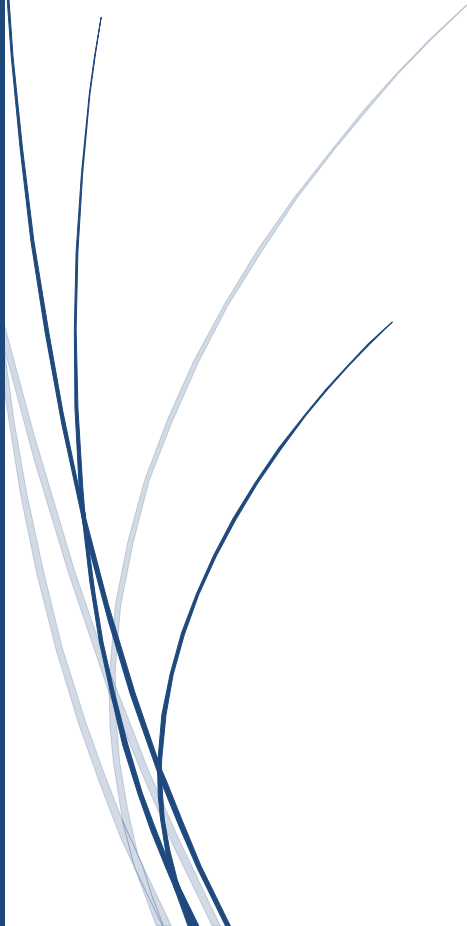


Carnegie Mainstreet

2023-2024

2023/2024 Marketing/Business Plan



Contents

Objectives for 2023/2024 Marketing /Business Plan	4
School Holidays July	5
Father's Day	6
Christmas Decorations 2023	7
Christmas Activities 2023	8
Sunday 3 rd December 11am to 2pm.....	8
Lunar New Year 2024.....	9
Easter 2024	10
Carnegie Shopping Bags.....	10
Mother's Day 2024	11
Display	11
Website competition.....	11
Advertising	11
Digital Marketing 2023/2024	12
Website:	12
Other Promotions	13
Carnegie Gift cards.....	13
Banners and Bin wraps.....	14
Storage.....	14
Communication	14
Newsletters and flyers.....	14
Presentation	15
Graffiti	15
Business Development.....	16
Trader meetings.....	16
Special Rate & Level Renewal	16

Seminars.....	16
Membership	16
Administration.....	17
Management/Marketing Team	17
Other administration costs	17

Objectives for 2023/2024 Marketing /Business Plan

The Carnegie Mainstreet Committee, working in conjunction with Glen Eira City Council, is responsible for the overall marketing of the Carnegie shopping strip utilising funds provided via the marketing Special Rate. The over 230 businesses in Koornang Road, Arawatta Street, Woorayl Street, Morton Ave, Rosstown Road and, Neerim Road are all part of this Special Rate.

Total funds raised for the 2023/2024 financial year will be \$233,751.40 ex GST.

The 2023 to 2024 marketing vision is to develop its brand further and increase patronage from the local and wider community. This is proposed to be achieved by:

- Creating new marketing and promotions for the whole shopping centre that identify with the ever-changing demographics of the catchment area and new businesses.
- Further develop digital marketing initiatives to promote the shopping centre and the businesses.
- Creating a more attractive and welcoming environment

School Holidays July

Objectives:

- To attract parents to bring their family to Carnegie in the School holidays mid-winter.
- To encourage people after the event to take a stroll down the strip to shop and dine or have coffee.

Strategies:

- To create an unusual event such as “Hand of Reptiles” for two days in the second week of the school holidays on 5th and 6th July.
- To give away several gift cards for use in the strip businesses on the day or later.
- Carnegie Central to contribute financially to this event.

Budget: ***\$1,800 plus GST***

Advertising: This event will be marketed as follows:

- E-News to customer database
- A3 posters for businesses and AO Posters throughout the centre
- Digital Marketing
- Facebook boosting

Father's Day

Objectives:

Father's Day is an important merchandising time of the year. Carnegie Mainstreet wishes to recognise this event and to support their businesses who cater to this group.

To develop further the customers database to send e News to in the future.

Strategies:

- Create a website competition to give away 5 only \$100 Carnegie Gift Cards to be spent by all businesses in Carnegie.
- To develop the customer database further via the website competition for E News
- Develop a social media campaign to support this competition and businesses in this category group.
- To create a Father's Day backdrop from Aldi to Spotlight which would acknowledge Fathers as being the best. This backdrop can then be used each year.

Advertising:

This event will be marketed as follows:

- E-News to customer database
- A3 posters for businesses and AO Posters throughout the centre
- Digital Marketing
- Facebook boosting

Budget: **\$1,845 plus GST**

Christmas Decorations 2023

Objective:

- To create a colourful, and welcoming atmosphere during this major merchandising period.
- To continue Carnegie as being recognised as having the best Christmas decorations in the Glen Eira area.

Strategies:

- To hire 12 only 6ft Christmas Trees for Koornang Road and added this year 2 Christmas trees in Neerim Road plus a 16ft Christmas Tree with branding bases to be installed in November 2023.
- To place Christmas star decorations on fences in Koornang Road in the colour theme of blue and gold the same as the decorations on the Christmas trees.
- To place on available bins Christmas bin wraps and Christmas banners in colour theme.

Budget: \$32.000 plus GST

Christmas Activities 2023

Theme: European Christmas Wonderland

Carnegie has now established themselves as a place to come for events that are different and catering to the whole family. Their events now attract people not just local, but many other areas who stay for a while and enjoy what Carnegie has to offer and then return again and again.

Objective:

The objective of the 2023 Christmas promotions is to create a European Christmas atmosphere with many activities for the family to enjoy.

Strategies:

Sunday 3rd December 11am to 2pm

- There will be a large Christmas Wonderland cave with snow for people to wander through the snowcapped Christmas trees and icicles etc. In the middle they will discover two of the Frozen characters, Olaf and Anna to have a meet and greet and take a selfie with them.
- There will be other European activities such as having Snow Globes in one area to decorate and then in another area they can decorate their own gingerbread man to take home.
- Santa of course will be there in his new surroundings for children and families to meet and greet and receive a special gift. Santa's Elf will also be there to assist them have a photo of them.
- On stage will be the large Phoenix Jazz band that will entertain the audience with many songs from Christmas to everyday world favourites
- There will be a variety of entertainer who will wander and entertain people throughout Carnegie.
- The face painters will be placed throughout the strip to attract people to wander down Koornang Road. This always attracts a lot of people.
- There will also be other entertainers such as balloonist placed away from the Library forecourt and in Koornang Road to bring people down into the strip.

There will also be a wandering Santa and Elf one day in the week prior to Christmas

Budget: \$29,000 plus GST

Lunar New Year 2024

Saturday 4th February 2024 from 6pm – Year of the Dragon

Objective:

- The objective of the Lunar New Year promotion is to create an active and fun atmosphere to celebrate and support our restaurants and culture of our local community.

This event has now become one of the most popular events held in Carnegie.

Strategies:

The street will be decorated with the Lunar New Year theme such as on:

- Red Lanterns displays on fences.
- Bin wraps.
- Banners.
- Posters promoting the event showing Year of the Dragon.

On Saturday 4th February 2024 Lunar New Year will be celebrated in Carnegie. Red and Gold Lunar decorations, banners and bin wraps will be placed throughout Carnegie to add to the atmosphere and remain for the weekend. The event will run from 6.00pm to 8.00pm to celebrate Lunar New Year for our community and to encourage people to then go to our restaurants for the evening.

The very popular 2 Performing Lions, musicians, including drum, gong and cymbal and Laughing Buddha, and large Dragon performance,

Advertising:

- This event will be marketed as follows:
- E-News to customer database
- A3 posters for businesses and AO Posters throughout the centre
- Digital Marketing
- Facebook boosting

Budget: \$10,800 plus GST

Easter 2024

Objectives:

The objective for the Easter promotion are:

- To create a friendly atmosphere in the centre for customers purchasing their Easter supplies
- To have a competition to bring funds back into Carnegie businesses.

Strategies:

- On Wednesday 27th March there will be two Easter Bunnies and Alice' n 'Wonderland in the street between 11am to 2pm having fun with customers and giving away special bags of Easter eggs.
- Have a website competition to win Carnegie gift cards

Advertising:

- This event will be marketed as follows:
- E-News to customer database
- Digital marketing
- Facebook boosting

Businesses will also be encouraged to promote this event via their own networks for example own databases, Facebook, Instagram, e-news etc.

Budget: \$7,000 plus GST

Carnegie Shopping Bags

Objective:

To provide the opportunity for businesses to have quality giveaways for their clients.

Strategy:

To purchase another 2,000 of the very popular Carnegie shopping bags.

Note: This will be than be able to be used for many promotions such as Mother's Day.

Budget: \$7,550

Mother's Day 2024

Objectives:

The objectives of the Mother's Day promotions are:

- To create a promotion to enable funds to be spent in Carnegie to "Think local first" for their Mother's Day gifts and dining.
- To create an exciting atmosphere in the street that will attract people to stay a while and enjoy Carnegie businesses.
- To further develop the customer database

Strategies:

Display

There will be Mother's Day Bin wraps and banners, and posters placed throughout the centre. This will also include a large banner near the wall of Aldi and Spotlight that was used in 2023.

Website competition

There will be a website/digital marketing competition for Mother's Day to win 5 only \$100 Carnegie Gift cards. This will not only encourage customers to join our e-news database and follow Carnegie on social media but also give Mums a chance to win a great prize in this Mother's Day competition.

Advertising

This event will be marketed as follows:

- Website promotion
- E-News to customer database
- Digital Marketing
- A0 and A3 posters throughout the centre

Budget: \$5,000 plus GST

Digital Marketing 2023/2024

Digital Marketing is now proving a successful advertising medium for Carnegie Mainstreet and the Carnegie businesses.

Objective

To further activate and increase the promotion of Carnegie and trader's online platforms with an ongoing Digital Marketing Strategy Plan.

Strategy

The Digital Marketing Strategy Plan will include: Events (including individual traders and community events), Traders offers, traders focus on category groups, competitions and promotions outlined within our Marketing Plan, new business etc..

This will be complemented by our current communication with our traders to increase their exposure via our website and social media platforms with, for example, trader's stories, photos and videos, and stories etc. These platforms include our Facebook and Instagram pages. Reporting will also be an important component of the Strategy Plan to evaluate each campaign and continue to increase our followers/likes on social media and continue to promote our centre and traders.

This budget also includes regular photos being taken by a professional photographer of the businesses and the strip to keep the campaigns current.

Facebook and Instagram are regularly updated to inform followers with regular updates and news.

Budget for Digital marketing: \$20,000 plus GST

Website:

The current website was updated in 2021 and does not require a new website. It does require an update of photos and information.

Budget for website: \$9,000

Other Promotions

The budget allows for the following:

- One Music \$300 for Licence fee for using entertainment and music.
- Halloween \$1,410 is for Colour in with local school and gifts to students.
- Oktoberfest at Dutch Club \$1,100 is to print and place posters to promote this event and social media boosting.
- Pete on the Street \$4,800 is for Pete spruiking on the street and other work.
- Installation and removal of posters and other expenses \$5,390

Budget: \$13,000 plus GST

Carnegie Gift cards

Objectives:

- To have prizes and giveaways that can enable the funds to come back into the businesses.
- To be able to provide reports that show where the funds have been spent.

Strategies:

- To use in competitions for Father's Day, Christmas, Easter, and Mothers a variety of \$100 gift cards.
- To be able to use gift cards to giveaway when Pete is on the Street marketing businesses.
- To use for other giveaways such as local community sponsorships.

Budget: \$5,820 plus GST

Banners and Bin wraps

Funds have been allocated to allow for any of the current banners to be replaced if damaged.

Budget: \$2,500 plus GST

Storage

Carnegie Mainstreet require storage for their marketing, Carnegie bags materials, files etc. This is held at Moor Room Self Storage Carnegie.

Budget: \$3,500 plus GST

Communication

Newsletters and flyers

Regular hard copy newsletters are given to traders to keep them updated on what is happening in their centre. There are many opportunities for businesses to meet the committee and other businesses in person at functions.

Regular E-Newsletters to market the centre and its businesses will be sent to our customer database, developed from website competitions.

Budget: \$5,000 plus GST

Presentation

Graffiti

Graffiti free shopping and business centres are important for businesses and the community. It creates a clean and welcoming environment and assists with vandalism control.

Carnegie is now attracting many residential developments and it is very important to create a pride of place for residents, customers, and businesses.

Smart Graffiti has been doing a fantastic job and will continue to clean off graffiti in areas that are visual to customers.

They are in the centre every fortnight to clean graffiti and paint where necessary. If there is a graffiti hit with vulgar language, they will come as soon as possible. Extra funds are placed in budget in case of major graffiti hits particularly above awning graffiti which requires extra equipment.

Budget: \$15,000 plus GST

Business Development

Trader meetings

Funds are allocated each year to enable Carnegie businesses to network at functions such as Annual General Meetings, breakfast and other networking events and committee meetings.

Budget: *\$3,000 plus GST*

Special Rate & Level Renewal

- Funds are allocated to complete the payment to Peter Mc Nabb for assisting with the renewal of the Special Rate and Levy
- Funds have also been allocated to create a compact Business Plan in line with the renewal of the Special Rate & Levy

Budget: *\$9,000 plus GST*

Seminars

Funds have been allocated to support Mainstreet Australia and Glen Eira Council events.

Budget: *\$800 plus GST*

Membership

A yearly membership fee is paid to Mainstreet Australia. They are a highly respected and energetic association, providing valuable networking, education, support and strategic direction for all stakeholders, to promote and ensure that Community Business Centres remain the beating heart of our communities.

Budget: *\$195 plus GST*

Administration

Management/Marketing Team

Administration and instigation of the Carnegie Mainstreet Marketing and Business Plan requires experienced and passionate people. YMP Mainstreet are contracted to carry out this role and they report to the Carnegie Mainstreet Committee.

Their fee covers the cost of their management/marketing team to carry out the actions of Carnegie marketing plan, developments of the future budgets, accounting requirements for the Committee and Council, and many other activities plus office rental and running costs, office equipment, stationery and postage for monthly mail outs excluding major mail outs, all necessary insurance cover required under the contract.

Budget: \$66,000 plus GST

Other administration costs

Other administration costs include, Accountancy for GST returns and Audit, Bank Charges, Other Fees, Insurance, Postage for AGM, Post box rental.

Budget: \$6,432 plus GST