

Interested in exploring this further?

Council's Investment and Economic Development team can support you with:



How to establish an association



Governance and best practice



Funding options and membership models

Any further questions?

For questions and more information contact Council's Investment and Economic Development team below, or scan the QR code to visit our website.



Contact

Council's Investment and Economic Development team
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WHITEHORSE
CITY COUNCIL

**BUSINESS
WHI7EHORSE**

Thinking of forming a traders' association?

Bring your business community together



Strong local precincts don't just happen
They grow through collaboration



Traders' associations help business owners and key property owners and precinct partners work together
to build visibility, strengthen identity, and create unique local destinations



What is a traders' association?

A traders' association is a group of local business owners, in a defined area, who come together to:



Represent the interests of their business community



Coordinate communications and marketing

(e.g. social media, and business websites and newsletters)



Deliver community events

(e.g. destination focused or seasonal events/ pop ups)



Advocate for precinct improvements

(e.g. street furniture, signage, street art)



Build stronger relationships with Council and partners

Associations give your precinct a collective voice and a platform to act together and drive visitation and expenditure to a centre.

Funding models available

Associations can access a range of funding options, including:

- **Voluntary membership contributions**
- **Council-supported special levy schemes**
(e.g. Council levies a rate or charge to all properties then delivers funds back to associations through a funding agreement)
- **Event-based sponsorships**
- **Grant funding opportunities**
- **Partnerships with local organisations**



Why become an incorporated association?

Incorporation provides a formal structure that allows your group to:

- **Operate with clear governance and decision-making processes**
- **Open a bank account and manage funds transparently**
- **Apply for grants and funding opportunities**
- **Enter into agreements with Council and external partners**
- **Represent your precinct as a recognised legal entity**

In short, incorporation helps your group operate professionally, sustainably, and with credibility.

Local traders, local impact

Across Whitehorse, trader associations successfully delivered the following:

- **In 2025 Mont Albert Village** hosted a Jazz Christmas Carols event
- **Brentford Square Shopping Centre** schedules an annual 'Scare in the Square' trick or treat event
- **Burwood Heights** organised individual Christmas Window painted decorations with a local artist

These examples show how collaboration creates vibrant, successful local centres.

