

# Noosa Junction Association Annual Report 2020-2021



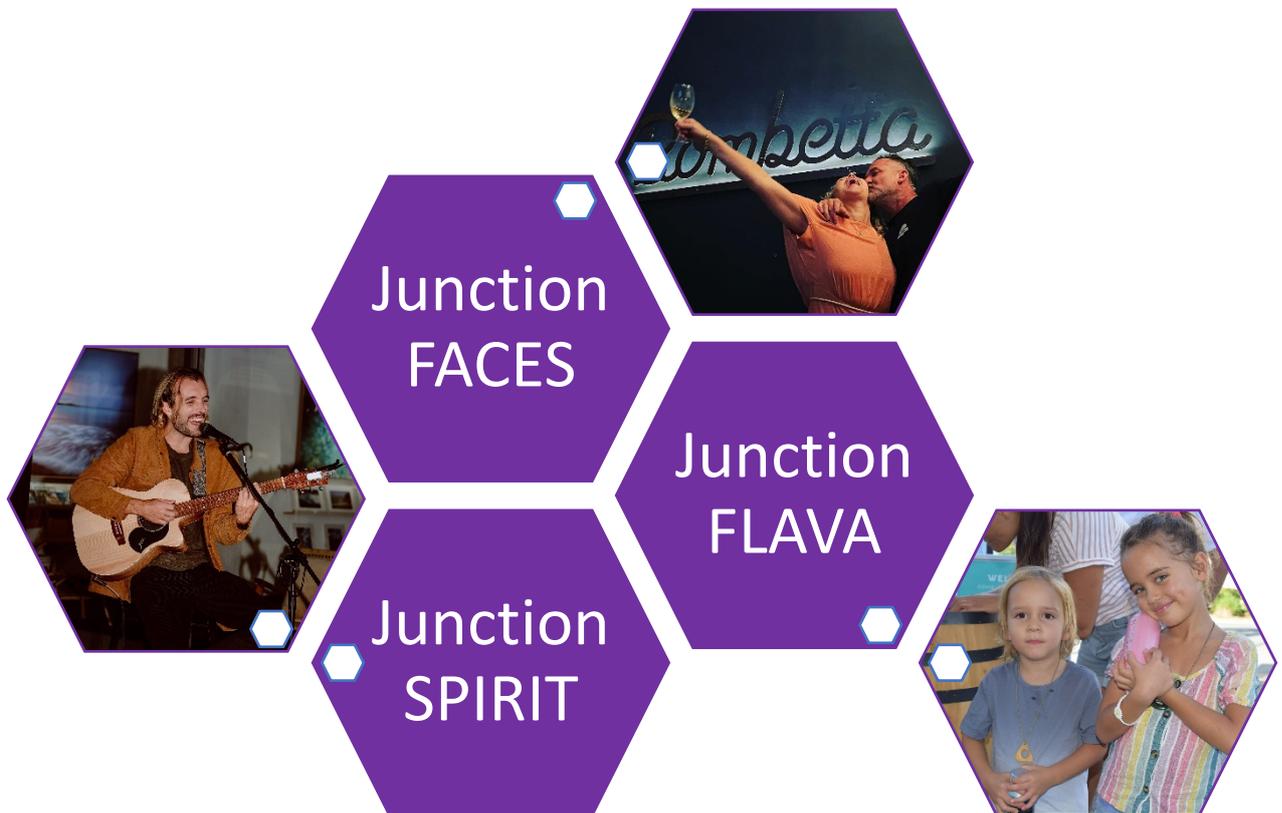
**Celebrating everyone's favourite local**

Everyone's Favourite Local

 **noosa junction**

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## Message from the NJA President

This year delivered a series of rolling challenges with lockdowns, border closures and unpredictability.

Despite these continuing challenges and hardships, the Junction precinct community showed resilience and a growing commitment to their neighboring businesses.

For some, particularly those in retail, it certainly wasn't the year we'd been hoping for. Although we certainly fared better than our southern counterparts, business disruption and support was not as clear cut, with many businesses navigating 'grey' areas around changing legislation, threatened snap lockdowns, and reduced consumer confidence. For others business levels reached record turnovers as customers spent money on renovations instead of holidays. Experience over 'things' continues to be a trend, with Junction visitor numbers reinforcing this as demand grows for street activations, bars, café culture and diverse dining choices.

The Association continued to liaise with businesses sharing updates around grants, changing legislation, and developing campaigns of support during lockdowns.

The Noosa Villages Tourism Funding Boost initiative was a welcome boost that delivered significant additional lighting around the precinct and funded our growing music offer over summer.

One of the most significant projects the Noosa Junction Association (NJA) has planned over the past two years in conjunction with Noosa Council and Place Design is to upgrade the Noosa Junction streetscape. Following the mailing to all Noosa Junction landowners of a detailed brochure and introductory letter, in May this year NJA hosted an information evening at The J Noosa to launch the project. The project has gained significant support from both Noosa Junction landowners and traders and this support will be further measured in a detailed survey of these groups and other stakeholders.

Key benefits of the streetscape include:

- Improved precinct amenity and appearance for locals and visitors
- More customers for hospitality and retail businesses with a resultant increase in turnover
- Increased business investment in tired buildings – increasing value
- Increased leasing and new business enquiries
- Improved safety for both pedestrian and vehicles
- Better placement of bus stops, pedestrian crossings
- Improved lighting, signage and activated spaces
- Improved gardens and landscaping

The upgrade will be a major generator of economic activity and investment for the region ahead of the Brisbane 2032 Olympics and is seen by the NJA as a priority.

Ongoing planning issues continue to impact precinct investment and our ability to develop affordable housing on 'shop tops' for local workers and students. Our Association is committed to working with Council to try and resolve one of the last constraints, being an 'in lieu' car parking charge which is proportionately higher in the Junction than other local Noosa precincts. We continue to offer and work with Council on potential opportunities and hope to resolve this issue to enable much needed activation.

The committee follows our adopted five-year marketing plan which has three strategic priorities:

1. Destination DNA – creating a village vibe
2. Activation – events and experiences
3. Culture & empowerment – advocating for Noosa Junction with a consistent voice

Our practical objectives and tasks form the basis of our committee meetings and progress is reviewed monthly.

#### **Key projects and activities successfully delivered during the year included:**

- The Junction lights up program continued – working with Council further permanent lighting of five trees along the dining street precinct in Sunshine Beach Road kept the sparkle coming and helped shine the spotlight on our incredible street dining and bar scene. Increased foot traffic is an opportunity for all businesses to showcase their offers via window displays, special offers, late afternoon trading and promotions.
- The Junction's laneway art and mural program kept the colour coming, with new laneway wall at Somedays Pizza
- NJA continued to work with Place Design & Noosa Council with a goal of improved streetscaping, a project we introduced at an information evening in May 2021. The streetscaping project will raise capital for much needed improvements to the precinct which needs investment.
- Event highlights included the Twilight Nights music activation around town, Christmas celebrations, Sounds Like Summer Fest, Arcadia Street FLAVA celebrations, Hot 91 outside broadcast, Climate Change Clean Ups and our first EV Expo
- NJA continued to work with neighboring business associations, Hastings Street Association & Noosaville Business Association and the Noosa Chamber of Commerce collaborating on common key issues relevant to our precinct such as transport, traffic, parking, and signage.
- Despite a challenging year we continued to welcome new members to NJA who recognise value in one consistent voice for the precinct and the strength of our growing local community culture.

The NJA Committee would like to acknowledge and thank all our favourite locals - our members, community, Noosa Council, Tourism Noosa, Seasons IGA, RACV Noosa Resort and the Noosa Police for their commitment and support. We expect 2021/22 will bring new challenges along with reasons to celebrate. Precinct projects will focus on the Streetscaping upgrade, further lighting, media promotion, music and daytime activation and we will welcome more new businesses to our neighborhood. Working together we expect our Favourite Local to continue to grow in popularity.

Finally, I'd like to acknowledge the work done by our NJA Committee members and thank them for their support and assistance in my first year as President.

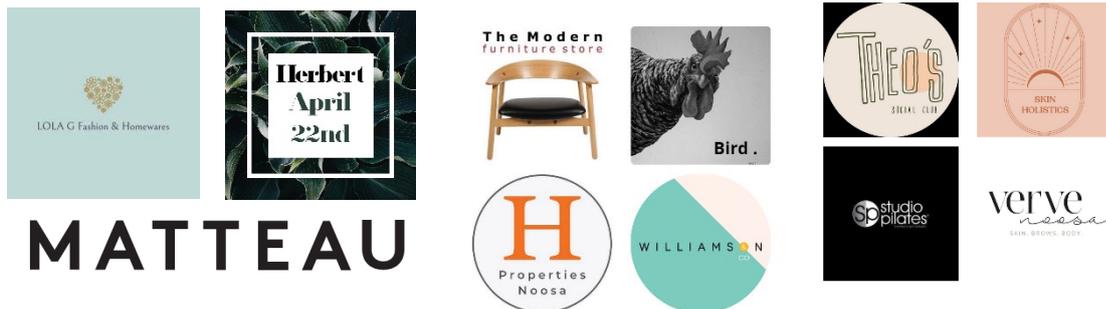
**Kind regards**  
**David Langdon**  
**President Noosa Junction Association**

## 2019/20 highlights

### A little Bird told us everyone's favourite local is the talk of the town...

The year delivered even more next generation offers in the Junction with renovations and facelifts, fresh faces and flavas! The precinct cemented its reputation as the place to be for eat-drink-good-time-street-vibes, with our fairy lights shining the way along music-filled laneways, alleys, doorstops, and carparks, awash with vivid images from talented muralists. And while we welcomed the new, we also celebrated the birthday of one of our favourite locals - Village Bicycle first rolled into town in April 2014, paving the way for good times to come.

2020/21 saw pop up events and entertainment continue with artist exhibitions, laneway parties, outside radio broadcasts, precinct clean-ups and an electric vehicle expo. Foot traffic continued to increase, particularly in the evenings, with locals and visitors drawn to the diversity, quality, and fresh global food on offer along with the bar-hopping trail of neighbourhood wine and cocktail bars. Building on the precinct diversity and offer of 'you'll find everything you need in Noosa Junction' it was exciting to welcome new fashion, lifestyle, and wellness businesses to the neighbourhood in addition to our long-time favourites.



### Twinkle twinkle little stars...

There's no doubting the popularity of our fairy and festoon lighting and the contribution it continues to make to our village vibe. This year, following liaison with Noosa Council, there was even more sparkle around town with lights installed on a further five trees and verandas in Sunshine Beach Road.



## Marketing, experiences & precinct activation

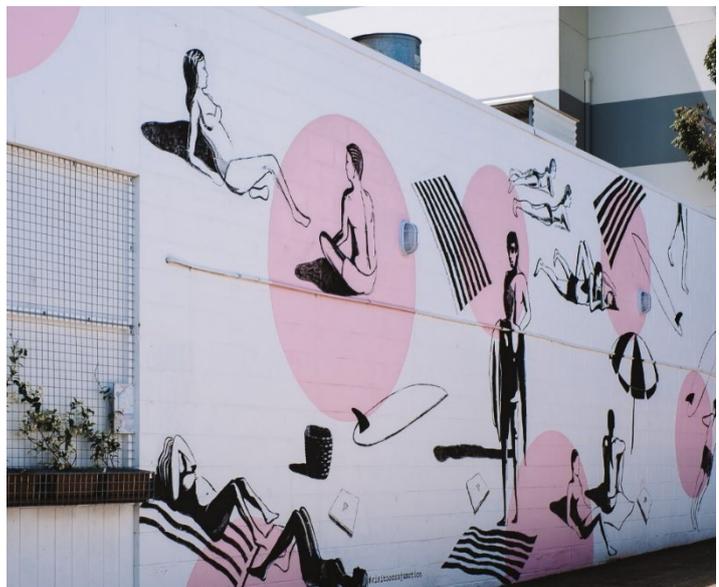
### Friday nights became Twilight Nights

Nothing says Friday night like TWILIGHT NIGHTS in Noosa Junction. What started as a small-scale trial, is now a much-loved part of Friday night's Junction vibe. NJA was supported by local businesses like CLO Studios, Lanyana Place, RACV Noosa Resort, Francis Fabrics and Hindmarsh Properties who all helped to keep the music playing and support a growing cohort of local musicians. We continue to receive positive feedback from community and venues alike, and continue to reach out to local businesses to partner with us.



### More Junction street art - a trail in the making...

Yet another amazing piece of street art was added to the growing collection of murals in Noosa Junction during the year. In an initiative very proudly supported by the Noosa Junction Association, the pretty as a picture, Somedays Pizza new coastal vibes wall added to the laneway vibe from talented artist @mitchellenglish. As wedding snaps, pop-up events, and insta-worthy selfies continue all around town, Plans are underway for the more than twenty murals to feature as a Junction Street Art Trail.



## Getting Festive – Junction got jolly with Giant Santa

Everyone's favourite local was the place to be during the holiday season. Noosa Junction again partnered with favourite local, Seasons IGA, on our much-loved Santa with Selfie competition with \$1200 worth of prizes. The Friday before Christmas was a highlight with extra performers, kids' activities and many local businesses opening their doors in the evening to promote shopping local.



## Hot twilight nights...sounds like summer, right?

To say thank you to our businesses and locals alike after a challenging year, Noosa Junction Association wanted to deliver a summer celebration with even more Twilight Sparkle, music, and local vibe. Thanks to Tourism Noosa's 'Noosa Villages Tourism Funding Boost initiative' and the Noosa Junction Association program there was plenty to celebrate.

The good times rolled with the **Sounds Like Summer Fest** on Friday nights all through summer.



## We charged towards the future with the EV Expo

There was a renewable buzz about the streets of Noosa Junction as Zero Emissions Noosa shone the light on e-vehicles and more sustainable travel choices at the first EV Expo in the precinct. Despite the weather being a little challenging, the crowd joined in and was treated to the latest tech, talks and hand-on testing from a range of exhibitors showcasing the absolute best in electric scooters, skateboards, bikes, cars, vans, buses and trucks. An even bigger event is planned for next year.



### DID SOMEONE SAY PARTY?

It was standing room only with the return of our first laneway party since Covid. DJ's, food & heaps of fun at the CLO Studios laneway. Proceeds from the bar funded more Twilight Night music nights.



## May twilight nights kicked off with Arcadia Street FLAVA

Thanks to RACV NOOSA RESORT, music on the streets returned for the month of May, kicking off with 'Arcadia Street FLAVA' The precinct hosted HOT 91 and gave afternoon announcers Nugget & Al a taste of our awesome Arcadia Street FLAVA. From pick-me-up probiotic cocktails from The Orangerie, to hand cream from Lovely Things Gift Shop, skin



care from Noosa Body & Skin Care, to BBQ pork buns from The Steamed Bun Co, to paying homage to plant based deliciousness from Herbert, Prosciutto toasts from Theo's Social Club, pork gyoza from HARU Korean Kitchen, Japanese tapas from Izakaye ATE, fired up free range chicken from Bird and fab falafel & perfect flatbread from Telephone Call From, it was a flavour filled afternoon and evening!



### OUR FAVOURITE LOCAL 5-STAR STAYCATION PROMOTION

As part of the May celebrations, we gave locals the chance to win a staycation at RACV Noosa Resort. In a social media competition, we asked our precinct customers to post their favourite Junction local, for a chance to win the five-star staycation which offered an incredible two nights at the award-winning, five-star, resort for up to six people staying in a fully self-contained, three-bedroom, massive SANCTUARY apartment with buffet breakfast included.



And the favourite local winning 'shots' were taken at Village Bicycle, with entrants enjoying their fabulous RACV Noosa Resort prize.



## Working together supporting locals & our environment

A cat's gotta do what a cat's gotta do! We worked together with our businesses to share updates on changing legislation and guidelines.



We partnered with Plastic Free Noosa, and Tourism Noosa when we hit the streets to add some extra shine to our much-loved precinct in support of Climate Week 2021. Our fave locals Village Bicycle dished up free tacos and Heads of Noosa made sure no one went thirsty.

## Getting social

#everyone's favourite local...

visitnoosajunct

1,319 posts   2,903 followers   1,278 following

Noosa Junction  
★ Official account for Noosa Junction ★  
There's something for everyone at #everyonesfavouritelocal ★ #visitnoosajunction  
★  
[linktr.ee/visitnoosajunction](https://linktr.ee/visitnoosajunction)

✓ 5,459 people follow this

✓ 7,546 people checked in here

🌐 <http://www.noosajunction.net/>

## A few of our Most popular campaigns...

Social media engagement continued to grow with our Facebook community now more than 5000 strong and our Instagram follower numbers almost 3,000. Popular posts include 'Cheers to the Weekend' featuring local musicians around town along with some of our favourite tipples; 'what's on the menu' showcasing our diverse global flavours; and 'our fave locals' – introducing the faces behind our incredible local businesses thanks to the incredible photography from our fave local photographer Paul Smith of Paul Smith Images. Paul's images capture the essence of #everyonesfavouritelocal with candid shots around town.

OUR FAVE LOCALS 🥰🥰🥰

Say hi to the exceptionally good-looking team from [Platinum Tax Solutions](#) 🌟

Known for being our bestest friends at this time every year when we start feeling overwhelmed by our overspending 😩🥲 and for being a rare breed of tax experts 'cause they possess such a fabulous sense of humor 🥰💎

📷 [Paul Smith Images](#)

📍 [Visit Noos...](#) [See more](#)



OUR FAVE LOCALS 🥰🥰🥰

Say hi to the awesome Brenda & Jon from Troppo Foods Fish Diner 🌟

Known for seeing us through all of life's ups & downs (think hangovers, lazy Sundays, empty fridges, "all I've got is loose change" days, family get-togethers, rainy days, Friday night shenanigans, post-beach burger fixes, breakups, love-ins, lockdowns etc, etc) 🍷🍷🍷

🙌🏻 & for being a super-nice, ultra-friendly couple who love what they do and work super hard to make their business sh... [See more](#)



2,044

People reached

506

Engagements

↑ +5.1x higher  
Distribution score

[Boost post](#)

## Collaboration working together with community & stakeholders

NJA worked closely with Tourism Noosa, HSA & Noosaville Business Association, Noosa Chamber of Commerce, Plastic Free Noosa, and Zero Emissions Noosa during the year on projects where we share common objectives such as reducing our carbon footprint, planning, transport, and traffic.

Noosa Junction also works closely with a range of media from local to national travel writers, bloggers, and broadcast crews. During the year the precinct hosted video and photography crews who were focusing on our new generation foodies and local music. Fabulous images and videos have been shared around Australia.

**Membership strength** ...despite the ongoing challenges this year, members continued to recognise the value of collaboration and a consistent voice. Member benefits included added content on our website, radio promotions and media buys and profiles across growing social media platforms. NJA also continued to advocate on behalf of businesses during the year.

**Sponsorship and grants**... for the year included contributions from Tourism Noosa, Seasons IGA, Aspire Property Management, the Brinkley Family, CLO Studios, Hindmarsh Property and RACV Noosa Resort, Ogilvie Bacon and Francis Fabrics.

**Representing Noosa Junction**...we continued to collaborate with stakeholders and community on event planning such as the EV Expo, Climate Week Clean-Up Days, joint marketing activities and social media. We also participated in stakeholder reference groups including The Sustainable Noosa Tourism Reference Group, Noosa Council round-table collaborative response to COVID-19, and the Noosa Transport Strategy.