commercial success of that town.

Yours faithfully



NATHAN LUKE

Partner

encl. *Email: nluke@stacklaw.com.au*

BALLINA

Liability limited by a scheme approved under Professional Standards Legislation

STACKS/BALLINA P/L ABN 61 124 246 797

Sandra Bailey

From: Paul Hickey
Sent: Wednesday, 4 December 2013 11:48 AM
To: Sandra Bailey
Subject: FW: Ordinary Business Rate Levy - 8%

From: Ballina Chamber of Commerce and Industry [mailto:info@ballinachamber.com.au]
Sent: Wednesday, 4 December 2013 10:55 AM
To: Paul Hickey
Subject: FW: Ordinary Business Rate Levy - 8%

From: Brett Lacey [mailto:blacey@hwns.com.au]
Sent: Wednesday, 4 December 2013 9:12 AM
To: Ballina Chamber of Commerce and Industry
Subject: RE: Ordinary Business Rate Levy - 8%

Hi Nadia

On behalf of HWNS and Summerland House Farm, I am supportive of this business rate increase, for the promotion purposes you have outlined.

Regards

Brett

Brett Lacey
Executive General Manager Businesses

House with No Steps

Alstonville Office
PO Box 9 Alstonville NSW 2477
tel 02 6628 0610 **fax** 02 6628 3718
mob 0409 458 774 **email** blacey@hwns.com.au

[facebook](#) | [twitter](#) | [website](#)

Proudly supporting the National Disability Insurance Scheme www.ndis.org.au

This email is intended for the named recipient/s only. It may contain confidential or commercially sensitive information. If you are not the intended recipient you must not reproduce or distribute any part of the email, disclose its contents to any other party, or take any action in reliance on it. If you have received this email in error, please advise the sender by reply email and delete the email from your computer. Please consider the environment before you print this email.

Sandra Bailey

From: Paul Hickey
Sent: Monday, 25 November 2013 6:08 PM
To: Sandra Bailey
Subject: FW: Levy on Business Properties 2014/15 for business promotion & development.


From: Ballina Chamber of Commerce and Industry [<mailto:info@ballinachamber.com.au>]
Sent: Monday, 25 November 2013 6:04 PM
To: Paul Hickey
Cc: Caroline Klose
Subject: FW: Levy on Business Properties 2014/15 for business promotion & development.

From: Coral Campbell [<mailto:dccamp@bigpond.com>]
Sent: Tuesday, 26 November 2013 5:23 PM
To: Ballina Chamber of Commerce and Industry
Subject: Levy on Business Properties 2014/15 for business promotion & development.

In reply to a letter from Ballina Shire Council dated 6th Nov; 2013 regarding the above. I am the owner of 5/216 River Street, Ballina. This group of shops has also been known as Park Mall Plaza. Although, one does not want to pay more for rates etc; than you have to, I can see there could be some merit in the proposal.

For those owners who feel the same as I do, I am sure, they would feel, if possible, that they would like to be informed of how the levy is used, &, if possible, the results. I have tried to bring up the survey for Ballina Shire Council on my computer, & have had no luck in that regard.

Sincerely yours, Coral L Campbell.

BALLINA BRAKE EXHAUST & CLUTCH Specialist Parts & Service Since 1984	
P/L	
 <ul style="list-style-type: none">2005 - Winner MTA State NSW Business Excellence Awards2006 - Winner MTA Regional Business Excellence Awards2006 - Winner MTA Country Member of the Year2008 - Finalist Ballina Business Excellence Awards2012 - Finalist MTA State NSW Awards for Excellence	<small>ACN 080-927-319, ABN 14-080-927-319</small> 313 River Street Ballina NSW 2478 Ph: (02) 6686 5505 Fax: (02) 6686 9098 A/H: 0408 865 505

Rosscoll Pty Ltd

313 River Street

Ballina NSW 2478

22/11/2013

Ballina Chamber of Commerce & Industry

P.O. Box 444

Ballina NSW 2478

Dear Nadia,

Could you please convey to Paul Hickey at Ballina Shire Council, our acceptance of the proposed shire wide levy 8% on the ordinary business rate.

We agree with the concept and are pleased to assist in the business development programs and additional business promotion.

Yours faithfully

Ross & Colleen Trease

P: 02 6686 5505 F: 02 6686 9098 E: admin@ballinabrake.com.au

Ref:1509



Sandra Bailey

From: Nadglen/Dovire - Patricia <nadglen@westnet.com.au>
Sent: Monday, 11 November 2013 7:48 AM
To: Ballina Shire Council
Subject: re levy reply #1509

reply #1509
Property 25 Owens Crescent Alstonville
The levy sounds fine as long as the money is not wasted

Regards
Patricia Kingdom
General Manager

Dovire Pty Ltd T/As
Nadglen Pharmaceutical
Ph: 02 6628 1555
Fax: 02 6628 1918

Email: nadglen@westnet.com.au

The General Manager
Mr. Paul Hickey
Ballina Shire Council
40 Cherry St, Ballina
email: council@ballina.nsw.gov.au

05/12/2013

Dear Sir,

Re; Your reference 1509 – Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons;

Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

Most of our tenants are offices which do not require promotion.

At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would benefit from the promotion would be only too keen to make a voluntary contribution.

Yours Faithfully



Jennifer Kelly

For/

106-108 Tamar St,
11 Grant St,
11-13 Kerr St,
23 Piper Drive,



The General Manager
Mr. Paul Hickey
Ballina Shire Council
40 Cherry St, Ballina
email: council@ballina.nsw.gov.au

05/12/2013

Dear Sir,

Re; Your reference 1509 – Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons;

Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

Most of our tenants are offices which do not require promotion.

At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would benefit from the promotion would be only too keen to make a voluntary contribution.

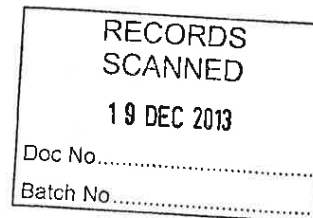
Yours Faithfully



Ricky Brett Kelly

For/

106-108 Tamar St,
11 Grant St,
11-13 Kerr St,
23 Piper Drive,





5 December 2013

Cr David Wright
Mayor of Ballina Shire Council
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

Dear Cr Wright,

RE: BALLINA SHIRE BUSINESS PROMOTION AND DEVELOPMENT

I refer to your letter dated 6 November 2013, in which you were inviting feedback on the proposed Business Promotion and Development Levy.

Business requires flexibility to tailor their investment and marketing dollars to suit their own agendas. When Bunnings commenced the development of the new Ballina Warehouse, we were well aware we were under no obligation to retain the Big Prawn, its demolition having being already approved.

We are delighted with our decision to preserve, relocate and upgrade this icon despite the cost being well in excess of \$250,000.

We feel our contribution to the community through these actions has been significant, provided a boost to the local community and generated renewed interest in the area.

Perhaps a voluntary levy would be more appropriate should businesses wish to participate.

Yours sincerely

A handwritten signature in black ink, appearing to read "Andrew Marks".

Andrew Marks
General Manager - Property
Bunnings Group Limited

Bunnings Group Limited
A.B.N. 28 008 672 179
A member of the Wesfarmers Limited
Group of Companies

16-18 Cato Street
Hawthorn East, Victoria 3122
Locked Bag 3004
Hawthorn Victoria 3122

Telephone : +(61) 3 8831 9777
Facsimile : +(61) 3 8831 9444
Web : www.bunnings.com.au

Sandra Bailey

From: Ballina Golf & Sports Administration <admin@ballinagolfclub.com.au>
Sent: Tuesday, 10 December 2013 3:44 PM
To: Ballina Shire Council
Subject: Ballina Shire Business Promotion and Development - Comment

1509

In reply to the above correspondence.

The Board of Directors of the Ballina Golf & Sports Club have discussed and considered the proposed business development plan.

While seeing the merit in the initiative the Club feels that the financial contribution proposed is excessive. The Ballina Golf & Sports Club currently invests a large amount of money into the marketing and advertising of our facility which we feel already brings visitors to our region.

Our Organisation feels a levy in the vicinity of \$300 would be a suitable contribution for the proposed plan that would not be an excessive imposition.

We trust our feedback is of value and assists in your endeavours.

Regards

Mark Whiting

General Manager

Ballina Golf and Sports Club Limited Jameson Avenue, (PO Box 7057) EAST BALLINA NSW 2478

Phone: (02) 6686 2766 Fax: (02) 6686 3744

Email: admin@ballinagolfclub.com.au

www.ballinagolfclub.com.au

RECORDS
SCANNED
9 - DEC 2013
Doc No.....
Batch No.....

B & E Boyle
34 & 36A Smith Drive
Ballina NSW 2478
Ph. 0427012014

6/12/2013

The General Manager
Ballina Shire Council

Dear Sir

Please find attached a petition regarding the proposed increase of 8% to the business rates for commercial properties in Ballina Shire Council.

The petition contains over one hundred signatures from business owners and commercial property owners in Ballina and Lennox Head opposing the proposed levy.

We have collected these names in a very short amount of time, and only one person that we spoke to was in favour of the proposal.

We hope that this demonstrates the overwhelming majority of business owners in Ballina are opposed to this plan.

Regards



Brian & Liz Boyle

RECEIVED
6 DEC 2013
COUNTER



HOME IMPROVEMENTS

N.S.W BL-42748 QLD BL-24565

17 Sheather St Ballina N.S.W (02)66868789
7 Holland St Goonellabah N.S.W (02)66241531
2/2-4 Amber Drive Sth Tweed N.S.W (07)55247411

4 December 2013

Mr Paul Hickey
The General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

council@ballina.nsw.gov.au

Dear Sir,

Re: Ballina Shire Business Promotion and Promotion Levy

As a business owner in the Ballina Shire it has come to our attention that Ballina Shire Council is considering the introduction of the above mentioned levy and we wish to provide the following feedback in relation to that proposal:

To date our landlord has not provided any information or consulted with us concerning the proposed levy, although our lease would require us to pay such a levy. It was only by chance we received information regarding the proposal yesterday that was within the time frame to provide feedback. We question why the details of the proposal were not delivered direct to each business premises and do not feel that all business tenants will be aware of the proposal or have had the opportunity to comment on the proposal.

We strongly object to the imposition of the above mentioned levy for the following reasons:

- We do not believe such a levy will result in an increase in our business activity either directly or indirectly.
- The levy will benefit those in the retail and hospitality industry.
- Many businesses and local government departments in our shire do not support local businesses engaging contractors, consultants and purchasing outside the Ballina Shire and we therefore find it is at odds with the imposition of such a levy when they themselves do not support local business.
- Concerned that a large part of the proposed levy will be absorbed into administration costs.
- Before such a levy is imposed the type of marketing campaigns and business development projects proposed together with detailed business plans and budgets should be made available for consideration.

10.7 Business Promotion and Development Levy - Consultation.DOC

- Details of the proposed panel to handle the funds should be made available prior to implementation so businesses can truly judge if it is representative of ALL types of business that would be required to contribute to such a levy.
- What assurances will there be for businesses that if introduced the levy percentage will not be increased over time, together with the increase that will naturally occur due to ever increasing rates.
- The Lismore levy is a classic example of a levy that is imposed on all for the benefit of a few with the "Come to Heart Campaign" having a distinctly retail focus and therefore should not be sighted as an example of a successful campaign that benefits all.
- The imposition of such a levy that cannot be passed on to Business tenants due to existing leases that could not have anticipated such a levy creates another disincentive to invest in business properties in the Ballina Shire.
- Unless the Council is contributing to the levy I would question why Council would be entitled to a position on the panel that approves expenditure.

Consequently we do not support the introduction of a Ballina Shire Business Promotion and Development Levy and would appreciate be kept informed of developments relating to such a levy.

Yours faithfully,

Brett Bowman
Director
Nagaur Holdings Pty Ltd

Cc David Wright, Mayor Ballina Shire Council

Reeve Management Pty Ltd (ABN 41-235495947), trading as

fit!



11 Kerr St, Ballina – 02 6681 5580
Fax: 02 947 55 444
email: ballina@sportspower.com.au

5 December 2013

The Manager
Ballina Shire Council
c/o email
Ballina NSW 2478

Dear Sir/Madam

Re: Ballina Shire Business Promotion and Development Levy

Thank you for the opportunity to submit an opinion on the above proposed levy.

Firstly, I whole-heartedly support the concept of Council working with the local Chamber of Commerce and local businesses. The well-being of locally-owned small business is vital to the well-being of the region in general.

However, I do **object to the imposition of a levy.**

1. It needs to be very clear that a levy on property owners is a levy on the tenants. Landlords will simply pass any levy directly onto the business owners, so we cannot be under any illusion that property owners will ultimately pay this levy.
2. I submit that it is not the role of Council to compulsorily collect marketing funds from its community. We are fortunate to live in a democracy founded on freedom and capitalism, where each person stands or falls based on the merits of their own efforts. It is the role of each business to spend funds to promote their own business in the manner that they feel most appropriate, and if those businesses **chose** to participate in a joint promotion, then that should be their choice, not one imposed on them without choice.
3. In support of the above, I draw to your attention the highly-successful marketing campaigns undertaken by Byron United (Byron Bay's Chamber of Commerce) over recent years. This was coordinated by Byron United with voluntary contributions by businesses (and a small contribution by Council). Those who did contribute gained direct benefit, with links on websites, listings in directories and flyers, and invitations to important events. I agree with the concept of promoting the Ballina Shire, but **it should be a voluntary cooperative model**, not one enforced and dictated on all businesses.

...2

4. I also take issue with the zoning of this levy. It makes sense for the businesses of the CBD to group together to jointly promote the CBD, just as the tenants of Ballina Fair jointly promote that location. However, our business, in particular, whilst zoned as part of the CBD, is not practically part of it. **We are a destination business**, akin to bulky goods. Our shoppers come to us as a result of the significant marketing effort and budget which we spend, the vast majority of them driving in their cars and parking in our parks. We DO NOT benefit from the general walk-past traffic that businesses in River Street and Tamar Street do, and we DO NOT benefit from co-location with offices, where staff wander down at lunch-time to buy some shoes. So it is not fair that tenants in our particular area, which are destination businesses, contribute to this levy which will, in the end, be to the benefit of CBD traders.
So if the levy does go ahead, I would implore you to draw the boundaries of the levy based on genuine foot-traffic modelling, rather than an arbitrary zoning line.
5. Further to this point, if the levy does go ahead, it is unreasonable to levy it on businesses which already spend a significant amount of marketing budget. Our business is on local TV nearly every week of the year, mentioning "Ballina" by name and in print on every single ad. I would contend that we are "doing our bit" already, and so would suggest that a levy exemption or reduction\rebate be considered for businesses who can genuinely demonstrate that they are already promoting their business in Ballina, and upon whom a levy would simply be a further, and egregious, impost.
6. As an aside, I would question the strategic benefit of the marketing activity which results from the levy. In the case of Byron United's marketing, it was very specifically aimed at South-East Queensland tourists, to increase visitor numbers to the Shire which benefited all businesses and residents. I infer (from media reports) that the Ballina levy is aimed more at assisting CBD retailers, so is it only CBD property owners who will be levied? Is it a long-term strategic marketing effort, or a short-term sales spike (eg. coordinated "sale weekends"). Who is the target audience, and is it viable to target them (eg. it is fanciful to suggest that we will be able to market to Lismore residents in the hope that they might come down to the Ballina CBD to do their shopping, when there is a strong a compelling shopping offering there). In short, I further object to having a levy imposed when it is not completely clear what the objective and the target market is, and that there is a sound business case.

Thank you again for the opportunity to submit my thoughts. I am certainly not opposed to Council working with local business to promote the region, but I do not believe a compulsory levy is the answer.

I would be happy to provide further input in person or on the phone if requested.

Yours sincerely



James Reeve
Director
0417 788 323

Sandra Bailey

From: Frank Lynch <frank.lynch@bigpond.com>
Sent: Thursday, 5 December 2013 9:24 PM
To: Ballina Shire Council
Subject: Reference 1509 = Ballina Shire Business Promotions and development

The General Manager
Mr Paul Hickey

Dear Paul,

I am writing to oppose the 8% levy on rates as an owner of the following properties.

1. 106 /108 Tamar Street, Ballina
The tenant is North Coast GP Training which is an office used for the training of doctors to manage and train their own practices, for the North and Central Coast. The 8% levy would be of no benefit to this tenant and only an extra cost of doing business.
2. 12 Grant Street, Ballina
The tenant here is Work Cover. This is a government department office and promotion of the CBD is absolutely of no use to them.
3. 11-13 Kerr Street, Ballina
The tenant is Sportpower. This business is already spending an enormous amount of money on advertising and is a bulky goods destination store. This business would not benefit from this levy.
4. 75-77 River Street, Ballina
This tenant, Bank of Queensland, again would not benefit from this levy.

Finally, I believe that this levy should be on a voluntary basis, for businesses who would benefit from it, and particularly for businesses in River St, CBD. A levy that is similar to that of Byron Bay.

I trust you will consider these matters as they relate to these properties.

Regards,

Frank Lynch

The General Manager
Mr. Paul Hickey
Ballina Shire
40 Cherry St Ballina
26/11/2013

Dear Sir,

Re; Your reference 1509- Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons,

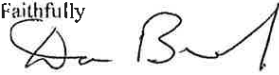
Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

Most of our tenants are offices which do not require promotion.

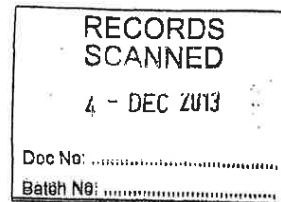
At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would likely benefit from promotion would be only too keen to make a voluntary payment.

Yours Faithfully



DON BECK



The General Manager
Mr. Paul Hickey
Ballina Shire
40 Cherry St Ballina
26/11/2013

Dear Sir,

Re; Your reference 1509- Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons,


Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

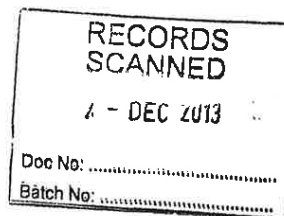
Most of our tenants are offices which do not require promotion.

At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would likely benefit from promotion would be only too keen to make a voluntary payment.

Yours Faithfully


DAVID BECK.



10.7 Business Promotion and Development Levy - Consultation.DOC

Sandra Bailey

From: Betetec Industries Pty Ltd <speakers@aaronhifi.com.au>
Sent: Wednesday, 4 December 2013 9:36 AM
To: Ballina Shire Council
Subject: Ordinary Business Rate Levy - 8%

Attn: Paul Hickey,

Below is an Email I sent to Nardia. I send you a copy as a courtesy.

**Regards,
Hume.**

Dear Nardia,

I can see your intentions are very honourable and you seem to be making every effort to try and help the local businesses.

BUT.... On this occasion I think your idea (all be it with good intentions) may help some of the local retailers but it's overall effect will be negative and unjust.

I note you have referred to the objectors as the vocal minority but I can be quite confident in saying that, in my experience of talking to may local people who are effected with this proposal, the overwhelming majority do not want it, that includes retailers.

You have not consulted properly with the people most effected, the rate payers. Furthermore your link and web site has been down for most of the so called conciliatory process.

As to my personal position, all my sales over the years have been Australia wide and International. Is it fair that money should be garnisheed from me to prop up other businesses? I have been bringing wealth into this area since 1991 and now you want penalise me?

I think you should be first setting this shire up to make it easy and economical to shop locally (eg: car parking and lower infrastructure costs). I think you have the cart before the horse. Also I think you should give thought to the economic timing of this proposal. In tough economic times an effort should be made to lower costs not increase the size of bureaucracy.

I have run a successful business for over 30 years and have even tried to set up such an idea within my own industry. It failed!!!!!! If you are at all interested please ring me on 02 66860277 or 0417 860277 I can give you a whole raft of reasons why this idea will fail to have the desired effect.

In parting I know you have you mind set at present but in the interest of fair play I think given what I have stated above the very least you could do is extend the conciliatory process until at the very least the end of February.

Yours Sincerely
Hume L'Estrange.



A A R O N
LOUDSPEAKERS

17 De Havilland Cr
Ballina NSW 2478
☎ 02 66860277
🌐 www.aaronhifi.com
✉ Speakers@aaronhifi.com.au

Sandra Bailey

From: Paola Rickard <paolarickard@gmail.com>
Sent: Tuesday, 3 December 2013 4:31 PM
To: Ballina Shire Council
Subject: Feedback: Ballina Shire Business Promotion & Development

RE: Ballina Shire Business Promotion & Development

To whom it may concern,

I am writing on behalf of the South Ballina Sand Quarry (SBSQ) owners (260 South Ballina Beach Rd Keith Hall).

SBSQ have received correspondence from Council re a proposed additional levy for business promotions. **SBSQ strongly disagree with this additional levy and will not support it.**

SBSQ are unable to see how such levy would be of any benefit to the promotion of their business, as it is a small sand quarry operation, which already pays high taxes and levies to various levels of Government.

SBSQ will strongly oppose any additional cost to their business.

Kind regards,
Paola Rickard on behalf of the South Ballina Sand Quarry owners

PS: we have also compiled the on-line survey



Paola Rickard
Project Manager - Senior Environmental Planner
Managing Partner
Land & Fire Assessments Pty Ltd
Mob. 0427 809 352
Email: paolarickard@gmail.com
Web: www.landandfireassessments.com.au

Sandra Bailey

From: Brian Boyle <brian@gemcuts.com.au>
Sent: Tuesday, 12 November 2013 9:48 AM
To: Ballina Shire Council; info@ballinachamber.com.au
Subject: Ref 1509, Business Rate Increase

Dear Sir

We object in the strongest possible terms to the proposed increase of 8% to the business rates we are paying for our property.

We will not receive any benefit from this type of promotional levy as we are not a Main Street business and do not rely on passing traffic.

If there is any levy it should only apply to those businesses that will receive a possible return from advertising. This would be better achieved by the Chambers levying their members and/or asking for voluntary contributions.

Our rates are already extremely high and we receive very little in return from the Council for what we pay.

Our road (Smith Drive, West Ballina) is a potholed mess with no curb and guttering, no street lighting, poor signage and receives only minimal maintenance from the Council. Sections of the road are in urgent need of resurfacing and the drainage is woeful in wet weather.

Perhaps the Council should consider providing basic infrastructure before wasting our money on this type misadventure.

We are so strongly against this levy that if we are charged for it we would seek legal advice about our requirement to pay it.

Regards

Brian & Liz Boyle
34 Smith Drive
West Ballina
NSW 2478
Ph 0427012014

2.12.13.

DEAR COUNCIL,

I AM WRITING IN REGARDS
TO THE LETTER YOU SENT TO ALL
OWNERS OF COMMERCIAL PROPERTY
IN THE BALLINA SHIRE.

I DO NOT SUPPORT THE
INTRODUCTION OF A LEVY.

AND

I DO NOT HAVE A COMPUTER.

RECORDS
SCANNED
3 - DEC 2013
Doc No.....
Batch No.....

D. C. HOLT PTY LTD,
16 LAKEVIEW CIRC
EAST BALLINA 2478
NSW.

Dianne Holt.

QUOTE 1509.

Ballina Shire Council,

Your Ref.1509

I write to tell you how appalled I am at your proposal to impose a levy on businesses in the Ballina Shire to promote business and development.

To even think that you can promote and advertise my property to my benefit better than I currently do belies belief. Council's track record in business management and promotion is well documented with Wigmore Arcade a mess, Pelican 181 unlet for over 12 months and an industrial estate for sale but with no signs indicating just that.

I promote my business through targeted advertising in the Yellow Pages and promote and advertise on line. I pay professionals to mow lawns and clean the premises and have attractive signs to promote the business to the public.

We have had a 100% occupancy rate for at least the last 10 years and nothing you can do will improve that.

I do not want you to give the Chamber of Commerce \$50,000 of ratepayer's money. The Chamber operates for the benefit of its members and should be separate to Council. If I see a benefit to me by joining the Chamber then I will make that decision. I do not want you to make it for me nor do I think that the general ratepayers should contribute via the \$50,000. Your treatment of ratepayers money again tells me that you have no understanding of what it is that we want from Council.

I don't want any part of this proposal. As I previously stated, I will make my own decisions on how to allocate my advertising and promotional funds and decide whether I join the Chamber of Commerce.

If you are determined to arbitrarily impose the 8% rate rise, it should only go onto those businesses that have some chance of gaining a benefit. That is, the businesses in the CBD and shopping mall areas. To impose it (the rate rise) on businesses that already do their own promotion effectively is appalling.

Yours sincerely,

R.J. Maiden

Verway Pty.Ltd.

Sandra Bailey

From: Margery Fitzgerald <margeryfitzgerald@gmail.com>
Sent: Monday, 2 December 2013 4:13 PM
To: Ballina Shire Council
Cc: info@ballinachamber.com.au
Subject: proposed levy/attention Paul Hickey

Good Afternoon Paul,

Re: Ballina Shire Business Promotion and Development notice of 6th November 2013.
I have read the correspondence with interest and advise of my objection to the proposal.
My industrial property at 43 Piper Drive Ballina currently pays \$6000.00 per annum in council rates.

This proposed levy for promotional purpose is advertising ,which in consultation with the other business owners at my property agree that should be done at a business owners discretion and need.

We are also unanimous that this promotion would have little if no effect on increasing our business activity.

John Fitzgerald

The General Manager
Mr. Paul Hickey
Ballina Shire Council
40 Cherry St, Ballina
email: council@ballina.nsw.gov.au

02/12/2013

Dear Sir,

Re; Your reference 1509 – Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons;

Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

Most of our tenants are offices which do not require promotion.

At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would benefit from the promotion would be only too keen to make a voluntary contribution.

Yours Faithfully

Tracey Hunting

For/

106-108 Tamar St,
11 Grant St,
11-13 Kerr St,
23 Piper Drive,



Avondale
Alstonville
Wye Point
Jewells
LIFESTYLE COMMUNITIES

28/11/2013

Paul Hickey
General Manager
Ballina Shire Council
Po box 450
Ballins, NSW. 2478

RECORDS
SCANNED
2 - DEC 2013
Doc No.....
Batch No.....

Dear Paul,

Re: Ballina Shire Business Promotion and Development

Thank you for the opportunity to make comment on the concept of a proposed 8% shire wide business property owner's levy to raise funds to undertake "additional business promotion and development activities".

As a rather different and unique 'industry' to most of those in what I assume would be your target group, we being a Retirement Village and Aged Care Facility don't believe, that the type of promotion you would be undertaking would be of any benefit for us, yet we would be a main contributor to any levy imposed. We have a very specialized, relatively small target group and as such we need to tailor our marketing in a way that portrays a specific message to a specific group. Marketing already imposes a substantial fiscal impost on us in an industry where we are being expected to do more at an ever increasing level on an ever reducing budget.

Council rates and charges already represent a very substantial part of our budget oncost with the total organisations land rate component for the current billing period, in excess of \$50,000. An expected 3% increase for next year is viewed with concern, however, and additional possible 8% increase is viewed with absolute alarm at best and as a potential disaster at worst.

The following comments are made as a result of close and frequent dialogue with suppliers, sub-contractors and businesses within the Ballina Shire and beyond.

The absolute majority of comments from a whole gamete of businesses is negative on two broad subjects:

1. Ever increasing on-costs, with regards Federal, State and Local Government charges; and
2. The ever continuing reduction in net income with many business owners commenting that they are in reality, actually working with an ever increasing net loss and that they don't know how much longer they can continue.

Surely one easy but obvious indication of the state of any economy is the number of vacant shops in the Ballina and Alstonville CBD.

If your example in your correspondence, that of Lismore in the Northern Rivers, who has had a special rate levy in place for 16 years is designed to engender enthusiasm for the extension of the scheme to the Ballina Shire, then let me assure you that it does not do what you have intended.

If you want to see a struggling, dare I say a 'dying' CBD environment just do a count of the empty shops around the main CBD block of Lismore. This must indicate the financial viability of small to medium business in Lismore.

This surely begs the question, what has the collection of a very large sum of money over a substantial time period done for the area?



Owned and managed by

ADVENTIST
SENIOR LIVING NSW

Alstonville Lifestyle Community

77 Pearces Creek Road, Alstonville NSW 2477

P: 02 6628 1944 | F: 02 6628 3634 | E: info@adventistseniorliving.com.au

www.adventistseniorliving.com.au | ABN. 51 104 269 221

10.7 Business Promotion and Development Levy - Consultation.DOC

I am somewhat up to date with the business situation in Lismore in as much, as my wife and I ran a business there for over 13 years.

I do not want to be unkind when I say that it may well be that councils needs to get a more accurate feel for how businesses in their areas are travelling (suffering). Most businesses I know personally would think that, to put it in the vernacular, 'Christmas had come', if they could get even a 3% increase in income each year as councils all over Australia do and many get an even higher percentage than this.

I believe, it is entirely probable, that if you implement the suggested 8% rate increase as you are proposing, you will single handed be responsible for a significant number of Ballina Shire businesses closing their doors with the resultant loss of employee jobs and the reduction in rate income to the Council.

I also note that in your correspondence you propose that the levy would remain in place for a maximum period of five years and then would be the subject of further consultation with business property owners. Unfortunately based on political history, the last example that of Premier Carr's 3 by 3 levy I do not share your confidence.

In short, on behalf of my organisation, **WE DO NOT** support the implementation of an 8% rate levy for the purpose of "additional business promotion and development activities".

Yours sincerely,



Stuart G Hillier | Site Manager



Avondale
Alstonville
Wyee Point
Jewells



Adventist Senior Living

77 Pearce's Creek Road

ALSTONVILLE NSW 2477

P: 02 6628 1944

F: 02 6628 3634

E: stuarthillier@adventistseniorliving.com.au

www.adventistseniorliving.com.au

26 November 2013

To the Ballina Shire Council

<p>RECORDS SCANNED</p> <p>2 - DEC 2013</p> <p>Doc No.....</p> <p>Batch No.....</p>
--

To whom it may concern;

The ratepayers of 74 Ballina Street Lennox Head, which include;

- Fedelia Florence Gibbon - property owner and resident
- Debbie and Robert Weir - Licensees of Lennox Head Licenced Post office
- Neil Kennedy - Kennedy Surveying Pty Ltd

do not agree to the proposed rate increase to promote Ballina Shire wide business promotion.

We feel it is an unnecessarily high cost input at a time when we are struggling to reduce costs.

We feel the basic cost benefit analysis to our businesses will not be positive.

The estimated increase to our rates appears to be double of that indicated by Ballina Shire Council and we feel that this would be an unacceptable increase in our business running costs.

Lennox Head, having about 10% of the total business rate revenue for the whole of the Ballina Shire, would be far better off funding it's own promotional projects, as we would get directly more business promotion for our money instead of funding Ballina Shire wide business promotion projects, in effect receiving an unacceptable high increase to our council rates to fund Ballina Shire Council projects, the far majority of which would be untaken in other towns outside of Lennox Head.

We therefore cannot support and disagree with your proposed levy to increase our rates to fund the Ballina Shire Council Business Promotion Fund.

Yours Sincerely,

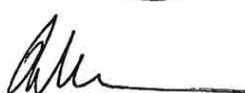
Fedelia Florence Gibbon



Debbie Weir



Robert Weir



Neil Kennedy



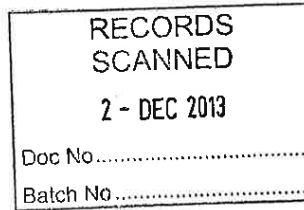
29th November, 2013

BALLINA SHIRE COUNCIL

PO BOX 450

BALLINA 2478

Attention: Mr. Paul Hickey



Ballina Shire Business Promotion and Development

Dear Sir,

Your recognition that local business' need to be kept competitive during current difficult times is to be commended. As a Landlord, I am however opposed to the raising of funds through Rate increases.

You mention in your letter that the levy would help business' that are struggling. I am sure you realise most commercial Leases include clauses that outgoings, such as Rates, are to be paid by the tenant. If the Landlord were to pass on the proposed Rate levy, surely this would be a further impost to the viability of the business. No doubt tenants would argue that the Landlord should "wear" this cost. I'm sure most Landlords have renegotiated rents favourable to their tenants during the past economic uncertainty and also have had to accommodate increases in outgoings such as Rates, Land Tax, Insurances etc. Landlords too are feeling the pinch!

Most business have an advertising component in their budget. Smaller business' feel the need to promote their particular product locally. Other national firms promote their company or their brand on a national scale from which they feel they gain the most benefit.

Having been in business in Ballina for over 40 years (now retired) in real estate and tourism I fully appreciate the benefits of promotion. We advertised and promoted Ballina at our own expense and whilst we and our owners benefited so did other business' due to our expenditures. Any promotion and advertising campaign is expensive and I feel that Council's allocation of \$50,000 is inadequate and needs to be revised for promotion of the town in appropriate areas away from here. Such funding should come from other income streams, not Rates.

Thank you for the opportunity of expressing my opinion regarding your idea on funding possible promotion.

Yours faithfully,


DAVID J. CLARK

10 Central Avenue,

East Ballina 2478

Director: Brulana Pty Limited

Properties: 119 to 125 River Street and 161 to 163 River Street, Ballina

Sandra Bailey

From: Glen Wright <glen.seabreeze@bigpond.com>
Sent: Saturday, 30 November 2013 7:56 AM
To: Ballina Shire Council
Subject: Ballina Shire Business Promotion and Development Response

Glen Wright
LLCP Pty Ltd
Trading As
Ballina Seabreeze Holiday Park
344 South Ballina Beach Road
South Ballina 2478
Phone: 02 66863900
Mobile: 0428863900
Fax: (Ring First) 02 66863900
Email: glen.seabreeze@bigpond.com
Website: www.ballinaseabreeze.com.au
ACN: 105040613
ABN: 15766176597
29 October 2013
Subject: Ballina Shire Business Promotion and Development

In response to the letter from General Manager Paul Hickey requesting an 8% increase in our business rates to raise funds for additional promotion and development activities.

I am against any further increase in rates or increased involvement of Ballina Council in my business.

I have owned and operated this business since May 2005 and in that time I have learnt the hard way nothing the Council says or does can be trusted. When Council Officers such as Gavin Spring are irrefutably shown to have failed in the execution of their duties and proven to have lied about same Council just moves them sideways prior to Court.

After Court cases finish and Council's insurers are forced to pay out very large sums of money in compensation then remaining Council staff have a payback mentality and issue order upon order supposedly under the guise of their Regulatory and Consent role.

In another instance a different Council Officer Vince Hunt signed off on the 5 Year License for the Caravan Park just prior to my purchase without even bothering to inspect the park first. His Superior in Council then sent a memo to all Council Staff ordering them to send all correspondence for the Seabreeze Caravan Park to Council's Insurers for vetting prior to sending it to me without informing me of what had occurred.

I can go on and on however the comment from General Manager Paul Hickey that sticks in my mind when I made a complaint about Sewerage Officer Gavin Spring was quote: "Gavin is a valued member of the Council team"

These people live in a fairy floss world with unlimited access to public money and little or no accountability.

Regards,

Glen Wright

Claude Watson
14 Banksia Ave
Lennox Head NSW 2478

29 .11.2013

Ballina Shire Council
40 Cherry St
Ballina NSW 2478

Cr David Wright

In response to your letter in regard to the Ballina Shire Business Promotion, having been a property owner for many years I have found it has been harder to retain tenants over several years. There would likely many different reasons for this, but one of the main one is it is the cost of running a small business and to able to make a profit to survive. When I see business in Lennox Head closing and vacant shops all over the shire I would abject to another impost bean added. Along with ever increasing rates and other costs including competing with online, with business operating out of home and to many markets the cost of operating a bricks and mortar style business has become all most impossible to sustain.

Yours sincerely

Claude Watson

26 November 2013

Paul Hickey
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

RECORDS SCANNED 28 NOV 2013 Doc No..... Batch No.....

Dear Paul

Reference – 1509
Ballina Shire Business Promotion and Development

Thank you for your correspondence dated 6 November 2013.

WE DO NOT support the introduction of a shire wide levy to raise funds for additional business promotion and development activities.

Yours sincerely

Graham Crowe



Rodney Crowe



Sandra Bailey

From: paul scanlan <pjscan@bigpond.net.au>
Sent: Wednesday, 27 November 2013 4:45 PM
To: Ballina Shire Council
Subject: Ballina Shire Business Development and Promotion

The General Manager,
Mr Paul Hickey,
Ballina Shire,
40 Cherry Street,
BALLINA, NSW 2478

Dear Sir,

Your Reference: 1509 - Ballina Shire Business Development and Promotion

I am totally opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign.

After discussion with our tenants, they feel they have the ability to promote their businesses to the standard they require and would be opposed to any additional costs.

They maintain the outgoings (e.g. rates etc) are high enough now.

I sincerely hope these concerns are taken into consideration in the decision making.

Yours faithfully,
PAUL SCANLAN
for PG and G Scanlan

Sandra Bailey

From: East Coast Polyurethanes <eastcoastpoly@eastcoastpoly.com.au>
Sent: Monday, 25 November 2013 2:18 PM
To: Councillor David Wright
Cc: Ballina Shire Council
Subject: Recent communication re 8% increase in rates for business in BCS

David Wright

I refer to a recent letter we received from you regarding the suggestion of increasing council rates for businesses so the extra money can be used to help promote the area.

I wish to advise that I do not agree to this approach. I want to pay the minimum I need to pay for the council services and then maximise the fund I use to advertise in a manner I see fit.

I have misplaced this letter, could you email me another copy so that I can be sure I have address all of my issues with it.

Regards,
Wayne McDermott



Ph: 02 6686 0253
Fax: 02 6686 0274
Email: eastcoastpoly@eastcoastpoly.com.au
web : www.eastcoastpoly.com.au

The information on this document is supplied without recommendation or guarantee. It does not make claim to be free from patent infringement. East Coast Polyurethanes Pty Ltd cannot accept liability for loss or damage through use of any information contained within this document. Whilst these technical details are based on expert knowledge, practical experience and laboratory testing, successful application depends upon the nature and conditions in which the products are supplied. Users must, by comprehensive testing, evaluate this product in their own application. All moulding remains the property of East Coast Polyurethanes. All quotations are based on East Coast Polyurethanes terms and conditions available at your request.

Sandra Bailey

From: Janeane Burke on behalf of Ballina Shire Council
Sent: Tuesday, 26 November 2013 3:33 PM
To: Sandra Bailey
Subject: FW: In ref to your letter 1509

From: Trish Anlezark [<mailto:trish8@dodo.com.au>]
Sent: Tuesday, 26 November 2013 3:12 PM
To: Ballina Shire Council
Subject: In ref to your letter 1509

Dear Sir,
Could not access the on line survey site, couldn't find it.
our username is 291774
password 774
We would like to tender our No vote
Thank You
Mr R I & PE Anlezark

Sandra Bailey

From: Garry Tully <garrytully@gmail.com>
Sent: Tuesday, 26 November 2013 6:44 PM
To: Ballina Shire Council
Subject: 8% Rate levy for Promotion of Ballina CBD

The General Manager
Mr. Paul Hickey
Ballina Shire
40 Cherry St Ballina
26/11/2013
email: council@ballina.nsw.gov.au

Dear Sir,

Re; Your reference 1509- Ballina Shire Business Promotion & Development

I am opposed to a compulsory 8% levy on Ballina Shire CBD rates to fund a promotional campaign for the following reasons,

Most commercial leases require the tenant to pay outgoings i.e. rates, as the landlord I don't feel it is my place to commit my tenants to an additional cost.

Most of our tenants are offices which do not require promotion.

At least one of my tenants is very successfully promoting his own business without help from third parties.

If the proposal is that advantageous to business I would imagine that those businesses who would likely benefit from promotion would be only too keen to make a voluntary payment.

Yours Faithfully

Garry Tully
For G. & M. Tully
Mountdrift Pty Ltd

Sandra Bailey

From: Paul Starkey <paul.starkey@frogleysoffshore.com.au>
Sent: Monday, 25 November 2013 10:33 AM
To: Ballina Shire Council
Cc: info@lennoxchamber.com.au; info@ballinachamber.co.au;
info@alstonvillewollongbar.co.au
Subject: Ballina Shire Business Promotion & Development-Proposed 8% rate lev

Dear Sirs

I am a business owner in Ballina, own my own property and employ 12- 14 people. From the start I oppose any sort of levy on property owners/business' in the Ballina shire. The following is my reasoning

1. Most property owners are not the proprietors of business which operate out of their premises, any increase in rates will be passed onto the business proprietors who are already struggling
2. Business owners would rather, as a whole, be in control of their own promotions, they know what works and where best to put their marketing dollar
3. Any levy that raises the amount of money that is touted in the letter circulated would at some stage lead to some sort of beaurocratic charge or employment of a "promotions officer" which would lead to wastage of funds
4. As a business owner who is heavily into promotion of my business nationally not locally any levy would be an impost not needed , whenever I have promoted locally Ballina Council have been very quick to charge "Commercial fees" for all attempts, more help would be much more beneficial to my business by way of waiver or reduction in fees charged to local business for promotions and the like instead of the unilateral increase in rates to a portion of the community who have not asked for it.

I oppose any sort of Levy

Yours Faithfully

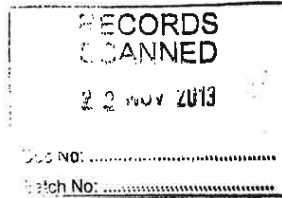
Paul Starkey
Lestar Pty Ltd
Frogleys Offshore

Sandra Bailey

From: Dianne Robinson <dlremerald@gmail.com>
Sent: Friday, 22 November 2013 11:29 AM
To: Ballina Shire Council
Subject: suggested increase in rates

Lance Scerri from 38B Smirh Drive lot 4 DP1032296

I would just like to note that i only rent the premises out and am not an ongoing business and the \$200 odd increase in my rates would be putting more strain on me for paying my rates as i am still paying for my sewerage system installed several years ago and feel that only the businesses that may benefit from this suggestion should join the association.



PH & H Swan
1 Whitewater Court
East Ballina NSW 2478
20th November 2013

Ballina Shire Council
40 Cherry St
Ballina NSW 2478

Dear: Mr P Hickey

Re: Proposal 1509
Ballina Shire Business Promotion and Development

As the owners of 11-13 Southern Cross Drive Ballina, in these very hard business times we would like to decline from your proposal.

A handwritten signature in black ink, appearing to read "Peter Horace Swan".

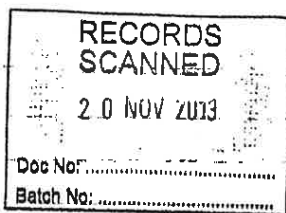
Peter Horace Swan

Sandra Bailey

From: Stan Golding <stanleygolding@bigpond.com>
Sent: Friday, 22 November 2013 8:20 AM
To: Ballina Shire Council
Cc: Sharon Cadwallader; Ken Johnston; Paul Worth; Robyn Hordern; Jeff Johnson; Councillor Keith Johnson; Councillor Sue Meehan; Councillor Ben Smith; Councillor David Wright
Subject: Fw: Marketing Levy Plus Other Matters

From: [Stan Golding](#)
Sent: Thursday, November 14, 2013 3:44 AM
To: [Ballina Council](#)
Cc: [Ballina Council](#)
Subject: Marketing Levy Plus Other Matters

I would refer to you letter dated 29th July. 2013. I have deliberately waited some time to answer your reply to my E Mail dated 23rd July,2013. To be frank with you I am hugely disappointed that a number of Councillors, including the Mayor, chose not to respond to my E Mail . I thank those that did. I make the following comments. 1) Marketing campaign. Your comments together with the latest letter are noted. However your observations regarding the activities concerning shop proprietors. property owners and their responsibilities only confirm to me your lack of knowledge and experience regarding marketing, merchandising and selling. You are apparently not greatly versed with the idiosyncrasies of commercial leases. 2) Fawcett Park Café. I still stand by my original comment. The whole episode, including the insurance matter, is a shambles. 3) Wigmore Arcade. Similar to above , only more so! 4) Ballina Fair. Has absolutely no relevance to River Street. 5) Multi storey complex. Wigmore Area. Read your own brochure. You don't compare apples with oranges. Where did you dream the 50% from ? It doesn't apply and would never happen. The shops at the front to Tamar Street were originally meant only to be a bonus. The offices above are a pie in the sky. I would suggest almost impossible to market. If you were to construct office space above Wigmore Arcade you may have half a chance. The air space above the lane could also be utilised. As it is now well into November, How are your previously stated forecasts progressing. I would be most interested to know how much rent has been lost to the ratepayers overall. 6) Shelly's On The Beach. Make up your mind. Surely if Council finalises purchase of the remaining required land for the new lease you would have some control over the matter. Is there in fact a current valid lease? 7) Parking. Purchase of 74 & 78 Tamar Street is a good move. We'll see how long development takes to complete. However both these lots do not replace the original parking spaces utilised for other purposes. I am not interested in your offer. Engage the original person / agent who ran into a brick wall last time. 8) Council staff. My response is that the buck stops at the top. The General Manager is paid big money to be a manager. Do a bit of internal investigation. That's what the job is paid for. 9) Levy. My original comments stand. I certainly do not consider constructive criticism to be negative " COMPLEX ISSUES" are mostly created by unnecessary red tape. I would suggest that after 50 years in retailing and marketing I would have more than a few clues about the issues. Whilst I have noted your list of achievements I would suggest some have been on various agendas for a long time. In conclusion I would remind you of an old saying. " You don't need the effects of a recession when you have Local Government ". Regards, Stan. Golding.



MR D.J. ATTA-SINGH
P.O. Box 1508
BALLINA NSW 2478

14/11/2013

RE: BALLINA SHIRE BUSINESS PROMOTION & DEVELOPMENT

No: 1509

ATTENTION: PAUL HICKEY

IN RESPONSE TO THE ABOVE NOTIFICATION, WE THE PROPERTY OWNERS, FEEL ANY EXTRA BURDEN IN COSTS TO BE UNWARRANTED IN TODAY'S ECONOMY.

WITHIN OUR BALLINA SHIRE, THE ELECTED MEMBERS SEEM TO BE FAILING OR TURNING A DEAF EAR TO LOCAL BUSINESS PROSPERING.

⊕ CLOSURE OF SEVERAL SMALL BUSINESS THAT WERE ALREADY ESTABLISHED WITHIN RIVER STREET AND WIGMORE ARCADE VICINITY.

⊕ ABORIGINAL CHILD & FAMILY CENTRE BUILT ON PORTER PARK, NOT IN USE TO DATE LOOKING LIKE ANOTHER WHITE ELEPHANT.

⊕ TECHNICAL DISADVANTAGES WITH RE-CONSTRUCTION OF RESTAURANT ON THE RIVER AT FAUCETT PARK. THE ANNUAL FISHING BONANZA COUNTRY N' MUSIC FESTIVAL WITH THE PRAWN FESTIVAL ALL REVEALING & PROMOTION.

TO OUR UNDERSTANDING, A SIGNIFICANT AMOUNT OF MONEY HAS ALREADY BEEN OUTLAIN IN RESEARCHING AND CAMPAIGN OF THIS PROPOSAL. WE DON'T DENY THE NEED FOR LOCAL BUSINESS PROMOTION AND SELF MANAGED CONCEPTS ARE MORE BENEFICIAL TO EACH BUSINESS GROWTH.

OUR LOCAL MEMBERS SEEM TO BE ALLOCATING OUR SHIRE'S INVESTED MONIES WITH STRATEGIES OF DEVELOPMENT OUTSIDE OUR LOCAL COMMUNITY. FORWARD ADVANCEMENT REQUIRES LOCAL ACKNOWLEDGMENT OF ALL LOCALLY ESTABLISHED BUSINESS ACHIEVEMENTS AND RECOGNITION. EVERYDAY BUSINESS EXPENSES GENERATE MORE OUTLAY FOR CONSUMERS LOCALLY, INSTEAD OF HAVING A STEADY BALANCE WITHIN EVERY HOUSEHOLD FOR AFFORDABLE LIVING.

YOUR SUGGESTION FOR US EACH TO EMBRACE THIS CONCEPT IS REALLY ONLY PUTTING IN PLACE ANOTHER BURDEN FOR THE ALREADY STRUGGLING ECONOMY. THE 8% INCREASE WILL PUT MORE PRESSURE ON SMALL

BUSINESS ALREADY IN JEOPARDY.

THE ONLY OUR SHIRE HAS ALREADY INVESTED ON THE PROPOSED WIGMORE ARCADE FLASCO, WOODCO HAVE TRULY FUNDED THIS NEW INITIATIVE SECURELY INTO THE NEXT DECADE.

OUR BUSINESS IS ALREADY GENERATING LOCAL SUPPORT WITHIN OUR SHIRE. WE PAY OUR OWN ADVERTISING AND ONGOING EXPENSES TO SURVIVE OFF WHAT INCOME WE GENERATE. WE FEEL YOUR 8% RATE RISE ON A 5 YEAR PLAN OF PROMOTION AND DEVELOPMENT IS UNWARRANTED.

EACH AND EVERY BUSINESS UTILISE THEIR OWN METHODS OF ADVERTISING AND PROMOTION TO ENHANCE DEVELOPMENT AND GROWTH. WORD OF MOUTH COMMUNICATION IN IDENTIFYING FELLOW LOCAL TRADESMEN IS ANOTHER WAY WE ARE ALREADY CONTRIBUTING TO BALLINA'S ECONOMY.

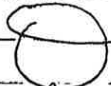
BUNNINGS GROWTH AND DEVELOPMENT, PLUS RESTORATION OF THE BIG PRAIRY ALONG WITH WOOLWORTHS RE-BUILDING LOCALLY ARE ONLY TWO NOTABLE EXAMPLES OF SELF DEVELOPMENT AND PERSONAL PROMOTION TECHNIQUE. THEY ILLUSTRATE AND IDENTIFY WELL THOUGHT OUT STRATEGIES OF PROMOTION WITHIN BALLINA SHIRE UTILISING ALL FORMS OF MEDIA.

WE ENCOURAGE GROWTH BUT NOT AT OUR EXPENSE, AND LOOK FORWARD TO THE INITIAL FEEDBACK RESPONSE.

YOURS SINCERELY

H.M. Atta Singh

H.M. ATTA-SINGH 14/11/13


H.M. ATTA-SINGH 14/11/13

Sandra Bailey

From: Ron <ron.vansetten@intermobility.com.au>
Sent: Wednesday, 20 November 2013 6:27 AM
To: Ballina Shire Council; info@lennoxchamber.com.au; 'Ballina Chamber of Commerce'; info@alstonvillewollongbar.com.au
Cc: 'davidwright@ballina.nsw.gov.au'; 'robynh@ballina.nsw.gov.au'; 'kenj@ballina.nsw.gov.au'; 'smeehan@ballina.nsw.gov.au'; 'crsharonc@nor.com.au'; 'jeffjohnson@ballina.nsw.gov.au'; 'keithw@ballina.nsw.gov.au'; 'kjohnson@ballina.nsw.gov.au'; 'bens@ballina.nsw.gov.au'; 'pworth@ballina.nsw.gov.au'
Subject: Proposed levy on business properties

To whom it may concern,

I refer to the letter dated 6 November 2013 outlining a proposal to increase the rates on business properties.

Whilst the idealism behind this proposal is to be commended, businesses in this area can little afford to pay out more for what can only be regarded as a dubious return on investment.

Any business in this area will already have in place a marketing and advertising strategy. These are individual and unique, as they should be, and the business operators ought to have full control on whatever expenditure they choose to put towards promotion of their business.

The size of the levy is irrelevant. The fact that a levy is proposed at all is the issue. Let's not mince words. This is a tax, another burden on business that is completely inappropriate.

The letter suggests that an 'expert panel' deliver on this project. Businesses would rightly want to know the composition of the panel, what the 'checks and balances' are, how the panel would guarantee fair distribution, what businesses are targeted, what businesses miss out, and a host of other questions the answers to which demonstrate very clearly an adequate return on investment and fairness across the board. Quite frankly, this proposal raises far more questions than it answers. No business owners that I have spoken to are in favour of the proposal, and see it as further interference to their businesses.

There are two ways forward on this issue. Firstly, simply scrap the idea. Alternatively, have Council fund the trial period, to ascertain for itself just how complex an issue this is. Any successful business is completely capable of conducting its own marketing and advertising campaign, a fact that each Chamber of Commerce should have acknowledged before signing up to this proposal.

A solution of much greater benefit is for Council to actively promote the area in terms of tourism. There is evidence of the success of this already, demonstrated with the growing popularity of the Ballina Airport. With the opening of the bypass, Ballina would benefit by becoming a family holiday destination – a goal perhaps partially achieved already.

In conclusion, much as there is altruistic merit in the levy proposal, the entire suggestion is quite flawed. If the authors of this proposal are serious about improving the business levels of this area, then promote tourism with Council funding – that's why we pay rates.

Regards,

Ron van Setten

Managing Director
NR Mobility and Scooter Solutions

Sandra Bailey

From: Sandra Bailey
Sent: Tuesday, 19 November 2013 1:03 PM
To: Sandra Bailey
Subject: Objection - Proposed 8% business levy

Mrs M Pearson (on behalf of LR & M Pearson) phoned to say that they object to the proposed 8% rate levy (property 223 North Creek Road). They are pensioners and they pay the rates on their building, not their tenant. They won't be able to pass anything extra onto their tenants and businesses are also struggling.

Sandra Bailey | PA to the General Manager & Mayor
General Manager's Office
Ballina Shire Council

www.ballina.nsw.gov.au

p: 6686 1273 |

MK and HG PETTY, PO BOX 554 BALLINA NSW 2478

Telephone 02 6686 2309 or 0427854200 Email gailpetty@bigpond.com

11 November 2013

The Mayor,
Ballina Shire Council,
PO Box 450
BALLINA NSW 2478

Dear Sir,

Re: Ballina Shire Business Promotion and Development - Reference 1509

We have received your letter dated 6 November 2013 regarding the Council's intention to levy an 8% increase in rates for all Commercial and/or industrial property in the Ballina Shire for promotional purposes.

We lodge our objection to any broadbrush approach to this rate increase on industrial property on the basis that the property we own is a storage unit located in a complex of storage units. Unit 5, 14 Piper Drive, Ballina was purchased by us and is used solely for the purpose of storing personal property including a boat. It has no water connected and no toilet facilities. We derive no income from this unit and would receive no benefit from any promotional advertising or activities.

Further, we note from your letter that the Council intends to levy an 8% increase on business rates over and above any general increase in the 2014/15 rate base. The Business and Business base amount rates paid for the previous financial year on our property amounted to \$555. An 8% rate increase would be calculated at \$44.40 not the \$13 quoted in your letter. That would be in addition to the general rate increase for the 2014/5 year. It appears that clarification of the financial impact of this proposal is required.

Yours sincerely,

Gail Petty

MK and HG Petty



Sandra Bailey

From: Russell Kelly <rlk_58@yahoo.com>
Sent: Monday, 18 November 2013 12:03 PM
To: Ballina Shire Council
Subject: Shire Wide Levy - Commercial and/or industrial property

Dear Sir/Madam,

In relation to a letter I received dated 6 November 2013 Ref. 1509, author Paul Hickey.

We strongly disagree with the proposed increase in our rates for owners of commercial and/or industrial property if the property concerned is not a business and the ownership of that property does not derive a profit or is operated as a business or commercial venture.

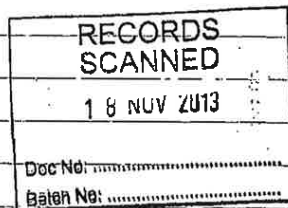
We wish to advise that our property 4/8 Cessna Cr, Ballina, is a PRIVATELY OWNED STORAGE SHED and is not used for any business or commercial purposes and does not produce any income and we are not Business Owners.

We believe that the proposed 8% increase on our rates is unfair and totally unreasonable in our circumstances as we will receive absolutely no benefit as we are not a business. In our case this would result in an extra unnecessary extra cost from a proposal only designed to benefit business owners. Just because the council refers to the property as a commercial and/or industrial property does not mean that all owners of these properties run businesses from them.

We propose that your levy, if introduced, is applied to business and commercial entities only (We don't even hold an ABN) and not private non profit ordinary rate payers who happen to own a premises that the council wishes to classify as commercial and/or industrial property.

Regards

Russell and Jane Kelly



Peter Small
 "Cassel Eden"
 54 Blue Seas Pde
 Lennox Head 2478
 11-11-13
 Phone 66877321

Mr. P Hickey
 Ballina Shire Council
 Ballina 2478

Your ref. 1509

Dear Mr. Hickey

Re letter received Promotion & Development.
 Promotion of business maybe a good idea for
 some commercial business for those operating an industrial
 business in most cases means very little.

Most commercial premises are leased & to a less
 extent industrial. Most lessees pay a so called outgoings
 amount e.g. council rates land tax etc. These costs seem to
 be ever on the increase. Ballina shire rates are very
 reasonable. Council in my opinion do an excellent job.
 Their roads parks etc are well maintained. Byron Shire
 & Lismore City Councils roads are an insult to motorists
 & their rate payers. Sorry this is getting away from the
 subject.

Small businesses in most cases are finding it not
 easy with on line buying & various changes, such as taxes etc.

In my opinion the proposed increase of 8% on rates
 in the present business climate more than most small
 business can afford. Hence I am opposed to any increase
 in shire rates. May I say state land tax is a huge
 burden on all lessees & property owners. This money is
 mostly spent in Sydney. So is a huge drain on the local
 business owners, with no benefit.

Yours sincerely
 Peter Small.



Sandra Bailey

From: lennoxsurf@ozemail.com.au
Sent: Wednesday, 13 November 2013 9:34 AM
To: Ballina Shire Council
Subject: Ballina Shire Business Promotion & Development

We are the owners of Shops 2, 4 & 5 /71 Ballina Street Lennox Head. With regard to your 8% increase on rates, we wish express our concern with this idea. We strongly object to any increase in rates to business owners. I think that Council should be aware that with our shops and most other owners of retail space, all outgoings including rate increases are passed on to the tenant. I think that most owners would pass the increase to their tenants, (with most leases stating tenants pays all outgoings). With this in mind we believe that retailers have enough expences without another increase in rates. Ian & Debbie Gordon

Sandra Bailey

From: Paul Hickey
Sent: Tuesday, 12 November 2013 11:46 AM
To: Sandra Bailey
Subject: Col Gradell - Lennox Head

Number of properties

Can't pass onto tenants – does not support – gross rental

Does not support

Can you register please

Paul Hickey | General Manager
Ballina Shire Council

www.ballina.nsw.gov.au

p: 66864444 | f: 0266867035 | m: 0415683339

Tulplan Pty Ltd
14 Kawana St

Username 281729

Alstonville

Password 729.

11/11/13 2477

Property : 2/4 The Avenue
Alstonville.

To Whom It May Concern,

I do not support the
Ballina Shire's introduction
of a levy of 8%.

I have been trying to get
a separate water metre on my
Strata Titled Property for
7 years. I have been promised
support despite being willing to
pay for this metre myself.
In the interests of many other
rate payers in a similar position
(I know there are many), I
feel council should be committed
to running the everyday

responsibilities of 'every'
rate payer - and not a
selected group.

This levy would not
benefit my business.

I have been a rate
payer for many years and
I am disappointed by the
lack of support for my
water meter. I cannot
support this proposal.

R Beck
for Tulplaw.

RECORDS
SCANNED
12 NOV 2013
Doc No.....
Batch No.....

K W Sams.
14 Kawana St
Alextonville
11/11/13

Username . 169668
Password . 668
Property: 41 Piper Drive
Ballina.

To Whom It May Concern.
I do not support the
Ballina Shires' introduction
of a levy of 8%.

My property would
not benefit from this
marketing. I have had the
same reliable tenant for
10 years and no form of
advertising will help my
business. If you consider
reducing the V G of ^{my} land

To compensate for the 8%
increase, I would consider it.
Yours faithfully,
Kevin W. Sams.

P.S. If you charge me this
levy, I will legally challenge
-ge it. K W Sams.

Sandra Bailey

From: Katherine Tully <Katherine@eastcote.com.au>
Sent: Tuesday, 12 November 2013 11:51 AM
To: Ballina Shire Council
Subject: Promotion and Development

Further to your correspondence received 11th November in relation to our property in Ballina regarding the 8% increase in the business rates.

Please note that we are against the increase.

Thank you & Regards

Katherine Tully
JV Property Management Pty Ltd
Suite 4/47 Park Road
MILTON QLD 4064
Tel 07 33680200
Fax 07 3368 0299
E-mail katherine@eastcote.com.au

Sandra Bailey

From: Louise Pholi <spholi@bigpond.net.au>
Sent: Monday, 11 November 2013 2:47 PM
To: Ballina Shire Council
Subject: rates levy on businesses

No! No! No! We are struggling to pay the rates as it is DON'T add an additional burden to businesses. You feel it MAY help but it May be the straw that breaks the camel's back and make people decide to give up. There are certain non-touristy businesses that would show little, if any benefit from advertising and it is unfair that they are expected to help promote those that can benefit when they are trying to keep afloat themselves.

Sandra Bailey

From: dbwilliams <aluma-l@bigpond.net.au>
Sent: Monday, 11 November 2013 2:34 PM
To: Ballina Shire Council
Subject: Ballina Shire Business Promotion and Development

To whom it may concern.

Re: Ballina Shire Business Promotion and Development

We own 2 industrial properties in Ballina
Hogan Street
Ray O'Neil Crescent

I am unable to access the web site www.ballinabusiness.com.au to complete the survey

I object to a levy via the rates on Businesses in Ballina.

1/ Businesses at these premises promote their businesses themselves and 100% of the money used goes to where they want to use it.

2/ A percentage of the rates is the most unfair way of levying a fee as it has no relation to the turnover of a business.

3/ If a business thinks this idea has merit let them subscribe to it. Don't take the freedom of that choice away from them.

4/ A business levy would be an extra financial burden on the already struggling businesses.

If the premises are used purely for storage a business promotion and development levy on the rates will not help those tenants.

A business promotion and development levy on the rates will not help fill an empty shed only the national economy will and this levy has no positive effect on any economy.

Finally the only people this levy will benefit will be the promotion company who are doing this program.

Regards
Derek Williams
Director
Ermax P/L
The Aluminium Company P/L

Jack Cunningham from Cutana Hat Company at Russelton Industrial Estate

Phoned to advise that he strongly objects to any proposed business rate levy. He is definitely not in favour of paying anything. He didn't want to complete the on-line survey but rang to voice his concerns. Believes it is an imposition on businesses that they cannot afford.

Sandra Bailey

8 November 2013

Sandra Bailey

From: Paul Hickey
Sent: Tuesday, 26 November 2013 10:54 AM
To: Sandra Bailey
Subject: FW: Business Levy meeting
Attachments: image001.jpg

From: president@lennoxchamber.com.au [mailto:president@lennoxchamber.com.au]
Sent: Tuesday, 26 November 2013 10:43 AM
To: Ballina Chamber of Commerce and Industry; Caroline Klose; Paul Hickey; info@alstonvillewollongbar.com.au
Subject: Fwd: Business Levy meeting

Thought this one was worth forwarding!

Kiri Dicker
President
Lennox Head Chamber of Commerce
Ph: 0488247887
Email: president@lennoxchamber.com.au

From: Kingscliff Chamber <info@kingscliffchamber.com.au>
Subject: Business Levy meeting
Date: 26 November 2013 9:19:26 AM AEST
To: "president@lennoxchamber.com.au" <president@lennoxchamber.com.au>

Hello Kiri,
Thank you for your message about your special meeting.
I am sorry that due to a prior commitment I will not be able to attend as I would have liked to sit in as an observer.
The Kingscliff Chamber has been working with Murwillumbah and Tweed Chambers in suggesting such a levy to Tweed Shire Council.
We have forwarded your message to some of our business minded Councillors suggesting that they need to keep up with other progressive Councils.

I would appreciate knowing how the members Lennox Chamber respond to the idea at your meeting tomorrow.

Thank you

Yours sincerely,

Dennis Eyre
Secretary

Shop Where You See This Sign

Kingscliff & District Chamber of Commerce
www.kingscliffchamber.com.au
info@kingscliffchamber.com.au
0416 751 681
PO Box 1014 KINGSCLIFF NSW 2487

RECEIVED
6 DEC 2013
COUNTER

The General Manager
Ballina Shire Council:

- We the undersigned business owners and/or ratepayers in the Smith Drive Industrial Area wish to object strenuously against the proposed 8% rate increase, or any rate increase at all, that has been proposed to fund a promotional levy.
- The Chambers of Commerce of Ballina Shire do not represent our interests.
- This type of advertising will not increase our business turnover.
- We already arrange our own advertising and marketing campaigns to target our particular market segments.
- Such a levy will not help owners of commercial and industrial properties and service businesses outside of the CBD
- Businesses in Ballina are already finding it hard going without a new Tax being imposed upon them.

Name	Address	Phone #	Signature
Precision METAL CRAFT	2C Broadwater Pl	04015324152	
Cress Potter	As above	0428567427	
Brian Boyle	34 Smith Dr	0427012014	
Liz Boyle	36A Smith DR	0427012014	
Cathy Munn	Dress Circle (Y) land	0403003158	
BALLINA CLASSIC CARTRAGES	6 Broadwater	66869110	
Dean Tsanov	34 Smith Dr	0488051082	
M. Cocks	Broadwater Pl	0413007310	
B. Nichols	Broadwater Place	0448228911	
J O'Sullivan	38 B SMITH DR	0490002310	
Tracey Smith	178 Smith Dr	66813377	
Matthew Smith	119 Smith Dr	66813377	
PAUL WEBB	3 Broadwater PLACE	0412808808	
DAVID FRATER	33 Smith Ave	0416289466	

John Shorttiss East Ballina Shopping Centre 66888080

John McEwan 8 Southcross Drive Ballina 0266844861

Rob Bridge 36 Smith Drive

(17)

NO!!!

PLEASE Print (not) me

Name	Address	Phone #	Signature
BERT ELLIOTT Summerland Antiques	SMITH Drive	66860211	[Signature]
SUMMERLAND GARDEN CENTRE	SMITH DR	66868985	[Signature]
OLGADYSTROMPT	SMITH DR	66814174	[Signature]
JOHN HOBSON TURKOPNER	4 BROADWATER PL	0400994411	[Signature]
SUE MAGEE TURKOPNER	22 RAY O'NEILL CR	66814500	[Signature]
DANIAN MAGEE TURKOPNER	22 RAY O'NEILL CR	66814500	[Signature]
HIGHLY ON-NT PETRA COURT 3PLASH INTO	27 SOUTHERN CROSS DR	66864662	[Signature]
	27 SOUTHERN CROSS DR	66868985	[Signature]
Ballina Suspension	2/32 Southern Cross Dr	66813773	[Signature]
NORTH-BRITISH SMOKE-HOUSE SUPERIOR SCREENS	2/34 SOUTHERN CROSS DR	66863811	[Signature]
	30 SOUTHERN CROSS DR	66863187	[Signature]
Pat Knox	Ross Ln Levee	040866671	[Signature]
L. OFFLEY Comme Dietrich	HEBIE ST. Shop 30 Ballina Fair	0413243378 0266864508	[Signature]
Trine Phylind	Shop 36 Ballina Fair	0401284342	[Signature]
The Curtains CARET ONE	35 Clark St 35 CLARK ST	66869066 66863855	[Signature]
QP PRINTING	1 Clark St	66867979	[Signature]
AERO MACINARAY	14 Smith Dr	0407406898	[Signature]
BALLINA LIFE	3 rd Smith Drive	0414 711 419	[Signature]
B-B-B-B			

19

6



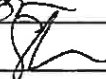
The General Manager
Ballina Shire Council:

- We the undersigned business owners and/or ratepayers of Ballina Shire wish to object strenuously against the proposed 8% rate increase, or any rate increase at all, that has been proposed to fund a promotional levy.
- The Chambers of Commerce of Ballina Shire do not represent our interests.
- This type of advertising will not increase our business turnover.
- We already arrange our own advertising and marketing campaigns to target our particular market segments.
- Such a levy will not help owners of commercial and industrial properties and service businesses outside of the CBD
- Businesses in Ballina are already finding it hard going without a new Tax being imposed upon them.

(14)

Name	Address	Phone #	Signature
Michelle Chandler	Shop 3/72 Ballina St	66876088	M.C.
M. MARTINOVA	Byron St	66874159	M. Martino
Tracey Everingham	Angels Cr	66867207	T. Everingham
Robert Bowel	180	0413519910	R. Bowel
Yami Kawi	70 Ballina St	0402701395	Yami Kawi
Michael Cordell	16 Castle Dr Leveson	0406106457	M. Cordell
KAY MAYO	1 MEADOWS DR	0427854696	K. Mayo
Alko Graham	68 Ballina St	0266877522	Alko Graham
Tanya Collins	66 Ballina St.	0266875122	T. Collins
Candice O'Hly	66 Ballina St	0266875122	C. O'Hly
BETH HEWITT	66 Ballina St	0266875273	B. Hewitt
PAIK PARRY	66 BALLINA ST	0417675923	P. Parry
Rob Blackhorn	64 Ballina St	0434004815	R. Blackhorn
Camilla Lavatard	60 Ballina St	0403709832	C. Lavatard

3

K. CHAFFIN	1/57 Ballina St	66877565	
Penny Brown	SHOP 6/63-65 BALLINA ST, LENOX	11990 6681487	
GAV Allen	4/71 Ballina St	LENOX HEAD 66877038	

The General Manager
Ballina Shire Council:

- We the undersigned business owners and/or ratepayers of Ballina Shire wish to object strenuously against the proposed 8% rate increase, or any rate increase at all, that has been proposed to fund a promotional levy.
- The Chambers of Commerce of Ballina Shire do not represent our interests.
- This type of advertising will not increase our business turnover.
- We already arrange our own advertising and marketing campaigns to target our particular market segments.
- Such a levy will not help owners of commercial and industrial properties and service businesses outside of the CBD
- Businesses in Ballina are already finding it hard going without a new Tax being imposed upon them.

(3)

Name	Address	Phone #	Signature
NORTH BRANKING STATION	36 Southern Cross ^A	68868811	
Ballina Windows	36 Southern Cross	68867991	
N. Hughes			
LENNOX HEAD EASY	28 PACIFIC PDE LENNOX HEAD	0139463909	
B. Bayes	2/31 Southern Cross Drive	0614878679	
B. Bressney	50 PACIFIC PDE LENNOX HEAD	04161481044	

The General Manager
Ballina Shire Council:

- We the undersigned business owners and/or ratepayers of Ballina Shire wish to object strenuously against the proposed 8% rate increase, or any rate increase at all, that has been proposed to fund a promotional levy.
- The Chambers of Commerce of Ballina Shire do not represent our interests.
- This type of advertising will not increase our business turnover.
- We already arrange our own advertising and marketing campaigns to target our particular market segments.
- Such a levy will not help owners of commercial and industrial properties and service businesses outside of the CBD
- Businesses in Ballina are already finding it hard going without a new Tax being imposed upon them.

(5)

Name	Address	Phone #	Signature
A. Campbell	10/100 Lines Ave	66860988	
M. Daniels	130 River Lane	66876378	
D. ...	4th Foley Ave	0422 487 424	
Cindy Cole	24 ... St.	0266816394	
Graham	7 barby Crosby	66872670	
L. ROWE	122 River st	66862442	
P. Nicholas	114 River St	66866918	
M. Dorman	21 Cherry st	66868886	
G. ...	99 River St	66863248	
C. Megies	69 River St	66865856	
J. ...	Plot 7 ...	66865432	
R. Cordon	Ballina	0424275481	
Imdan.	50 Riverside Dr.	6686344	
S. Lohman	211 Ocean Breeze Dr	66876943	
A. Lane	13 ...	66863491	

(4)

Name	Address	Phone #	Signature
Bakers delight	Shop 52 Ballina Fair Shopping Centre.	0400808678	
Mark J. Jones	L+M BALLINA, BM.	6686 4955	
Craig Goso	Surprise cycles Ballina	66866322	
DAVID BRUCE	RHF	0416080516	

The General Manager
Ballina Shire Council:

- We the undersigned business owners and/or ratepayers of Ballina Shire wish to object strenuously against the proposed 8% rate increase, or any rate increase at all, that has been proposed to fund a promotional levy.
- The Chambers of Commerce of Ballina Shire do not represent our interests.
- This type of advertising will not increase our business turnover.
- We already arrange our own advertising and marketing campaigns to target our particular market segments.
- Such a levy will not help owners of commercial and industrial properties and service businesses outside of the CBD
- Businesses in Ballina are already finding it hard going without a new Tax being imposed upon them.

(14)

Name	Address	Phone #	Signature
DAVID PERABOCK	Shop 3/144 LINKS AV	66860940	D Perabock
DESSIE PERABOCK	OPST BALLINA NEWSAGENCY	66860940	D Perabock
P. HITCHCOCK	K. BALLINA SHOP	66811885	P Hitchcock
S. FORDSTON	"	"	S Fordston
K. HITCHCOCK	"	"	K Hitchcock
JASON SIMPSON	Shop 1/144 Links Ave Ballina	66860872	J Simpson
REAGAN FOURFULL	Shop 1/144 LINKS AVE	66868386	R Fourfull
KERRY COLLINS	13/144 LINKS AVENUE BALLINA	66815001	K. G. Collins
CLANCY CARRETER	"	"	C Carreter
Lynne HAM	23 JAMESON AVE ERST BALLINA	0408262950	L Ham
CHRIS GILBERT	1/4 ENDENVALE CLOSE	0408661071	C Gilbert
L. DRENNAN	BALLINA FERRIERGAS	0266869242	L Drennan
GRANT JENKINS	3/1 ENDEAVOUR CL	0266865116	G Jenkins
Rhian Mannix	1/5 Southern Cross	0266 5636 95	R Mannix

(16)

Name	Address	Phone #	Signature
M. Dixon	29 Rainforest Way Lennox Head	0419 261022	
A. Moran	80 ^{Ballina} Pinnacled Dr	0413 951 421	
M. Moran	Swift St. Ballina	0405 729 248	
J. Moran	2 Watervale	0407 788 869	
M. Kellett	27 Maddern Place Corralan	02 66 866 759	
B. Jones	42 Treelands Crv Ballina	0402 925 110	
R. Romer	54 Treelands Crv Ballina	0419 370 336	
B. Jones	42 Treelands Crv Ballina	0402 925 110	
J. Lewis	Bentinch St	0401 402 765	
J. Harbisher	21205 Ballina Rd ALSTONVILLE	0422 189 317	
Janette Dean	81 Northcreek Rd Lennox Head	0414 916 962	
Alan Dean	81 Northcreek Rd Lennox Head	0412 124 269	
Laura Dean	81 North Rd Lennox Head	66 876 969	Laura Dean.
Liam Dean	81 North Rd Lennox Head	66 876 969	Liam Dean.
Erin Dean	81 Northcreek Rd Lennox Head	66 876 969	
M. Battison	225 Mollins Lane Empire Vale 2475	66 834 692	
MARK DAVID	9 Roy O'NEILL Cres	66 86 6915	