



Suggestion 24

Maroondah Business Group

3 pages



Introduction

MBG was officially established in 2018 after a consolidation of the former Ringwood Chamber of Commerce & Industry (founded in 1947) and Croydon Chamber of Commerce and Industry (founded in 1951) operating within Maroondah. These groups have represented the interests of local businesses for decades through investment attraction and the growth of businesses across Maroondah.

Given the closely interconnected nature of the Ringwood and Croydon communities, the establishment of a single body to represent the interests of local businesses in Maroondah has proved a real success.

MBG represents the interests of our local business members from Croydon, Croydon Hills, Croydon North, Croydon South, Wonga Park, Ringwood, Ringwood North, Warranwood, Ringwood East, Park Orchards and Heathmont.

Our vision is to unite the 9000 businesses in Maroondah through a shared purpose of business growth, promotion & sustainability.

MBG supports our members and their businesses at all levels and will deliver a number of outcomes in the immediate to midterm, with consolidation into an ongoing, longer-term plan.

These will include:

- Support & resources designed for MBG members.
- Health, wellbeing & leadership.
- Capability & Communication.

Submission:

In line with our organisations aims and vision, it is crucial that all of our members are united into a single electorate. In our efforts to best represent the interests of our members we work closely with Maroondah City Council as well as the State and Federal Government. Our ability to coherently do so with a single Federal representative is critically important.

The Maroondah Business Group welcomes the decisions made by the Redistribution Committee in the 2018 and 2021 Redistributions, which have ultimately led to a unification of the entirety of Maroondah Council area into a single Federal Division.

We stress strongly that this progress made over the past two redistributions must be upheld, and Maroondah must remain entirely within the Division of Deakin.

Given the need for Deakin to grow slightly, we would suggest that the Redistribution Committee examine the possibility of Wonga Park or Park Orchards joining the Division of Deakin.

Both areas naturally orientate toward the primary hubs of Maroondah: Croydon and Ringwood. Many of our organisation's members are from these areas, the major road linkages to these suburbs flow towards Croydon and Ringwood, and geographically Warrandyte State Park and the Mullum Mullum Creek (respectively) separate these suburbs from the rest of their current Division of Menzies.

The commercial relationship between these areas is further evidenced by the Victorian Department of Transport and Planning which has identified Ringwood as a Metropolitan activity centre and is the closest centre of this type to Park Orchards, and has identified Croydon as a Major activity centre, the closest centre of this type to Wonga Park.

We note that based on feedback from our membership; retailers in Croydon predominantly draw their customer base from the surrounding suburbs of Croydon North, Croydon Hills, Croydon South, Ringwood East, Warranwood and Wonga Park. Retailers in Ringwood, including the Eastland Shopping Centre, predominantly draw their customer base from the surrounding suburbs of Ringwood East, Ringwood North, Warranwood, Croydon, Croydon North, Croydon Hills and Park Orchards.

The Maroondah Business Group has sought the unification of these communities of interest since its inception and, indeed, as part of the 2018 redistribution, the two predecessor organisations of the MBG, the Ringwood Chamber of Commerce & Industry and Croydon Chamber of Commerce and Industry, made Comments on Suggestions to the Redistribution Committee at that time.

In particular, the Ringwood Chamber of Commerce & Industry noted the following (in comment on Suggestion 38):

The Chamber represents local businesses across the Ringwood district, including Heathmont, Burnt Bridge, Ringwood North, Ringwood, Ringwood East and part of Warranwood...

and:

Ringwood is a highly important Businesses Community as well as a designated Metropolitan Activity Centre (MAC). As a key MAC in Melbourne's outer-east, Ringwood is the focus of significant public and private investment, employment growth and renewal.

The status of Ringwood justifies the entire District cohesively falling within a single Federal electorate.

Some submissions advocate splitting Ringwood in two along Maroondah Highway. In our view, this would be detrimental to the local community and businesses generally, as it would result in disunity rather than the unity of the era.

We at the Ringwood Chamber of Commerce & Industry posit that the Ringwood Traders are a significant community of interest that is best served united within the Deakin electorate.

And the Croydon Chamber of Commerce and Industry (in Comment on Suggestion 36) which stated:

Our members are best represented when situated within a single electoral boundary.

Being located within the one federal electorate will help us develop a better relationship and communication with the federal government, better management of economic investment, better planning and funding and provide stronger grounds for infrastructure projects within the area, such as CCTV cameras for traders.

It will also assist with the co-ordination of projects funded by multiple tiers of government's through Maroondah City Council and the state member for Croydon (both of which include all parts of Croydon within their boundaries).

The location of Chamber members businesses and their customers are entirely spread throughout the Croydon district, which includes Croydon, Croydon Hills, Croydon North, Croydon South and Wonga Park.

In order for our members, customers and the community to receive the best federal representation, our members would be represented by a single federal electorate. The separation of Croydon North, Croydon Hills and Wonga Park from a single electorate artificially separates our community.

The Chamber represents a significant portion of the Croydon community, and we request that these interests be given serious consideration in this redistribution process.

Conclusion

The Maroondah Business Group represents a significant portion of the Maroondah Council area and surrounds, and we are dedicated to uniting communities of interest for the betterment of our local area.

The decisions made by the Redistribution Committee in the 2018 and 2021 Victorian Federal Redistributions have been welcomed by the Maroondah Community and have improved planning and development processes in our area.

We ask that the Redistribution Committee maintain it's fantastic record by upholding its previous decisions and explore redistributing Wonga Park and Park Orchards into Deakin as the next step in uniting our community.

Maroondah Business Group thanks the Redistribution Committee for considering our submission.

Yours sincerely



Jenny Newman
Chair
Maroondah Business Group