

Key Focus Areas

1. LEADERSHIP / ENGAGEMENT
2. MARKETING
3. PROFESSIONAL DEVELOPMENT
4. PLACE

Action Plan

LEADERSHIP / ENGAGEMENT

STRATEGY	ACTIONS	PRIORITY HIGH MED LOW
Strengthen the Flemington Traders committee to lead a strong and united association well into the future	Committee – explore opportunities to add skills-based members onto the committee to further enhance and improve the association’s ability to support businesses and a prosperous precinct.	HIGH
	Review business plan/action plan at the end of each financial year to assess and review actions ensuring current strategies and actions meet Flemington Traders Association needs.	MED
	Succession plan – develop a succession plan for the association.	LOW
	Seek a review of the special rate levy boundary in preparation for the next rate renewal.	LOW
Improve communication and engagement with Flemington Chamber of Commerce members	Improve digital communication with Flemington businesses. Regularly send out digital newsletter, distributed online as well as offline directly to businesses, enabling more efficient use of resources and more timely and regular information to FCC business.	HIGH
	Undertake a ‘Pound the Pavement’ type campaign to develop effective relationships and understanding for Flemington members and their needs.	MED
Increase awareness of Flemington Chamber of Commerce from current members through a range of	Develop and implement a ‘Flemington Chamber of Commerce Awareness Program’ for all businesses in the 3031 postcode. Develop promotional material for Flemington Chamber of Commerce and its achievements to distribute to current and potential members. Focus should include but not limited to:	MED

awareness campaigns	<ul style="list-style-type: none"> • FCC role/purpose • FCC committee profiles • FCC achievements • Measurements/outcomes • Successes 	
Build a strong and thriving Flemington that advocates for all businesses and their needs.	Create a priority list of issues identified by the community and businesses that directly impact Flemington Traders and share with relevant bodies, Local and State Governments. This will ensure all relevant parties understand the priorities of the Flemington Chamber of Commerce.	HIGH
	Communicate with traders on the priority list of issues and update as required. Continue to advocate for; <ul style="list-style-type: none"> - Improved streetscape on Racecourse Road - Maintenance of Pin Oak Cres - Signage (Welcome and directional) - Appearance / tidying up of buildings - Cleanliness 	MED
	Develop a range of campaigns for Flemington businesses to become more aware of the businesses and products being offered in the precinct, to ensure more business is referred and maintained within the precinct.	MED
	Build strong relationships with Victoria Racing Club, continue to be present at committee meetings, work on developing campaigns and supporting marketing initiatives.	HIGH
Advocate to Council to increase its resources and investment into the precinct to support local businesses to grow and thrive in the precinct	Advocate for more support for small businesses at a grass roots level. As well as offer funding to businesses from Moonee Valley City Council.	MED
Develop and strengthen strategy partnerships with key stakeholders to develop stronger economic benefits.	Continue to build up and strengthen partnership with Moonee Valley City Council.	HIGH
	Continue to build relationships with State Government partners.	MED
	Work closely and strategically to integrate further with Newmarket Plaza. Encourage them to invest and improve integration into the precinct.	MED
	Further develop and strengthen partnerships with key community stakeholders and groups to deliver an enhanced activity centre for locals and visitors to enjoy.	LOW

<p>Support initiatives to improve the current business mix within the precinct and further develop Flemington as a place to visit.</p>	<p>Encourage investment into the precinct, in line with the brand and Council’s strategic economic vision for the area.</p> <p>Encourage Council to produce a business investment prospectus for the area.</p>	<p>MED</p>
	<p>Engage with landlords to advocate for and support more complementary businesses and investment within the precinct.</p>	<p>MED</p>

MARKETING

STRATEGY	ACTIONS	PRIORITY HIGH MED LOW
Continue to develop the brand to raise awareness of Flemington as a shopping precinct and destination.	Encourage and facilitate stronger collaborative marketing with Flemington members, utilising key brand attributes to build brand and destination awareness.	HIGH
	Develop content stories to help customer experience in Flemington before and after visiting the area.	HIGH
	Commission the production of imagery to build a digital brand library. Make it available for all stakeholders to use.	HIGH
	Continue to develop brand specific collateral across all platforms (mostly digital) to raise awareness of brand amongst consumers and traders/stakeholders.	MED
	Investigate opportunities to integrate brand collateral on the street/on the ground to further reinforce brand proposition in destination.	MED
Increase visitation to the precinct through a range of marketing campaigns	Continue to roll out Shop Local campaigns.	HIGH
	Develop a marketing campaign designed to engage the cycling/walking/trail customers.	LOW
	Develop sector-based campaigns to help promote specific businesses within specific sectors of the market. For example, video marketing, Facebook ad campaigns.	MED
	Develop seasonal campaigns, aligning marketing to specific times of the year.	HIGH
	Continue Flemington voucher program – but review how they are distributed beyond online competitions. Consider giving out through local footy clubs etc.	MED
	Consider developing a loyalty/reward-based program. Flemington are very loyal customers, and it would be good to reward them for it.	MED
	New resident campaigns – target new residents, primarily with specific offers just for them as a welcome to the precinct.	LOW
	Engage schools through targeted campaigns to drive foot traffic to the precinct. I.e., giving away vouchers	LOW
	B2B Trader campaign – buy local/support local businesses campaign.	MED
	Work with Council to create a destination-based marketing campaign to encourage people outside of the area to visit Flemington.	LOW
Prepare a directory of businesses in downloadable form as well as online. Update this as traders change.	HIGH	

Build on established digital platforms and increase digital footprint	Review and enhance on the already established digital marketing platforms. Key considerations should include; <ul style="list-style-type: none"> - Partnerships with key online partners - Paid SEO - Online targeted campaigns 	HIGH
	Distribute digital marketing results to all businesses on a regular basis – quarterly. Build online visitor interaction and engagement through online call to actions such as competitions, discount vouchers or special offers – whilst driving online traffic to the precinct.	MED
	Continue to utilise precinct, category, and business videos.	LOW
	Develop a visual image library for use on all digital marketing platforms. Engage a professional photographer.	HIGH
Continue to activate the precinct through a range of events and activations driving increased foot traffic to the precinct	In conjunction with Council, develop a series of coordinated activations/events that occur on a regular basis in and around the precinct such as: <ul style="list-style-type: none"> - Music - Art exhibitions (partnerships) - Street performers - Community groups - Kid’s entertainment - Best placement of activations - Pop-up parks - Street activations projects - Markets - Seasonal events - Themed events – e.g. food - Unique events – Cultural event 	HIGH
	Develop a calendar of events (flyer) that benefits the entire precinct – digital and print version for distribution on all digital platforms and through businesses.	HIGH
	Continue event activations celebrating traditional holidays and events such as Easter, Halloween, Christmas, Mother’s Day, Father’s Day.	HIGH
Strengthen partnerships with community organisations to develop new initiatives and increased support for traders	Continue to build partnerships with community groups to support and develop mutually beneficial projects. Groups to consider but not limited to are; <ul style="list-style-type: none"> - Sporting - Rotary - Men’s Shed - RSL - Lions club - Scouts - Schools 	MED

	Consider special offers/rewards/packages tailored towards community groups to encourage increased spending and visitation to the precinct.	MED
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PROFESSIONAL DEVELOPMENT

STRATEGY	ACTIONS	PRIORITY HIGH MED LOW
Upskill businesses to meet and exceed customer expectations. Equip them with the tools, knowledge and capacity to deliver consistent, quality experiences through a range of industry development activities	In conjunction with council develop a training program. Topics could include but are not limited to; <ul style="list-style-type: none"> - Visual merchandising - Marketing - Social media - Customer service - Accessibility - Finance 	MED
	Develop a series of pilot programs and support/subsidise a select number of businesses to complete the program – focusing on key issues raised by the consumer and trader feedback.	LOW
	Provide opportunities for one-on-one mentoring for businesses.	LOW
	Encourage businesses to take advantage of Council driven/funded professional development activities.	LOW
Learn about businesses professional development needs to tailor training to suit their needs.	Undertake an annual survey to communicate and engage with Flemington businesses to better understand their professional development needs.	HIGH
Support and facilitate networking activities between traders	Develop a series of networking events (both formal and informal) to facilitate introductions, knowledge sharing and encourage collaboration between local businesses.	LOW
	Host a meet thy neighbour themed event – designed to break down barriers and encourage greater awareness of precinct businesses/operators.	LOW

PLACE

STRATEGY	ACTIONS	PRIORITY HIGH MED LOW
Create a visually appealing precinct that encourages customers to stay longer, explore further and ultimately spend more	Support implementation of Flemington Structure Plan which address key concerns around housekeeping, streetscape, and general upkeep of the precinct. Initiatives could include; <ul style="list-style-type: none"> - Murals - Art-art/installations - Bins - Road art/stencils - Furniture/seating – in tune with environment - More outdoor seating – in key traffic areas 	HIGH
	Implement a ‘business streetscape program’ where businesses look at their own backyards and get their house in order. Program should consider; <ul style="list-style-type: none"> - Visually appealing shops - Modern look and feel - Upgrading their look - Windows - Signage 	HIGH
	Work with council, local real estate agents and landlords to encourage streetscape and shopfront improvements and potential activation of vacant shops for short term use.	LOW
	Work with council to provide a more connected Flemington from a physical perspective.	LOW

	<p>Investigate promotions to implement a range of green initiatives. Initiatives could include but not limited to;</p> <ul style="list-style-type: none"> - Renewables - Bio-degradable banners - Sustainability - Recycling - Organic - Flora fauna - Electronic car charging stations 	LOW
Create an environmental aware precinct.	Work with council to improve welcome signage and sense of arrival into precinct. This should include way-finding signage, directional, impact and acknowledge of arrival at the key entrance sites to precinct and brand integration at street level.	MED
Create good first impressions with a warm welcome and sense of arrival for customers as they enter the precinct.	Investigate opportunities for grant funding for art installations or the like.	MED
	Ensure the precinct is accessible for all ages and abilities and continue to advocate for and implement initiatives that support and encourage ease of access and ease of use for all customers visiting the precinct.	LOW
Support initiatives that promote an inclusive precinct for all abilities	Investigate the possibility of improved bike parking stations with the precinct to support and encourage cyclists to visit and stop for longer in the precinct.	LOW
	Encourage businesses and Council to implement more dog friendly initiatives to support customers bringing their pets to the precinct.	LOW