

# Moonee Ponds

## Moonee Ponds Traders Association: Membership and Promotional Eligibility Policy

### 1. Purpose

This policy establishes a clear, equitable framework for determining the eligibility of businesses operating within the activity centre to participate in the Moonee Ponds Traders Association and access associated promotional benefits.

### 2. Guiding Principles

The Association recognizes that a significant proportion of local businesses are tenants rather than property owners. To support the economic vitality of the precinct, the Association adopts the following core principles for membership and eligibility:

- Membership and promotional access are extended to businesses within the activity centre, regardless of whether they own or lease their premises.
- Eligibility is determined by a business's contribution to the local economy and the rate-levy framework that supports the Association, rather than the scale of the business or the specific commercial arrangement under which they operate.

### 3. Eligibility Criteria

To be recognized as an eligible participant of the Traders Association, a business must satisfy both of the following criteria:

1. **Location:** The business must operate within the designated Moonee Ponds activity centre.
2. **Contribution:** The business must contribute, either directly or indirectly, to the rates levy associated with its premises.

### 4. Application to Nested and Co-working Businesses

The Association acknowledges that businesses operating within co-working spaces, serviced offices, offices above shops, and similar arrangements contribute to rates indirectly through rental and outgoing structures incorporated within their lease agreements.

Under this policy:

- Tenants in serviced offices (e.g., One Plus One Serviced offices) or co-working spaces are recognized as having satisfied the contribution requirement, as their lease arrangements fund the rates paid to the Council by the landlord.

- These businesses shall be treated no differently than larger retail or commercial tenants regarding their eligibility.

## **5. Benefits and Promotional Opportunities**

Eligible businesses operating within serviced offices and co-working environments are entitled to the same promotional opportunities and benefits available to all other eligible members of the Association, including:

- Inclusion in official website listings.
- Access to social media promotion and marketing initiatives.
- Participation in all Traders Association activities and events.

## **6. Implementation**

The Association's administration team is responsible for updating the website, membership databases, and internal records to ensure these expanded eligibility criteria are reflected and implemented effectively.