

Moonee Ponds Traders Association

Marketing Plan 2020-2021



Prepared for the Moonee Ponds Traders
Association

September 2020

1. Aims and Purposes of Marketing Plan:

The Moonee Ponds Traders Association is an Incorporated Association whose primary function is to stimulate and create more business in Moonee Ponds through implementing various marketing strategies.

This document has been prepared by the Moonee Ponds Traders Association 2020-2021 Executive Committee and Marketing Coordinator and is intended to inform Association members and Moonee Valley City Council of the Moonee Ponds Traders future plans for the 12 months from July 2020 – June 2021.

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 Moonee Ponds Traders Association which includes the traders and landlords.

The purpose is to improve across the Precinct by:

- Creating a 'Destination' and attract businesses to the precinct
- Rejuvenating the night economy
- Leveraging from current developments in the precinct
- Developing a roadmap for Greenspace and resting areas
- Working closer with Council to develop a streetscape plan.

The Moonee Ponds Traders Association welcomes feedback and this can be forwarded to:

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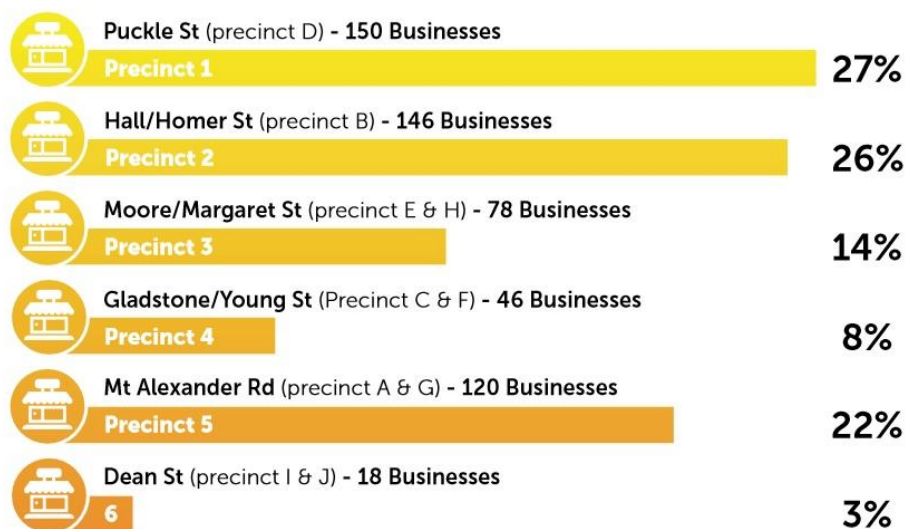
Or

Ashlyn Trickett
President
Moonee Ponds Traders Association
C/ The Suburban Cellar Door
Moonee Ponds VIC 3039

2. Retail Mix - today

There is a large variety and mix of businesses within the Moonee Ponds precinct. Attachment 1 provides a full list of business by category.

A high-level summary is below of category of businesses in Moonee Ponds



3. SWOT Analysis

Strengths

The Moonee Ponds Traders Association has many benefits, which includes:

- One Stop Shop destination. Moonee Ponds is well recognised by customers and traders as the place you can “get everything you need”
- Moonee Ponds provides a great atmosphere, and most people visit and shop in Moonee Ponds because of the community feel that the precinct radiates
- Easy to access and connected. Moonee Ponds is conveniently located with well-developed infrastructure, the precinct is serviced by the three main public transport connectors – train, tram and bus, a key advantage over other urban precinct
- Foodie growing foodie scene and emergence of destination food offerings - both cafes and restaurants, is a key fundamental for the precinct as it seeks to serve a variety of markets including locals, residents, workers and new customers.
- The precinct has a number of unique shops or products that cannot be found elsewhere, i.e.: at the major shopping centres. This creates a positive point of difference to shoppers and should be further leveraged.

Weaknesses

- The discontentment of both shoppers and traders over parking is palpable and may have been exacerbated by the large volume of recent development. It is a significant deterrent for the precinct.

- Streetscape of the precinct and housekeeping fundamentals of the area must be a priority moving forward. The visual appeal of the precinct is lacking
- An underwhelming sense of arrival with a lack of welcome to the precinct highlights the need for stronger destination branding on the ground
- Many of the precinct roads are in poor condition, which has only been heightened by the high level of development occurring throughout the precinct.
- There is a sense that Puckle St has been neglected in recent years. It appears a little old, run-down, dirty, lacks atmosphere and with vacant shops not painting a pretty picture it certainly is not the Puckle St it once was famous for.
- A disconnect, predominantly physical, between the sub-precincts discourages foot traffic and potential customers from exploring all areas of the precinct.
- In recent years the positive perception of the area has decreased/declined.

Opportunities

- Large influx of new residents who will call the precinct home
- Opportunities exist for traders to work more collaboratively and cohesively
- Continue to leverage off opportunities provided by digital and social media
- Opportunities exist to capture more of the transport thoroughfare which attracts a large amount of through traffic
- Moonee Ponds is situated in a high socio-economic area providing natural advantages to local businesses, which should capitalise on the typically high disposable income that households have to spend
- With the Redevelopment and the re-launch of Moonee Valley racecourse, opportunities exist to leverage off the redevelopment and new residents

Threats

- A big challenge is the new developing happening in Moonee Ponds – more specifically the level and number of developments within the precinct.
- Parking issues within the precinct see businesses losing customers to other centres, some businesses finding it difficult to attract and keep staff.
- Continuing to provide a unique, attractive and complementary offer for both customers and investors, ensuring business mix supports the strategic vision and associated brand of the precinct.
- Pedestrian Movements / Habits, the challenge will be to change existing pedestrian movements and break traditional customer habits into exploring the precinct further.
- Moonee Ponds must adapt to meet customer needs and expectations. The precinct will need to support and deliver on expectations that inner urban residents have and expect of an area
- Both online and larger shopping centres will continue to be a challenge.

4. Target Market

- All Moonee Ponds local residents
- People who live within a 10km radius (Ascot Vale, Flemington, Kensington, Essendon, Strathmore, Pascoe Vale, Niddrie, East Keilor, Footscray)
- Parents and children of local schools, kindergartens, preschools, childcare centres
- New residents moving into the area
- Community Clubs

- Train Commuters
- Specialty shop shoppers



Moonee Ponds Precinct has a great opportunity to establish itself as a unique reputable shopping strip. It has the ability to service both the everyday local shopper as well as the specialty destination shopper.

5. Objectives - what do we want to achieve?

- Create a 'Destination' and attract businesses to the precinct
- Rejuvenate the night economy
- Leverage from current developments in the precinct
- Develop a roadmap for Greenspace and resting areas
- Work closer with Council to develop a streetscape plan.

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

Promotion:

Advertising:

Local paper
Real Estate Boards
Direct Mail
Business Directory

Social Media:

Facebook
Instagram
Website
Digital Marketing strategies

Promotion:

Discount Vouchers
Trader Directory
Moonee Ponds Shopping Bags
Local signage

Publicity:

Editorials
Newsletter to patrons

Events

Brand Awareness:

Our goal is to build brand awareness and develop a distinct brand using the Moonee Ponds 3039 Traders logo and create a positive association with our brand.



Applications:

- all advertising
- business directory

7. Action Plan

7.1 Events:

The Moonee Ponds 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.

2020

September - Father's Day: We ran an online competition to gain improved traction on the Diamond Creek social media pages, plus assist the trader (Fizz & Hop) with their social media. The traders to contribute to the prize given as part of the promotion. This was a good outcome because it meant the business wasn't out of pocket for the goods.

October – Halloween – Moonee Ponds Traders host an online Halloween competition. We will undertake a Halloween colouring competition where people can download a Halloween image and children can colour in. Once completed they can hand in the piece of work and receive a bag of lollies from a nominated store. The completed pieces of work will be placed in store windows. We will also select 10 lucky winners who will win a \$50 Moonee Ponds gift voucher.

November – Fitness and Health and Wellbeing – Once the fitness, health and wellbeing businesses open we will run a specific campaign for them. We will create a landing page with all industry specific businesses, with offers and promotions and run a Facebook Ad for the campaign.

December - Christmas activities: In the month of November/December the Moonee Ponds Traders will decorate the streets of Moonee Ponds and bring light and life to the streets in an endeavour to encourage people to shop locally leading up to Christmas. Initiatives include; roving Santa, decorating the streets of Moonee Ponds with pole decorations, a Christmas tree. We will also provide roving music throughout December on the streets of Moonee Ponds.

2021

March – Street Festival - We would like to run Festival in 2021 even it is a smaller event given the current Covid19 situation. Further details on this event will be determined closer to the date.

April - Easter: We will provide Easter activities again in 2020, however we will need to reassess to what capacity. As we have very little space in Moonee Ponds and these activities seem to be very popular we need to manage the event to ensure traders are happy.

May - Mother's Day: We will host small activities for Mother's Day again in 2020 on the streets of Moonee Ponds to help engage and improve atmosphere on the streets. We will do something activities to last year including; Free flowers, chocolate, massage and also provided roving music. Many of these initiatives are supported by the local traders.

7.2 Promotions:

Marketing & Promotions: Moonee Ponds 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 Moonee Valley City Council, traders, community organisations, media, sponsors.

2020 – 2021 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.

Precinct Marketing: The Traders Association will continue to implement localised strategies to encourage new and existing residents and the wider community to shop in Moonee Ponds. Several initiatives include; Moonee Ponds Shopping bags, Moonee Ponds Directory, Bin wraps, Local signage, Trader profiles, work with Cayden and other developments taking place in Moonee Ponds

Moonee Ponds 3039 APP/Website: We will either develop a new APP or website for the Moonee Ponds Traders. We are still in the research phase.

Communication with Traders: The Traders Association will communicate with the Precinct traders through regular email newsletters and once yearly (December) printed newsletter.

Streetscape

The Traders Association will work with Council on the proposed Streetscape Plans for Moonee Ponds. Of most importance if it does proceed is working with Council on the best way to implement and communicate to traders throughout the project stage.

Event and promotion schedule and budget cost

Month	Promotion	Est. Cost
2020		
September	Father's Day	\$150
November	Health and Wellbeing campaign	\$2,000
December	Christmas Decorations	\$ 40,000
December	Christmas - Santa	\$ 8,000
2021		
March	Festival	\$10,000
April	Easter	\$1,000
May	Mother's Day	\$1,000
		\$ 63,150

8. Maintenance and Streetscape Improvements

Many of the assets in the Precinct are Council property and maintained by Council. It is in the Moonee Ponds Traders best interest to continually work with Council to improve these amenities.

9. Business Plan 2019 – 2024 - Key Performance Indicators

Strategy - Marketing

- Develop profiles for web and print of Moonee Ponds business owners. This will involve creating a script creating the story, taking photos, publishing and promoting on social media and creating printed A2 cork boards to display near businesses.
- Develop competitions on social media, asking people to take photos of Moonee Ponds, use our branded hashtag to receive a voucher to spend back in the precinct.
- Develop a 'Come Back to Moonee Ponds campaign' to shop local. Online, print and branded marketing ie shopping bags, traders directories, bin wraps, signage
- New resident campaign. Competition asking people to take photos of Moonee Ponds, use our branded hashtag to receive a voucher to spend back in the precinct.
- Maintain strong social media presence
- Update and maintain mooneeponds3039.com.au website
- Offer professional service businesses professional videos
- Events

Strategy - Development & Customer Experience

- Undertake a services of customer service audits within the precinct to identify customer gaps in the visitor experience and business training
- Communicate with traders on a regular basis through email circulars and newsletter and an annual printed newsletter
- Work with Council to provide a targeted professional development program specifically for precinct operators.

Destination / Place

- Develop a 'Come Back to Moonee Ponds campaign' to shop local. Online, print and branded marketing ie shopping bags, traders directories, bin wraps, signage
- Work with Council and Chamber of Commerce on parking issues.
- Work with Council on the Moonee Ponds Streetscape Plan
- Continue to work with Council to ensure that council assets remain graffiti free.
- Continue to work with the Chamber of Commerce and Council on this matter.

Advocacy / Leadership

- Continue to work with Council on a range of matters to represent traders association
- Develop a new resident campaign and work with developers to encourage new people to shop locally

10. Budget

The Moonee Ponds Traders Special Rate was renewed in July 2019 for a period of 5 years. It will raise \$190,000 (excl GST) of traders funds annually (CPI adjusted).

INCOME		\$ 209,000.00	incl GST	\$ 209,000.00
MVCC Grant				\$ 5,000.00
			Sub-Total	\$ 214,000.00
EXPENSE				BUDGET
Personnel		Marketing Coordinator		\$ 79,200.00
			Sub-Total	\$ 79,200.00
Admin		PO Box		\$ 120.00
		Web hosting & SSL		\$ 400.00
		Public Insurance		\$ 2,400.00
		ATO BAS		\$ 5,000.00
		Auditor fees		\$ 600.00
		AGM printing		\$ 1,401.64
		Social media advertising mgt		\$ 1,500.00
			Sub-Total	\$ 11,421.64
Campaigns				
July		Winter Fest - gertrude st light festival, RMIT/La trobe. public/art space		
Sept		Fathers Day		\$ 150.00
Oct		Halloween - colour comp (10x\$50) - gift vouchers and bag of lollies (\$500)		\$ 1,500.00
Nov		Black Friday promotion		
		Health and Fitness Festival		\$ 1,500.00
Dec		Christmas decorations (new ones)		\$ 40,000.00
		Christmas activities ie Santa		\$ 8,000.00
March		Puckle St Festival (activities)		\$ 10,000.00
April		Easter		\$ 1,000.00

May		Mother's Day		\$ 1,000.00
			Sub-Total	\$ 63,150.00
Precinct Marketing		website updates / new website (\$18K)		\$ 15,000.00
		Website ongoing costs		\$ 5,000.00
		December 2020 newsletter (Print and design)		\$ 800.00
		Newsletters (monthly email)		\$ 150.00
		Sponsorship of UooUoo (2020)		
		Art installations (laneways)		
		Caydon marketing		
		Real estate agent packs		
		New trader packs		
			Sub-Total	\$ 20,950.00
Support Local Campaign		bin wraps (300 + 4000)		\$ 4,040.00
		social distancing stickers		\$ 7,750.00
		competitions (\$100)		\$ 2,000.00
		trader profiles		\$ 2,000.00
		videos		\$ 15,000.00
Moonee Ponds business Program		Start in 2021 - Business networking events - website - webinars -mentoring		\$ 5,000.00
			Sub-Total	\$ 35,790.00
			Annual Expenses	\$ 210,511.64

11. Implementation

- Marketing Coordinator
- Moonee Ponds Traders

President & Committee
Moonee Valley City Council

12. Feedback

Anna Henderson/Yvette Standfield, Marketing Coordinator

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