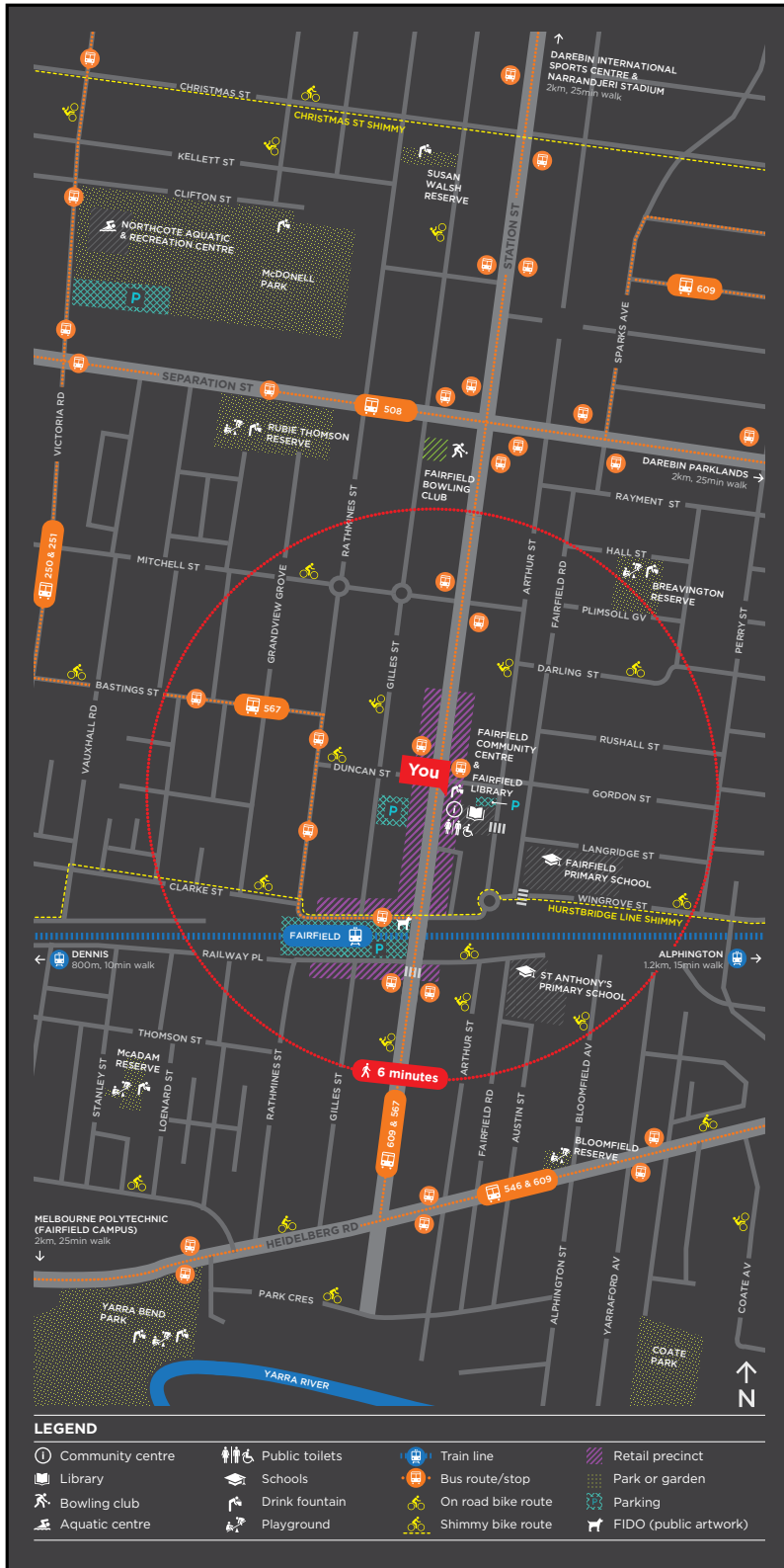


Welcome

to Fairfield Village!



We are thrilled to have you join us as the latest member of our local trader's community. This document has some important information about your membership and the purpose of the Traders Association. We are here to help your business, so please reach out if you have any questions or queries.

The Special Rate for Fairfield Village was first introduced in 1996. The Special Rate is to defray expenses of Council and provided to the Fairfield Village Traders Association and Industry. The funding is used to hire a Marketing Manger, promote, advertise and market the Fairfield Village Business Precinct to encourage commerce, retail and professional activity and employment.

Almost 120 businesses in the Fairfield Village Traders Association now contribute to the Special Rate. The region includes Station St, Wingrove St, Railway Place, Duncan St.

Want to find out more?

Please complete the attached information form so we can communicate upcoming marketing initiatives, events, and local activities. We will also create a customised profile for your business on our website www.fairfieldvillage.com.au – and include your listing on our database.

We have also included additional information about Fairfield and its role in helping businesses like yours.

We look forward to working with you.

Kind Regards,

Anna Henderson and Yvette Standfield
Marketing Managers,
Fairfield Village Traders Association

Please complete the following details to ensure your business is listed on the Fairfield Village website ( www.fairfieldvillage.com.au).

Please email once complete to  info@fairfieldvillage.com.au

Name of Business:

Contact Name:

Address:

Business Ph No:

Mobile:

Email:

Website:

Facebook:

Description of your business and services for publication on the website:

What is the purpose of the Fairfield Village Traders Association?

The purpose of the Fairfield Village Trader's Association is to:

- Represent retail and commercial businesses throughout Fairfield Village.
- To create more business opportunities for traders by increasing foot traffic and local spending.
- Promote Fairfield Village as a great place to trade, shop, and live.

Fairfield Village

- By communicating with Council or Government as a representative body.
- By promoting Fairfield Village businesses to the local and broader community.
- By facilitating connections between Fairfield Village.
- By sharing information about Fairfield Village and the local traders on various platforms.
- Through active marketing efforts and promotions, including online campaigns and local events.

Who is the Fairfield Village Traders Association?

The Fairfield Village Traders Association is a business association represented by a committee of volunteers.

They collectively represent the interests, views, and concerns of Fairfield Village's businesses at local, State, and Federal government levels.

The Association meets regularly to discuss all matters affecting Fairfield Village businesses, tourism, and developments.

Who is eligible to join the Fairfield Village Traders Association?

There are currently over 120 businesses in the association coming from all industries and backgrounds. If you are a business outside of the nominated precinct boundaries you are still able to join the Association by paying a membership fee.

 For more information visit the website www.fairfieldvillage.com.au

Why should a business sign up as a member?

There are numerous benefits traders can look forward to as a member of the Fairfield Village Traders Association. The Association actively promotes members to an established online audience, extending your business reach and potentially growing your local audience.

Beyond the benefits of marketing, you can expect advocacy, connections, support, and professional development. When you join the Association, you join a group of like-minded local business owners dedicated to promoting the suburb of Fairfield.

Benefits of Membership

Public Profile

Your business is profiled and promoted on our website. Here, locals can access over 120 local businesses via the trusted Membership Directory.

Advocacy

The Fairfield Village Traders Association is a trusted public voice and acts to protect the wellbeing of the local business community. A stronger Fairfield Village benefits everybody!

Connection

An important role of the Fairfield Village Traders Association is to reduce or eliminate the obstacles faced by local businesses. We seek to maximise opportunities by facilitating easy access to experts, programs, and information.

Expert Advice

We put members in contact with leading experts who can provide valuable business advice. If you're looking for expert help in areas such as economic development, tourism, education, financial or legal matters, we can point you in the right direction.

The level of expertise among our membership is truly outstanding, and we are fortunate to have a Traders Association comprising some of the area's most skilled practitioners.

Marketing and Promotion

A comprehensive marketing plan is developed each year. The plan addresses key focus areas identified in the 5-year business plan. Marketing opportunities may include but are not limited to:

- Listing on the Fairfield Village Shopping website directory
- Marketing and Promotion
- Listing on the Fairfield Village App
- Listing of trader events and promotions on the Fairfield Village App
- Social media marketing and advertising on various platforms, including Facebook, Instagram, YouTube, and Google
- Free networking events
- Free SEO for every business as part of the website
- Inclusion in video marketing campaigns
- Advertising your business through the database
- Plus, so much more!

Networking Opportunities

As a member of Fairfield Village Traders, you have access to numerous networking opportunities. This offers you the chance to find new customers and suppliers, connect with local businesses, create relationships, and strengthen your ties with your local community.

Professional Development

Workshops, seminars, and online resources provide the chance to learn from and connect with other members and local business owners. You'll be learning from people from all industries and backgrounds.

Information/News

Becoming a member offers timely access to local news and developments, including Council decision making.

Become a Committee Member

Any paid member may apply to be on the Committee. Elections are held annually.