

# Diamond Creek Traders Association

## Marketing Plan 2022-23



Prepared for the Diamond Creek Traders Association

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# 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 through implementing various marketing strategies.

This document has been prepared by the Diamond Creek Traders Association 2022-2023 Executive Committee and Marketing Coordinator and is intended to inform Association members and Nillumbik Shire Council of the Diamond Creek Traders future plans for the 12 months from July 2022 – June 2023.

This document has been prepared by the committee and is the culmination of ideas that have been discussed at meetings as well as speaking to traders and others.

This document outlines the proposed schedule of events that will be undertaken during the 12 months and within what time frame so that the committee and Marketing Coordinator can develop a budget and timeline for the marketing activities.

The Marketing Plan has been developed for the benefit of the members of the Diamond Creek Traders Association which includes the traders and landlords.

The purpose is to improve across the Precinct by:

- Creating a 'Local Destination' and attract businesses to the precinct
- Engaging with local community and sporting groups to foster improved relationships
- Developing strong online presence, so that all Diamond Creek traders have a representation.
- Working closer with Council to develop plan for improvements and marketing specific to Diamond Creek

The Diamond Creek Traders Association welcomes feedback and this can be forwarded to:

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## 2. Business Mix

The traders of Diamond Creek have been divided into 14 key categories to understand the diversity and mix of businesses. At the time of data collection, there were two clear top categories and numerous categories equalling for third:

1. Café/Restaurants/Pubs- 25%
2. Health and Wellness- 17%
3. Automotive- 8%
4. Fresh Food/Liquor- 8%
5. Industrial & Wellbeing- 8%
6. Retail & Accessories- 8%

INDUSTRY	NO.	%
Automotive	11	8%
Banking & Financial	3	2%
Café/Restaurants/Pubs	33	25%
Fresh Food/Liquor	10	8%
Gardening & Outdoor Supplies	1	1%
Hair & Beauty	8	6%
Health & Wellness	22	17%
Industrial & Wellbeing	10	8%
Business & Professional Services	4	3%
Recreation & Fitness	8	6%
Retail & Accessories	10	8%
Pets & Hobbies	2	2%
Real Estate	4	3%
Other	9	7%

## 3. Swot Analysis

A detailed analysis has been completed to assess current strengths, weaknesses, opportunities, and threats to the Diamond Creek Shopping Precinct.

### Strengths

- **One-stop-shop:** There are various businesses in Diamond Creek, making the precinct a one-stop-shop for locals. From fresh food to retail, there is something for everyone.
- **Atmosphere:** Diamond Creek is a thriving community with a great mixture of parks, trails, shopping, community spaces, and businesses. There is a wonderful atmosphere that combines city convenience with rural nature and open spaces.
- **Local community:** Diamond Creek has a growing population. This large and engaged community group presents endless opportunities for connection and promotion.
- **Food choices:** A major strength of the Diamond Creek Shopping Precinct is the large variety of takeaway food choices.
- **Branding:** With newly updated branding, the Diamond Creek brand is modern, inclusive, and bright. This offers opportunities to grow an online presence and promote the brand in the local area and to surrounding communities.
- **Local community groups:** Diamond Creek has an excellent community focus and spirit. Numerous community groups support promotional initiatives and the local traders.
- **Greenery and landscape:** The suburb boasts beautiful parklands, trails, and landscapes that locals and Diamond Creek workers enjoy. Residents can access all the convenience of an inner-city town and the beauty of regional living.

- **Community spirit:** The combination of local groups, beautiful landscapes, engaged businesses, and loyal shoppers leads to a wonderful sense of community in Diamond Creek.

### Weaknesses

- **Parking:** Parking is a concern for shoppers and traders in the precinct. Problems have been identified with the volume and configuration of the major car parks.
- **Lack of connection across the whole precinct:** There is locational separation across the precinct.
- **Business growth:** Our marketing analysis showed that no surveyed trader identified business growth in the past 12 months. This is a consequence of the COVID-19 lockdowns.
- **Traffic congestion:** The railway crossing causes disrupted traffic flow and congestion in the precinct.
- **Reduce escape expenditure:** This is a high proportion of escape expenditure outside of Diamond Creek and Nillumbik.

### Opportunities

- **Digital marketing:** The Diamond Creek Trader's Association is actively investing in the creation and execution of digital marketing campaigns to promote the local traders.
- **COVID-19 local shopping:** While COVID-19 is recognised as a threat to businesses, the persistent lockdowns and correlated travel restrictions have encouraged immediate locals to keep their shopping in their LGA. This means that many people have returned to local shopping only during the lockdown period. Moreover, with more residents working from home, they are more likely to seek food and supplies in Diamond Creek rather than their suburb of work.
- **Collaboration with local community groups:** There are several engaged and active community groups in the local area, including sporting clubs.
- **New customers:** There is an opportunity to reach new customers from the area surrounding Diamond Creek.
- **New residents:** With new developments in Diamond Creek and a booming real estate market, there are new residents in the area who are ready to shop local.
- **New investors:** As Diamond Creek continues to develop, new investor opportunities are constantly arising.
- **Council:** There is an opportunity to improve the working connection with the Council to generate better outcomes for the traders and the community.
- **Regional Playspace:** The Regional Playspace has attracted families and visitors from across Melbourne to the area. The recently completed Playspace is a beautiful, shared community destination and presents an opportunity for local traders to utilise the new visiting audience.

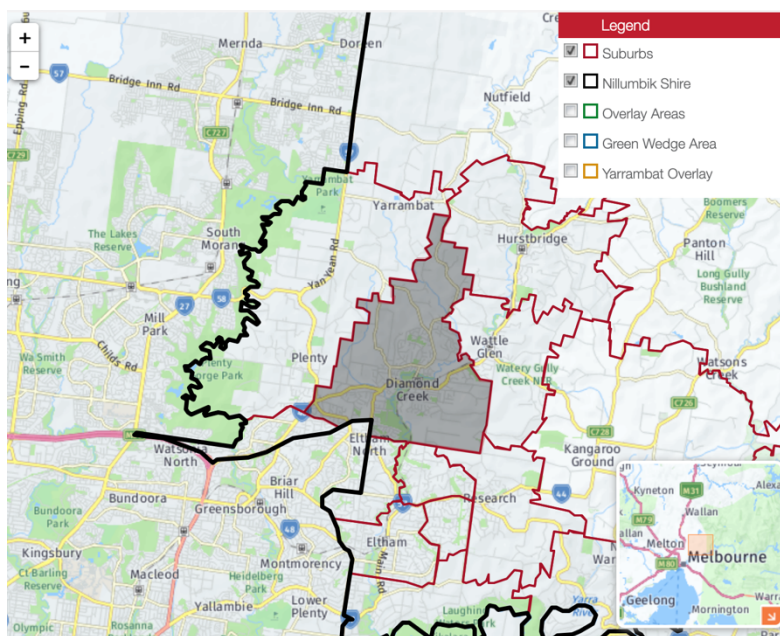
### Threats

- **Limited growth in the immediate area:** Most commercial dwellings in the area are occupied with no plans to expand the current shopping precinct. Therefore, there is limited business growth expected.
- **COVID closures:** COVID-19 is undoubtedly the biggest threat to traders in the immediate future. If lockdowns and business closures continue, this threatens the growth and the existence of local businesses.
- **Council:** There is a persistent lack of understanding, engagement, and direction provided by the Nillumbik Shire Council. The Trader's Association is actively trying to improve this.
- **Competition from larger or other shopping centres:** Local shopping precincts like Plenty Valley Westfield, Greensborough Plaza, Eltham Town, and the St Helena Shopping Precinct are a threat to the shops of Diamond Creek.

- **People leaving the area to shop:** As a result of the shopping precincts listed above, locals leave their suburb of Diamond Creek to shop elsewhere.
- **Business mix:** While there is a variety of shops in Diamond Creek, shoppers identified that nearby shopping precincts have a greater variety.
  - **Parking:** In addition to being a weakness, parking is also a threat. Locals may begin to avoid the area entirely due to parking difficulties.

## 4. Target Market

- All Diamond Creek local residents
- Primary catchment areas are all within a 5-10 km radius of the Diamond Creek Activity centre. This catchment includes residents, homeowners, and workers.
  - Diamond Creek
  - Wattle Glen
  - Hurstbridge
  - Yarrambat
  - Doreen
- Secondary catchment
  - 20km radius
  - North-eastern suburbs and further afield
- Tertiary catchment
  - North
  - Melbourne and beyond – new markets/emerging markets
- Parents and children of local schools, kindergartens, preschools, childcare centres
- New residents moving into the area
- Sporting and Community Clubs



## 5. Objectives – what do we want to achieve?

- Create a 'Strong' local economy
- Become to driver for business, council, local groups, sporting clubs to work together for a stronger community
- Develop a roadmap for Greenspace and resting areas
- Work closer with Council to develop improved and upgraded streetscape.

## 6. Marketing Mix - how can we attract our target market?

### Promotion:

#### **Advertising:**

Real Estate Boards  
Direct Mail  
Business Directory

#### **Social Media:**

Facebook  
Instagram  
Website

#### **Promotion:**

Discount Vouchers  
Trader Directory  
Local signage

#### **Publicity:**

Editorials  
Newsletter to patrons

#### **Events**

#### **Digital Marketing:**

Advertising  
Website  
Search Engine Optimisation

## 7. The Brand

Diamond Creek's branding was updated and refreshed in 2020. The modern, bright, and inviting design is now being showcased across the precinct.

As the story goes, Diamond Creek was so named because the creek sparkled like diamonds. The rebranding project included creating a new logo that contains diamond shapes and radiating lines that reflect the sparkling water.

3D lettering and vibrant colouring were incorporated to capture the energy and lifestyle of Diamond Creek. As locals and visitors know, the town is an active and diverse place where something is always happening. Every day, you'll find people walking, running, or cycling on the leafy trails, children enjoying the playgrounds, football games, groups exercising, families having picnics, and people exploring everything else Diamond Creek has to offer.

The logo has been adapted to suit digital and print formats, including town signage and the Diamond Creek Traders Association new website.

## 8. Action Plan

### Events and Campaigns:

The Diamond Creek Traders Association run a variety of events to attract people to the area, to help improve foot traffic, exposure of the businesses within the precinct and provide an opportunity for the Precinct Businesses to market their business at event.

#### **September 2022 – Father's Day**

We will run an online competition to gain improved traction on the Diamond Creek social media pages. Link below.

<https://www.diamondcreekshopping.com.au/news/fathers-day/>

Seven lucky winners won one of the following prizes.

Measurement: We had 68 people enter the competition.

### **October 2022 – Halloween**

We will have 30+ businesses involved Halloween Trick or Treat in 2022.

Measurement: Amount of maps given away

### **December 2022 – Christmas**

**Christmas activities:** In the month of December the Diamond Creek Traders will decorate the streets of Diamond Creek and bring light and life to the streets in an endeavour to encourage people to shop locally leading up to Christmas. Initiative include; roving Santa, kids activities, Elf on the shelf hunt and decorating the streets of Diamond Creek with Christmas decorations. We will also work with local community groups and schools to create a community Christmas tree campaign. This will draw locals and non-locals to their street to experience Diamond Creek.

**Christmas catalogue** – we will create an online catalogue listing businesses – this will help to promote local retail and hospitality businesses as we approach Christmas.

### **Jan-March 2023– Summer Markets**

We will work with DVOp Shop to create a Diamond Creek night series market. Diamond Creek Traders Association will not provide any funds and will only provide marketing support and community support with traders.

Measurement: traders involved at the markets

### **March 2023 - Nillumbik Pet Expo**

The Traders Association will work closely with Council to create a whole community focused Pet Expo. Further discussion to be had regarding the event.

### **April 2023 – Easter**

**Easter:** We will provide Easter activities again in 2023, this will include the annual Easter egg hunt. With a roving Easter bunny and other activities.

Measurement: Amount of maps given away

### **May 2023 – Mother’s Day**

**Mother’s Day:** We will run a Mother’s Day online campaign to promote businesses on a Mother’s Day landing page with gifts.

### **Promotions:**

**Marketing & Promotions:** Diamond Creek Traders needs to constantly remind its existing and potential customers of their presence and promotions must continue to help us achieve this goal. Partners include Nillumbik Shire Council, traders, community organisations, media, sponsors.

### **Digital Marketing:**

**Social Media:** The marketing co-ordinator will manage the Facebook and Instagram platforms for the Precinct.

Promotion via other Facebook pages will continue to grow and strengthen.

**Search Engine Optimisation:** Traders Association have created a robust digital marketing strategy with partner Practice Edge. Each committee meeting the committee is presented a report of data month on month and year on year. The Strategy is reviewed 3 monthly.



**Precinct Marketing:** The Traders Association will continue to implement localised strategies to encourage new and existing residents and the wider community to shop in Diamond Creek. Several initiatives include; Diamond Creek real estate pack, Chute St Planta boxes, Bin wraps, Local signage and Trader profiles.

**Diamond Creek website:** Update the Moonee Ponds website with new information and businesses as required

**Communication with Traders:** The Traders Association will communicate with the Precinct traders through regular email and printed newsletters.

### Streetscape

The Traders Association will work with Council on maintenance and street upgrades.

## 9. Budget – 2022-23

The Diamond creek Traders Special Rate was renewed in July 2022 for a period of 5 years. It will raise \$120,000 (excl GST) of traders funds annually (CPI adjusted).

<b>General Admin. Breakdown</b>	<b>Cost</b>
AGM expenses	\$440.00
Insurance	\$3,500.00
Storage Compress	\$3,200.00
Bookkeeping	\$5,735.00
Accounting fees	\$121.00
MYOB	\$600.00
Domain and hosting and care plan	\$1,741.74
PO Box	\$440.00
	<b>\$15,777.74</b>

<b>Events</b>	<b>Cost</b>
Clean Up Australia Day	\$500.00
Easter	\$1,500.00
Mother's Day	NA
Winter Activation	\$1,862.50
Winter XRLP voucher give away	NA
Rotary Town Fair	
October event (Pet expo)?	\$1,500.00
Father's Day	NA
Halloween	\$1,000.00
Christmas decorations/events	\$7,108.50
Markets	NA
	<b>\$12,971.00</b>

<b>Digital Marketing</b>	<b>Cost</b>
Digital Mgt (SEO/Ads)	\$18,000.00
Social media	\$3,000.00
Digital Marketing Calendar	\$6,300.00
Digital Marketing Strategy/upgrades	NA
Industry campaign monthly voucher	\$1,200.00
Content strategy	\$3,000.00

	<b>\$31,500.00</b>
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<b>Trader Support</b>	<b>Cost</b>
Paint Planter Boxes, supply equipment to children (Chute St)	\$300.00
Real Estate pack	\$1,000.00
Quarterly Report (to traders)	\$200.00
Monthly newsletter (to customers)	NA
	<b>\$1,500.00</b>

## 10. Implementation

- Marketing Coordinator President & Committee
- Diamond Creek Traders Nillumbik Shire Council

## 11. Feedback

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