

# Diamond Creek Traders Association

## Marketing Plan 2021-22



Prepared for the Diamond Creek Traders Association

Anna Henderson and Yvette Standfield  
0401 042 194 and 0408 056 581

## 1. Aims and purposes of this marketing plan

The Diamond Creek Traders Association is an Incorporated Association whose primary function is to stimulate and create more business in Diamond Creek.

This will be achieved by implementing and delivering a wide range of marketing strategies and promotions for twelve months from July 2021 through to June 2022.

This document has been prepared by the Diamond Creek Traders Association 2021-22 Executive Committee and Marketing Coordinators and is intended to inform Association members and Nillumbik Shire of the Diamond Creek Traders future plans.

The plan stipulates below the various strategies that undertaken during the period and to what time frame. It is an evolving document and may change from time to time by the Executive committee.

The Diamond Creek Traders Association welcomes feedback and is to be forwarded to Anna Henderson/Yvette Standfield, Marketing Co-ordinators, M: 0401 042 194. E: [marketing@diamondcreekshopping.com.au](mailto:marketing@diamondcreekshopping.com.au)

## 2. Mission Statement

To foster successful business in Diamond Creek and develop a positive relationship with our current and potential customers in the immediate and secondary catchment areas so that they will continue to return to Diamond Creek for their shopping and servicing needs.

Exploit marketing and promotional opportunities or special occasions and events to promote Diamond Creek businesses and where possible include local community groups as part of our promotional activities.

To ensure Diamond Creek fulfils its role as a vibrant Activity Centre.

Local government and main street retailing form an important part of urban structure as it is the backbone for the focus of for work, life and play. Over time, it is increasing in community function and role which is not without its challenges.

Some of these include:

- Shared infrastructure
- Multiple ownership and diversity of stakeholders
- Broad mix of uses

The identity and brand of Diamond Creek traders is paramount as not only the hub for business activity and local employment, but it is first and foremost a place where people should want to come and shop.

The Diamond Creek Traders Association have prepared this plan with a view to:

- Stimulate and create more business in Diamond Creek

- Develop a detailed plan / strategy into place on how to best use resources from the special rate scheme
- Inform Association members and Nillumbik Shire Council of the Diamond Creek Traders future strategic plans
- Work with external organisations such as Nillumbik Shire Council and State Government to attract additional funding for programs.

### 3. Beneficiaries of the marketing plan:

- Traders, landlords, community, Nillumbik Shire Council and other strategic partners

### 4. Key challenges and opportunities for Diamond Creek

- Covid19
- The phenomenal growth of online retailing
- The rise of mobile retailing
- The speed and sophistication of the major national and international retailers
- Tough economic and political climate
- Rising rents and costs of doing business
- Changing consumer preferences

Now more than ever we must work together

### 5. Objectives

- 100% occupancy rate
- Increase business for our traders
- Increase patronage
- Increase foot traffic
- Positive community and business engagement

### 6. Business Mix:

Accountants / Financial Services
Aged Care Provider
Automotive Panel Repairers
Automotive Repairs
Bakery & Cakes
Banks
Builder
Cafes
Carpet supplier
Chiropractor
Clothing
Coach Services

Computer Supplies & Repair
Delicatessen
Dentist
Dry Cleaning & Laundrette
Florist
Fruit and Vegetable Shop
Funeral Service
Giftware & Toys
Glass
Gymnasiums
Hair & Beauty
Hardware & Timber

Heating & Air Conditioning
Hiring Company (trade)
Hiring – Homewares/Decorations
Homeware & Gifts
Legal Practice
Liquor Outlets
Butcher
Medical Centre
Newsagency
Optical
Pet Shop & Supplies
Pharmacy
Plumbing
Physiotherapist

Post Office
Real Estate Agents
Reception Venues
Retirement Home
Restaurants & Hotels
Second-hand Shops
Service Stations
Supermarkets
Takeaway Outlets
Travel Consultant
Tyres
Website design

## 7. Target Market (Who do we want to attract?)

- All Diamond Creek residents
- People who live within a 10km radius (Eltham, Wattle Glen, Hurstbridge, Doreen, Laurimar, Yarrambat)
- Parents and children of local primary schools and the secondary college
- Train commuters
- YMCA patrons
- Diamond Creek Traders (keep business within the town)

## 8. Campaigns

### **September 2020 – Father’s Day**

We ran an online competition to gain improved traction on the Diamond Creek social media pages, plus assist the trader (Golden Hills) with their social media. The traders to contribute to the prize given as part of the promotion. This was a good outcome because it meant the business wasn’t out of pocket for the goods.

Measurement:

- The number of people entered

### **October 2020 – Halloween**

Due to Covid19 unfortunately we will not be able to run Halloween Trick or Treat in Diamond Creek as we normally would. This year we will run an online colour competition and ask children to bring their finished pieces of work to redeem a bag of lollies.

Measurement:

- The number of people entered
- Trader feedback via survey

### **December 2020 - Christmas Promotions & Decorations**

The following activities will be arranged for Diamond Creek.

- Local school children will be invited to sing Christmas Carols in three separate locations – Diamond Creek Plaza, Chute Street and Diamond Creek Shopping Station.

- Letters to Santa will be organised for the local children to drop off their letters and receive a reply.
- Santa roving the streets
- Additional Christmas community decorations

Measurement:

- Trader feedback via survey
- School choir participation and numbers attending the event
- Number of Santa Letters received from local children

### **March - Clean Up Australia Day in Diamond Creek**

The Traders Association hold a Clean Up Australia Day in Diamond Creek in 2020. The purpose of the event is to help the traders and community become more connected to their town. The Clean Up Day will involve local traders, community groups and others involved on the day.

Measurement:

- Trader and customer feedback via survey
- Approximate amount of rubbish collected
- Traders of people who register

### **April 2020 – Easter Egg Hunt**

The Diamond Creek Traders have built a reputation as having a great Easter Egg Hunt whereby local families are invited to buy an Easter Treasure Hunt map and visit selected Diamond Creek stores and collect Easter gifts. This event is proving popular, with over 250 children purchasing maps. Based on trader feedback from the Easter 2020 event, the committee will look at hosting an Easter Fun Day in April 2021.

Measurement:

- The number of maps sold
- Trader participation
- Trader feedback via survey at the conclusion of the event.

### **May 2021 – Mothers' Day**

We will potentially look at a couple of initiatives including Mother's Day paper packages, competitions and Mother's Day dinner. We will determine which is the best initiative when the time comes closer due to Covid19 restrictions.

Measurement:

- Number of entries
- Number of people attending an event

## **9. Ongoing Promotions**

### **New Residents Welcome Kits**

Work with local real estate agents to encourage businesses to supply vouchers and offers to new residents through Mason White McDougall, Ray White and Barry Plant Real Estate. Notification will be with newsletter articles and emails to Diamond Creek businesses and local council.

## **Digital Marketing**

Launch the new Diamond Creek website. Develop a new digital strategy to maximise the website for the traders as well as the promotion to the community.

As part of the digital marketing strategy include social media marketing campaigns to assist the businesses and promotion to the community.

## **10. Advertising & Sponsorship**

### **ANZAC and Remembrance Day**

The Diamond Creek Traders Association will continue to support these groups by sponsoring the catering up to the value of \$300 for each event. These events are organised by the local Diamond Creek RSL.

### **Diamond Creek Christmas Community Carols 2019**

The Diamond Creek Traders Association will continue to support the Christmas Carols by sponsoring up to the value of \$1000. This event is organised by St Johns' Anglican Church.

## **11. Business Attraction / Retention / Networking**

### **Business Attraction Kit**

The Unleash Your Inner Entrepreneur booklets will continue to be distributed to the local real estate agents and those leasing shops.

Measurement:

- Shop / office vacancies

## **12. Social capital programs**

### **Pop Up Gallery**

In 2021-22, the committee will determine if they will sell the shipping container or retain it. If it is to be retained a new marketing strategy needs to be developed.

### **Community Planter Boxes – Chute Street**

The 9 planter boxes installed in Chute Street, are managed by the Diamond Creek Traders, Local Food Connect and Diamond Creek Primary School. At the beginning of each year the school is given instructions on how the planter boxes work and complimentary garden gloves are given to each child. As this is little cost to the traders, this will continue.

As part of ongoing maintenance requirements, we will consider the feasibility of painting the boxes during the period of 2021-22.

### 13. Key Performance Indicators

<b>PROMOTION</b>	
Events as stipulated in the Plan	
Measurement and Review	Post event survey for traders and customers
Website: w:diamondcreekshopping.com.au	Check fortnightly for updates needed
<b>SOCIAL MEDIA</b>	
Facebook Posts	14 per week
Instagram	14 per week
<b>CAPITAL IMPROVEMENT</b>	
Painting Planter Boxes	Completed end of financial year
Graffiti	As required
<b>GOVERNANCE</b>	
2 Instalments submitted to Council *	November 2020 & January 2021
Committee meetings	Monthly
Annual General Meeting	Within 6 months after the end of the Financial year
Consumer Affairs – lodgement of audited Financial Reports to Council	After the AGM
Provide evidence of Incorporation	July 1, 2020
Membership Register	60%
<b>TRADER SUPPORT</b>	
Trader Newsletter (or eNewsletter)	Quarterly or as required

\* Refer Appendix 1 – Nillumbik Shire Council Payment Terms

## **14. Budget – 2021-22**

Refer Appendix 2

## **15. Measurement**

The Diamond Creek Traders Association will measure the effectiveness of the promotions as outlined above.

## **16. Feedback**

Traders are encouraged to provide feedback on this report. Contact details as follows:

Diamond Creek Traders Association  
PO Box 234  
DIAMOND CREEK VIC 3089  
E: [marketing@diamondcreekshopping.com.au](mailto:marketing@diamondcreekshopping.com.au)

## **SPECIAL RATE AGREEMENT WITH NILLUMBIK SHIRE COUNCIL 2012 - 2019**

### **4. The Associations Obligations**

- 4.1 The Association must prepare and submit for the approval of the council, or its delegate, before the first (1<sup>st</sup>) day of each new financial year –
  - 4.1.1. The association Annual Budget that details the manner in which the Association proposes to spend the Special Rate and the Fund in the upcoming financial year; and
  - 4.1.2. The Association Business Plan, as it relates to and as it is necessary to identify key activities and expenditure items in relation to the Special Rate and the Fund. The Association Business Plan must be funded from sources other than the Special Rate or the Fund.

### **5. Reporting and Accountability Requirements**

- 5.1 The Association must keep and maintain to the satisfaction of the council, proper accounting records as to the manner in which it expends the Special Rate and the Fund.
- 5.2 Without limiting the generality of Clause 51. The Association must provide to the Council by the first (1) working day of the month in which the Special Rate payment falls due a report that includes:
  - 5.2.1 financial information including a Profit and Loss Statement and a Balance Sheet for the previous six months; and
  - 5.2.2 the Presidents Report and a Marketing Report describing activities undertaken and in assessment of the outcomes in relation to achieving or not achieving the objectives state in the Association Business Plan.

## Appendix 2

	Diamond Creek Budget 2021-22	
	Diamond Creek Marketing and Budget	
<b>INCOME</b>	Special rate	\$132,000.00
	Halloween maps	
	Easter maps	
	Total Income	<b>\$132,000.00</b>
<b>EXPENSES</b>		
<b>Personnel</b>	Marketing Coordinator	\$63,355.56
	Social media	\$4,500.00
	TOTAL	<b>\$67,855.56</b>
<b>Admin</b>	AGM expenses	\$440.00
	Insurance	\$3,718.00
	Storage at Fort Knox	\$2,000.00
	Bookkeeping	\$5,735.00
	Accounting fees	\$1,848.00
	MYOB	
	Domain and hosting and care plan	\$1,741.74
	Christmas storage	\$2,156.00
	PO Box	\$440.00
		<b>\$18,078.74</b>
<b>EVENTS</b>	Easter	\$500.00
	Halloween	\$600.00
	Diamond Creek Rotary Festival	
	Christmas decorations/events	\$7,442.50
	Markets	\$1,000.00
		<b>\$9,542.50</b>
<b>TRADER SUPPORT</b>	Paint Planter Boxes, supply equipment to children (Chute St)	\$300.00
	Welcome and Trader pack	\$500.00
	Real Estate pack	\$500.00

	Photos	\$3,000.00
	Digital Mgt (SEO/Ads)	\$18,000.00
	Digital Marketing	\$16,300.00
	Shop Local Campaigns	\$99.00
		<b>\$38,699.00</b>
Sponsorship	Christmas Community Carols (banners)	
	Diamond Creek Town Fair Sponsored \$1K For the Wood Chopping competition. DC to provide banners)	
	ANZAC & Remembrance	\$500.00
		<b>\$500.00</b>
SUB TOTAL		<b>\$134,675.80</b>
Surplus/Deficit		<b>-\$2,675.80</b>
Opening Balance 1/7/21		<b>\$43,143.42</b>
Estimated Balance 30/6/22		<b>\$45,819.22</b>
DCTA Investment Account Balance 1/7/21		<b>\$27,219.80</b>