

Fairfield Traders Association Business & Marketing Plan 2017-18



Prepared for the Fairfield Traders
Association

July 2017

1. Aims and Purposes of Marketing Plan:

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

This will be achieved by implementing and delivering a wide range of marketing strategies and promotions for twelve months from July 2017 through to June 2018..

This document has been prepared by the Fairfield Traders Association 2016-17 Executive Committee and Centre Manager and is intended to inform Association members and Darebin City Council of the Fairfield 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 Fairfield Traders Association welcomes feedback and is to be forwarded to Heidi Crundwell, Marketing Co-ordinator, M: 0417 580 009. E: fairfieldstationvillage@outlook.com

2. Target Market

- Fairfield local residents, and those who live within a 5 km radius
- Parents and children of local pre schools and primary schools
- Community Clubs – Probus, Senior Citizens, Bowling Club
- Farmers' Market customers (Fairfield Primary School)
- AMCOR new residential development and JIKA development

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

Advertising

Local Paper
Billboard Signage

eNewsletter to database – quarterly
Business Directory

Event Marketing

Halloween Trick or Treat
Easter Egg Hunt

Fairfield Family Fun Day
Progressive Comedy Dinner

Social Media

Facebook

Instagram



Publicity

Editorials to Northcote Leader and The Weekly

4. Objectives

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

5. Action Plan

2017

October - Halloween: This has been hosted now by the Fairfield Village for three years and is very popular with trader participation and community purchasing and visiting the participating businesses. It is planned that this will continue in 2017. Other activities in the street will be arranged to make it a fun event for the local community. Traders Association provide baskets and participating traders provide the treats.

November 19th – Family Fun Day in Fairfield: All businesses will be invited to display their wares as well as their Xmas shop front – fashion, beauty, and seek out other businesses that could be involved. External entertainment and closing off Duncan Street, both sides to accommodate stage and rides.

December Christmas Competition: Entertainment for the street, reindeer hunt and shopping competition will be organised for Christmas.

#darebinxmas – If offered again, the Fairfield Traders Association will support the Darebin City Council social media campaign #darebinxmas.

2018

March - Progressive Dinner with Comedy. Three Fairfield Restaurants will be invited to participate in the highly popular comedy night. This event enables up to 160 participants to try three different restaurants, progressive style, in Fairfield.

Cinema Night - The Fairfield Traders hosted in 2016 an outdoor movie nights. It will target many young families and they will be encouraged to dine out in the Gillies Street Car Park.

April - Easter Promotions: Easter Festivities will be arranged leading up to Easter – this will include an Easter Bunny and roving entertainment. The Easter Egg Hunt is another event that is growing in popularity and the Traders Association will provide Easter Baskets and participating traders provide the eggs or treats.

May - Mothers' Day: The 2017 Mothers Day competition was extremely successful with just under 1,000 entries. The 2018 Mothers' Day event will be low cost to organise as the templates are set up and just require reprint.

6. Social Media

The marketing co-ordinator, together with committee member Sharifa Ghionis, will co-ordinate and manage the social media for Fairfield Village.

- Social media includes - Facebook, Instagram
- Other external websites (elocal, Darebin Council website and Instagram).

7. Maintenance and Streetscape Improvements

Many of the assets in the centre are council property and maintained by Council. It is in the Fairfield Village best interest to continually work with Council to improve these amenities.

8. Key Performance Indicators

| | |
|---|--------------------------------|
| PROMOTION | |
| Events as stipulated in the Plan | |
| Website: w:fairfieldvillage.net.au | Check fortnightly for accuracy |
| SOCIAL CAPITAL | |
| Greening Fairfield | |
| SOCIAL MEDIA | |
| Facebook Posts | 5 per week |
| Instagram | Every 48 hours |
| CAPITAL IMPROVEMENT | |
| Graffiti | Constant |
| GOVERNANCE | |
| 2 Instalments submitted to Council * | September 2017 & January 2018 |
| Committee meetings | Monthly |
| Annual General Meeting | October 2017 |
| Consumer Affairs – lodgement of audited Financial Reports | November 2017 |
| Businesses Registered | 60% |
| TRADER SUPPORT | |
| Trader Newsletter (or eNewsletter) | Minimum monthly |

* Refer Appendix 1 – Darebin City Council requirements

9. Budget Overview

Expenses - Breakdown

| Promotion | Total Cost |
|--------------------------------|------------|
| Comedy Night | \$8,625 |
| Easter | \$2,800 |
| Family Fun Day | \$19,200 |
| Cinema Night | \$5,600 |
| Halloween | \$3,500 |
| Mothers' Day | \$3,040 |
| Social Media | \$4,600 |
| Website Upgrade | \$1,500 |
| Christmas Promotions | \$2,300 |
| Darebin Xmas (or similar) | \$200 |
| Winter Warmers | \$700 |
| Instagram Competition | \$800 |
| Concierge | \$3,000 |
| | \$55,865 |
| | |
| Administration Expenses | |
| Insurance | \$3,000 |
| Meeting Expenses | \$2,000 |
| Professional Fees | \$1,100 |
| General Administration | \$8,000 |
| Traders Xmas Function | \$400 |
| | \$14,500 |
| | |
| Christmas Decorations | \$12,000 |
| | |
| | \$82,365 |

Income - Breakdown

| INCOME | |
|--|----------|
| Darebin City Council | \$58,589 |
| Comedy Night | \$7,700 |
| Christmas Decorations | \$12,500 |
| Family Fun Day Wrist Bands & Sponsorship | \$3,500 |
| Easter | \$1,000 |
| Halloween | \$1,000 |
| Interest | \$300 |
| | |
| TOTAL | \$84,589 |

10. Feedback

Traders are encouraged to continually provide feedback to the plan. Contact, Heidi Crundwell, Marketing Co-ordinator, e: fairfieldstationvillage@outlook.com

APPENDIX 1

Payments and Reporting

The following documentation is required by Darebin City Council before payments can be processed.

Requirements before first half of payment (July to December)

| | |
|---|--------------------|
| 12 month end of year actuals - which also includes a marketing report on success and failures for the previous year | July 31 |
| 6 months of bank statements (December to May) | June 30 |
| 12 month marketing plan – proposed activities for the year and annual budget July 31 | July 31 |
| Invitation to the Association’s AGM | 21 days before AGM |

Requirements before first second of payment (January to June)

| | |
|---|--------------------|
| 6 months of bank statements (June to November) | Dec 31 |
| 6 months financial report – which includes actual versus budgeted during July to December | January 31 |
| AGM held and proof that invitation to the AGM has been circulated to all businesses paying the Levy | End of July |
| Audited accounts for the previous financial year and proof that it has been circulated to all businesses paying the levy and not only attendees of the AGM before AGM is held | Before AGM is held |

Source: Guidelines for Trader Associations, July 2013 (Darebin City Council)