

*Draft Version 1 07.06.11 for Comment and Feedback by the  
20<sup>th</sup> June 2011*

*Email to: Kathie Heyman- [kathie@chaos2control](mailto:kathie@chaos2control)*

**Draft Version 1  
07.06.11**

# **RAYMOND TERRACE MARKETING PLAN 2011**

*Completed for the Raymond Terrace Business Association June 2011*



## **TABLE OF CONTENTS**

### **1. EXECUTIVE SUMMARY**

### **2. PROJECT BACKGROUND AND SCOPE**

- 2.1 Introduction
- 2.2 Project Background Information

### **3. SITUATION ANALYSIS**

- 3.1 Geography
- 3.2 History
- 3.3 Demographics
- 3.4 Economic Development in the Region
- 3.5 Raymond Terrace Retail Mix
- 3.6 Competitor Retail Analysis
- 3.7 New Investment in the Area

### **4. MARKETING STRATEGY**

- 4.1 Marketing Strategy Model
- 4.2 Marketing Objectives Key Performance Areas
- 4.3 Raymond Terrace Brand Positioning
- 4.4 Events

### **5. ACTION PLAN**

### **6. ATTACHMENTS**

### **7. REFERENCES**

## 1. EXECUTIVE SUMMARY

### The aim of the Raymond Terrace Marketing Plan is:

- ✓ Creation of identity and profile for Raymond Terrace
- ✓ Attraction and retention of customers
- ✓ Attraction and retention of business investment
- ✓ Identification of external funding sources
- ✓ Measurable actions
- ✓ Highlight regional strengths and provide focused direction to promoting the assets of the area, as aligned with the broader region.
- ✓ Outline key partnership opportunities including with Port Stephens Council which will allow for participation in regional destination marketing and other opportunities.

This report has been completed for the Raymond Terrace Business community to develop a Marketing Plan which, when implemented, will raise the profile of the business district and its diverse business mix to visitors outside the suburb of Raymond Terrace, and at the same time reinforce to its local community the benefits that they have on their door step as a regional retail hub.

This report also include actions to attract new business to the precinct and encourage an appealing mix for locals and visitors.

This report was completed using the following tools: stakeholder surveys; a review on existing marketing resources; research on Raymond Terrace past and present; and engaging with Raymond Terrace Business Association and local businesses through a workshop to assess the needs, strengths and opportunities of the business district.

Survey respondents indicated that being located in Raymond Terrace was a benefit to their business and they felt that Raymond Terrace is a good place to conduct business. Most businesses felt their customer mix was 50% local (Raymond Terrace) and 50% visitors (outside Raymond Terrace area). The majority of respondents were looking for marketing training for their business inclusive of social marketing. They also indicated that they would be prepared to volunteer in a group dedicated to marketing the business precinct.

Respondents were asked to give their comments on the strengths, constraints, opportunities, risks and expectations in regards to the business precinct.

**Strengths of the area:** the local community spirit; services, retail and the RTA, central location, it is an area that is marked for growth and development, good business mix in a relatively small area, proximity to Newcastle, easy parking, local business loyalty, transport hub and the proximity to the river.

**Constraints:** the town's reputation, high rents, not in urban area, not much nightlife apart from clubs/ pubs, local socio economic area, parking, lack of good staff, no rail transport, no major attractions, inadequate café's , lack of funding to grow the area.

**Opportunities:** New mall precinct, new industries, sports stadium, more events, growing area, King Street redevelopment dining, Kings Hill new residential development, historical character, regional centre and hub for Port Stephens, business to business, better signage, community awareness and involvement, medical precinct, web presence of places to see, shop and eat.

**Risks:** bad publicity, vacant shops, new mall precinct, increase in business costs, high level of unemployment, too many shopping centre's, low socio economic area, death of Mainstreet , retail businesses, increase in youth loitering, crime, people by passing Raymond Terrace after extension to freeway.

**Expectations:** needs to be marketed smarter, major department stores, promotion of regional lifestyle and ability to service city customers, vibrant, working as one, service wider region than Raymond Terrace town residents, protection of streetscape and river front, connected, engagement of Town Coordinator, new development seen as an opportunity to train and develop local talent, increase police presence, open communication with Port Stephens Council.

The Raymond Terrace Business Association has a finite budget, and limited resources. To ensure the success of the outcomes of this Marketing Plan it requires the willingness of everyone to work together, contributing what they can to achieve a more sustainable Raymond Terrace Business Precinct, a place where customers can feel confident they will find the goods and services they need to fulfill their shopping experience. Through this businesses will grow and prosper.

During the business community workshop attendees were asked to complete a story board, word association task and to write a postcard that included a visit to Raymond Terrace. The outcomes of these activities highlighted that attendees believe Raymond Terrace Business Precinct to be warm and friendly for young and old, the riverside is a substantial asset, and the area has city ambiance with a country town feel. Attendees could see a future with more restaurants to bring about alfresco dining experiences with valley and river vistas. When asked to associate words with the business precinct attendees offered five words each, with the following ranking in the top five words that represented the business district ;

- ✓ river or riverside;
- ✓ growth,
- ✓ services
- ✓ country feel ; city lifestyle.

In terms of brand positioning, Raymond Terrace is a community for locals and visitors. It aspires to be a:

**“Major Regional Retail Centre with City Ambiance and Country Feel that is Vibrant and Active day and night.”**

**This marketing strategy aims to celebrate and showcase Raymond Terrace’s aspirations as well as its natural assets, being the river and heritage precincts.**

The Raymond Terrace Business Association needs to develop the creative elements of the brand positioning which will enable it to prepare marketing collateral and promotion tools.

It is envisaged that this will be achieved through joint funding from Raymond Terrace Business Association Funds matched with funds from an Enterprising Communities Application with the NSW State Government and Business Sponsorship and Support.

A detailed action plan is set out in Section 5 of this Plan covering 5 priority areas. This plan allocates responsibilities, approximate timetable and estimated costings.

DRAFT

## 2. PROJECT BACKGROUND AND SCOPE

### 2.1 Introduction

The Raymond Terrace Marketing Plan is an initiative of the Raymond Terrace Business Association to improve the economic vitality and success of Raymond Terrace as a regional business district. It is jointly funded by Raymond Terrace Business Association and NSW Office of Trade, Business & Investment and provides a practical guide to marketing activities for the Raymond Terrace Business Precinct.

Chaos2Control was appointed by the Raymond Terrace Business Association to develop the Marketing Plan with the following outcomes and benefits:

- ✓ Attraction of business investment
- ✓ Creation of identity and profile for Raymond Terrace
- ✓ Attraction of customers
- ✓ Measurable actions
- ✓ Identification of external funding sources
- ✓ Identification of retail leakage issues.
- ✓ Sustainable Event Strategies

### 2.2 Project Background Information

The Raymond Terrace Business Association is a collective body of business leaders from Raymond Terrace, Heatherbrae and Tomago. The Raymond Terrace Business Association has made strong progress in improving and developing the reputation of the Raymond Terrace area as a major retail destination, development of economic self-confidence for the Port Stephens Region as well as positive engagement with local community groups to raise community spirit and social benefits of owning a business, working and living in Raymond Terrace.

*Some of their more recent achievements include;*

- **Successful Events**

Monthly Networking Business Breakfasts:

The Raymond Terrace Business Association Monthly Business Breakfast is held on the first Tuesday of every Month. The breakfasts provide a fantastic networking opportunity for all business leaders and are consistently seeing an increase in attendance numbers and productivity at these meetings. Each Business Breakfast usually features a key note speaker presenting information on a matter affecting association members, a presentation by a local business owner/manager, a report from the committee on association activities and of course, a scrumptious meal for each attendee. There are also sponsorship opportunities available for businesses wanting to further promote their business/services.

- **Annual Event Program:**

The Inaugural Raymond Terrace Business Association Show N Shine and Raymond Terrace Aquatic Club Annual Powerboat Trophy Day was held on Sunday 8th August 2010 in William Street, Hunter Street and Riverside Park, Raymond Terrace. The combined Show N' Shine and Powerboat Racing event saw over 120 vehicles and 20 motorbikes on display whilst more than 30 powerboats raced around the Hunter River course. Due to the popularity of this event it is proposed to become a major annual event for the region. Whilst the Economic Benefits are difficult to quantify it is estimated the event is worth more than \$20,000 to the local economy.

### **3. SITUATION ANALYSIS**

#### **3.1 Geography**

The Town of Raymond Terrace consists of 3 distinct regions. The north and south regions are primarily rural/semi-rural and occupy approximately 74% of the town's land with only 3% of the population living in these areas. Most of the population lives in and around the Business Precinct area.

The centre of the Business Precinct where the main retail cluster is located is adjacent to the Hunter River. In 1998 the Raymond Terrace bypass on the Pacific Highway was opened, diverting traffic away from the Business Precinct, which has received a major infrastructure upgrade and has attractive street appeal with easy access and parking.

### 3.2 History

Raymond Terrace is located at the junction of the Hunter and Williams Rivers in the Port Stephens Local Government Area. The town is situated in the Hunter Region of NSW; in the Hunter-Central Rivers Catchment Management area; and is part of the Mid North Coast Tourism Region (although there are obvious linkages with the Hunter Tourism region as well). ABS (2006) report population figures of 13,606 for Raymond Terrace.

The area was originally occupied by the Worimi people. The town's name comes from a member of Lieutenant John Shortland's party, by the name of Raymond, who explored the area in 1797 and described the "terraced" appearance of the trees. Lieutenant-Colonel Paterson stepped ashore at the river junction in 1801 while on a survey expedition of the Hunter Region.

Governor Macquarie visited the site in 1812 and 1818 with a view to establishing a new settlement to the north, referring to the site as Raymond Terrace in his journal. Cedar-getters were the first Europeans to inhabit the area, soon to be followed by farmers. Among wheat crops, cattle grazing and horse breeding was a thriving viticulture industry. By 1847 the Hunter River Vineyard Association was established.

Raymond Terrace was an important shipping centre for wool in the 1840s. However the town was in decline by the 1920s as the Hunter River began to silt up. Road traffic had been diverted to New England and the railway to Maitland bypassed the town. Winegrowers moved on to better pastures elsewhere in the Hunter Valley.

The arrival of industry in the 1930s revived the local economy. Significantly the establishment of a RAAF base and civil airport in Williamstown (1941) combined with construction of the Tomago Aluminium smelter in the 1980s increasing the local population.

### 3.3 Demographics

- **Port Stephens**

Port Stephens accounts for 9.5% of the Hunter Regions population and has experienced the highest population growth since 1991 (approx 25%). Port Stephens Local Government Area (LGA) has a total population of approximately 65,000. The projected population of Port Stephens in 2031 is 117,700 people. Currently 22% of the population is under 14 years compared to 20.6% for NSW and the aged population has grown 50% between 2001 – 2006. 37% of residents in Port Stephens commute away for work each day, highlighting an opportunity to create local jobs and reduce escape spending.

- **Raymond Terrace**

Raymond Terrace, with a population of approximately 12,900 is one of the largest communities in Port Stephens. Raymond Terrace has the largest Aboriginal & Torres Strait Islander population in the Port Stephens area, accounting for 35.5%.

The Raymond Terrace population includes high levels of social and economic disadvantage. Single parent families make up 20% of the population, compared with the state average of 16%. Some 27% of the population reports living on less than \$250 per week.

In 2006, 8.9% of the population was unemployed, in comparison with the 5.9% state average. Most people are employed in retail, manufacturing, health care and social assistance industries.

- **Raymond Terrace Census Data 2006**

Key statistics 2006 (summary statistics)		
Enumerated data	number	%
Enumerated population, including overseas visitors		
Total population (a)	12,902	100.0
Males (a)	6,228	48.3
Females (a)	6,674	51.7
Overseas visitors	22	0.2
Enumerated population, excluding overseas visitors		
Total population (b)	12,878	100.0
Males (b)	6,218	48.3
Females (b)	6,660	51.7
Population characteristics		
Indigenous population	629	4.9
Australian born	11,062	85.9
Overseas born	1,057	8.2
Australian citizens	11,751	91.2
Australian citizens aged 18+	8,376	65.0
Institutional population	222	1.7
Age structure		
Infants 0 to 4 years	990	7.7
Children 5 to 17 years	2,763	21.5
Adults 18 to 64 years	7,555	58.7
Mature adults 65 to 84 years	1,441	11.2
Senior citizens 85 years and over	130	1.0
Households and dwellings		
Owned	1,351	27.9
Purchasing	1,450	30.0
Renting	1,742	36.0
Households (occupied private dwellings)	4,839	--
Persons counted in households	12,682	--
Average household size (persons)	2.62	--
Total Dwellings	5,134	100.0



Raymond Terrace Business Mix			
Butcher x 4	Big W/Best & Less x 2	Accountant x 8	Newspaper x 1
Bakery x 5	Clothing x 13	Lawyers x 8	Copy Centre x 1
Fruit Shop x 1	Bag Shop x 1	Real Estate x 4	Computer/Printer sales & service x 3
Newsagent x 2	Baby Shop x 1	Recruitment x 3	Keys/Repairs etc x 1
Supermarket x 2	Lingerie x 1	Bank/Building Society x 11	Launderette x 1
Healthfood x 1	Surf Shop x 2	Australia Post x 1	Dry Cleaners/ Clothing Alteration x 2
Chemist x 3	Adult Shop x 1	Business Port Stephens x 1	NRMA x 1
	Tobacconist x 2	Telco x 2	Movie Hire x 1
Café/Restaurants x 9	Quilt Shop x 1		Car / Vehicle x 4
Take-away food x 9	Homewares / Gift Shop x 4	Dentist x 2	
Pizza x 1	Bookshop x 1	Osteopath x 1	Community Centre x 2
Hotel x 3	Cameras/Photo's x 1	Funeral x 1	Centrelink x 1
Bottle Shop x 2	Discount Store x 5	Healthcare x 2	Day Care Centre x 1
	Electrical x 1	Vet x 1	Masonic Lodge x 1
Vacant Shop x 13	Jewellers x 4		YMCA x 1
	Music Shop x 3		1Library x 1
	Op Shop x 3		
	Florist x 2		
	Games x 2		
	Pawn Broker x 2		
	Pet Store x 2		

### 3.6 Competitor Retail Analysis

Other shopping centres perceived as competitors to Raymond Terrace such as Stockland Greenhills, Westfield Kotara and Charlestown Square all have strong features. Westfield Kotara and Charlestown Square feature strongly with fashion precincts, gifts and cafes. Westfield Kotara and Stockland Greenhills have the added advantage of the adjacent bulky goods and homemakers centres.

Raymond Terrace compares well in regards to general retail, professional and community services, but lacks in comparison in regards to up market fashion stores, shoe shops, menswear, bulky goods and homemaker centres. The proposed Sports Field Master Plan envisages the attraction of bulky goods and homemaker key anchor tenants to complement the existing retail offerings. This addition will provide much needed competitor benefits to the area.

### 3.7 New Investment in the Area

- **Raymond Terrace Sports Field Master Plan**

Port Stephens Council has developed this Master plan. Council is looking to facilitate development of the site so that it integrates and compliments the existing Business Precinct. The Lower Hunter Regional Strategy for the Port Stephens area earmarks Raymond Terrace as a “Major Regional Centre” with potential to support 1,600 jobs. This development also integrates community facilities such as a new regional library.

- **New Police Station**

The \$15 million police headquarters is due to open in coming months and will bring additional staffing to the new site.

- **HealthOne Raymond Terrace**

Planning is well advanced for the establishment of HealthOne Raymond Terrace as a purpose built health care facility in the town centre, providing quality integrated primary and community health services. Completion is anticipated in 2012. The new facility will integrate the Raymond Terrace Family Practice with a range of community health services and accommodation for several visiting services. A number of other local general practices will be virtually linked to HealthOne Raymond Terrace.

## 4. MARKETING STRATEGY

### 4.1 Marketing Strategy Model

A key item in the Lower Hunter Regional Strategy for the Port Stephens area is the statement that Raymond Terrace will be a “Major Regional Centre” with the potential to support 1600 jobs and 300 dwellings.

The goal of this marketing strategy is to develop a holistic future plan to market Raymond Terrace to be well positioned to achieve current and future growth. This plan includes:

- **Micro Activity Streams**

*These activities are “micro” because they are smaller in nature, able to be achieved in a relatively short period of time and are largely within the direct control of Raymond Terrace business owners.*

- Creating an identity and profile for the Raymond Terrace business district;
- Attracting and retaining new customers and increasing spending of existing customers;
- Attracting and retaining new businesses;
- Enhancing the existing business and marketing skills of business owners to maximize business opportunities.

- **Macro Activity Streams**

*These activities may take a relatively longer period of time to be developed and implemented, and may require input and approvals from stakeholders outside the direct control of Raymond Terrace business owners.*

- **Infrastructure;** parking, security, policing, planning, public transport. These are all needs of the business community to overcome some of the current limitations of shopping in Raymond Terrace.
- **Community:** A more effective two way relationship between the community and the business precinct to ensure local ownership in the area is developed.

### 4.2 Marketing Objectives Key Performance Areas:

- *Enhance the image of Raymond Terrace in the minds of locals and the Hunter Region. Conduct follow-up market research 12 months after implementing the plan.*
- *Encourage property owners to better maintain and even upgrade their premises. Conduct an audit of business premises as per strategy recommendations in 12 months time.*
- *Encourage Raymond Terrace businesses to participate more wholeheartedly in making Raymond Terrace a 'total shopping experience'*
- *Achieve commercial sustainability for Raymond Terrace businesses – conduct a health-check of the Marketing Plan in 6 months and 12 months.*

### 4.3 Raymond Terrace Brand Positioning

**“Major Regional Retail Centre with City Ambiance and Country Feel that is Vibrant and Active day and night.”**

**This marketing strategy aims to celebrate and showcase Raymond Terrace’s aspirations as well as its natural assets, being the river and heritage precincts.**

This report was completed using a number of tools including a stakeholder survey, a review of existing marketing resources, research and information on Raymond Terrace ; and engaging with Raymond Terrace Business Association and local businesses through a workshop to assess the needs, strengths and opportunities of the business district.

Survey respondents indicated that being located in Raymond Terrace was of benefit to their business and a good place to conduct business. Most businesses felt their customer mix was 50% local (Raymond Terrace) and 50% visitors (outside Raymond Terrace area). The majority of respondents were looking for marketing training for their business including social marketing; they also indicated that they would be willing to volunteer to be involved in a group dedicated to marketing the business precinct.

Respondents were asked to give their comments on the strengths, constraints, opportunities, risks and expectations in regards to the business district.

**Strengths of the area:** the local community spirit; services, retail and the RTA, central location, it is an area that is marked for growth and development, good business mix in a relatively small area, proximity to Newcastle, easy parking, local business loyalty, transport hub and the proximity to the river.

**Constraints:** the town’s reputation, high rents, not in urban area, not much nightlife apart from clubs/ pubs, local socio economic area, parking, lack of good staff, no rail transport, no major attractions, inadequate café’s , lack of funding to grow the area.

**Opportunities:** New mall precinct, new industries, sports stadium, more events, growing area, King Street redevelopment dining, Kings Hill new residential development, historical character, regional centre and hub for Port Stephens, business to business, better signage, community awareness and involvement, medical precinct, web presence of places to see, shop and eat.

**Risks:** bad publicity, vacant shops, new mall precinct, increase in business costs, high level of unemployment, too many shopping centre’s, low socio economic area, death of Mainstreet , retail businesses, increase in youth loitering, crime, people by passing Raymond Terrace after extension to freeway.

**Expectations:** needs to be marketed smarter, major department stores, promotion of regional lifestyle and ability to service city customers, vibrant, working as one, service wider region than Raymond Terrace town residents, protection of streetscape and river front, connected, engagement

of Town Coordinator, new development seen as an opportunity to train and develop local talent., increase police presence, open communication with Port Stephens Council.

During the business community workshop attendees were asked to complete a story board, word association task and to write a postcard that included a visit to Raymond Terrace. The outcomes of these activities highlighted that attendees believe Raymond Terrace Business Precinct to be warm and friendly for young and old, the riverside is a substantial asset, and the area has city ambiance with a country town feel. Attendees could see a future with more restaurants to bring about alfresco dining experiences with valley and river vistas. When asked to associate words with the business precinct attendees offered five words each, with the following ranking in the top five words that represented the business district;

- ✓ river or riverside;
- ✓ growth,
- ✓ services
- ✓ country feel, city lifestyle.

#### 4.4 Events

The survey included the question “are you aware of any of the local events in your area? Please name those you are familiar with”. Responses included: Aquatic Boat Club Racing, Australia Day, Anzac Day, Power Boat meetings, Show and Shine, Country Music Festival, Monthly Markets. Respondent were asked if the events listed were of any benefit to their business with a majority saying no.

Port Stephens, and especially Nelsons Bay offers an active calendar of events throughout the year. The Raymond Terrace Business Association (RTBA) should research the events that are currently on offer throughout the Port Stephens, Newcastle and Maitland areas, pin point months and dates where there are no events in competition and develop a unique event that showcases Raymond Terrace assets.

The **Raymond Terrace Aquatic Club Annual Powerboat Trophy Day and Show N’ Shine** celebrates all things “Power, Show & Shine”. It could be built on further to become a celebration of all things power, boats, cars and bikes.

The **Raymond Terrace Community Markets** can be leveraged to create a Raymond Terrace Market Day in the retail precinct as well. This will assist attracting much needed promotional support and also let locals and visitors know that one day every month is Raymond Terrace Market day with special offers for all. Simple marketing materials with the new brand can include – Market Day Posters, Flyers, and Flags that are shared amongst the retailers and used on the third Saturday of the month.

*Current events in Raymond Terrace include:*

- **Raymond Terrace Aquatic Club Annual Powerboat Trophy Day and Show N’ Shine**  
The Raymond Terrace Business Association and Raymond Terrace Aquatic Club held the Raymond Terrace Aquatic Club Annual Powerboat Trophy Day and Show N’ Shine on Saturday 7th and Sunday 8th August 2010. The Raymond Terrace Aquatic Club Annual Powerboat Trophy Day racing commences on the river at Riverside Park with juniors racing from 10:30am and seniors racing from 12:30pm.

On Sunday 8th August Raymond Terrace Business Association's Show N' Shine taking place in the mainstreet and areas surrounding Riverside Park in conjunction with the racing.

The Aquatic Club's Trophy Day continues with juniors competing from 9am and seniors competing from 11am. The event was a fantastic day out for families, friends and enthusiasts to relish the superb location of Raymond Terrace on the banks of the Hunter and Williams Rivers whilst enjoying high level racing, quality vehicle displays, children's amusements and more.

- **Raymond Terrace Community Markets**

Held every 3rd Saturday of each month. 9.00am - 2.00pm

Riverside Park, Hunter Street, Raymond Terrace

Selling a variety of fresh locally grown produce and handmade products.

- **BlueWater Country Music Festival**

There is mention of the BlueWater Country Music Festival being held in Nelson Bay & Raymond Terrace – but there are no locations mentioned on the website in Raymond Terrace as yet. There is an opportunity to create a local event as part of this whole event.

## 5. ACTION PLAN

Priority One	Creating an identity and profile for the Raymond Terrace business district		
Action ( matching funding available)	Who	Timelines	Investment
Develop the brand / logo / tagline based on the brand positioning.	RTBA	Aug 2011 – Nov 2011	\$5000 - \$7000
Brief to specify that the brand will be used for multi media and should include a style guide.	RTBA	Aug 2011 – Nov 2011	
Consultant chosen should also complete: press advertising templates, email header, social media templates.	RTBA	Aug 2011 – Nov 2011	
Design promotional tools; Streetscape Banners, Shop Banners / Flags, A Frame Branding, Shop Front Branding, Postcards, Newsletter, and a merchandising strategy.	RTBA	Aug 2011 – Nov 2011	

Priority Two	Attracting and retain new customers and increasing spending of existing customers;		
Action ( matching funding available)	Who	Timelines	Investment
Design Raymond Terrace Business Precinct Website to promote the business precinct, businesses and services, special offers, events, e-news and competitions, rental opportunities and business wish list.	RTBA	Feb 2012 – April 2012	\$5000
Undertake a collaborative marketing campaign, focusing on Raymond Terrace as a Regional Retail Hub, and promote in nearby tourism precincts including Nelson Bay, Shoal Bay, and Morpeth.  Join Port Stephens Tourism	RTBA	Feb 2012 – Jan 2013	User Pays (operator buy in)  \$250 - \$500
Positive Whisper Campaign – develop a 12 month Whisper Campaign that promotes the positive actions (changes perceptions ) in the business district, whisper through website, newsletters, emails, shop windows ( <i>did you know we are the best at ....</i> ) public relations – send out to media, websites and keep the good news travelling.	RTBA	Immediate	\$0
Design and print Raymond Terrace Business Directory – with online version to be uploaded to the website. Gain business sponsorship and support and distribute to 20,000 homes and businesses. Encourage businesses to advertise and create an “offer”. Track the use of the Business Directory via business “offers” or a call to action as a “giveaway” from the RTBA.	RTBA	Feb 2012 – April 2012	\$10,000

Bi Monthly – Retail Newsletter for Customers, quick snapshot on new businesses, special offers, events etc – current trends, news and a bit of local gossip. Produced and given to customers by businesses or used as a direct marketing tool.	RTBA	Feb 2012 – April 2012	\$3500
Raymond Terrace Post Card – 3 times a year to promote a key asset and statement about Raymond Terrace – linking to the positive whisper campaign, the asset could be a landmark, event or person.	RTBA	Feb 2012 – April 2012	\$1000
New residents Welcome Kit, with all of the above marketing information, and emergency contact list, community list, welcome special offers and welcome letter. For real estate agents, schools, community groups to use.	RTBA	Feb 2012 – April 2012	\$500
Create a Sustainable Event Strategy for the business precinct linking into current events and developing one additional key event for the area. <ul style="list-style-type: none"> <li>Raymond Terrace Market Day Promotional Material to be developed.</li> <li>Build on the success of last year's Show n Shine for 2011 event.</li> </ul>	RTBA	Feb 2012 – April 2012	\$1000
Set up an Advertising Taskforce made up of local businesses to develop an integrated advertising and promotional plan for the area; investigate costings for TV, Press, and Radio over a 12 month period and establishing 2 – 3 week campaigns. Advise all businesses of the plan, and gain support through sponsorship, funding to ensure its success. <i>e.g 30 businesses @ \$200 equals \$6000.00; 30 businesses @ \$300 equals \$9000.00. Arrange payment plans for businesses to encourage support.</i>	RTBA	Jan 2012 – April 2012	\$0
Investigate the need for WiFi in the business district and any extra patronage it may bring.	RTBA	March 2012 – June 2012	\$0

Priority Three Attracting and retaining new businesses;			
Action ( matching funding available)	Who	Timelines	Investment
Develop Raymond Terrace Business and Investment Prospectus; 12 – 20 pages ; Online and hard copy; advantages of doing business in Raymond Terrace; profile of the area; case studies; local maps; testimonials; reference to planning information.	RTBA	April 2012 – June 2012	\$1500
Hold an Investment Prospectus evening to educate real	RTBA	April 2012 –	\$200

estate, businesses, and property owners about the prospectus, how to use it and the benefit of using it to attract new business / investment.		June 2012	
Target market to businesses that are a gap in the market in Raymond Terrace, ie Shoe Shops, Menswear, Giftware etc.	RTBA	April 2012 – June 2012	\$0

Priority Four	Enhancing the existing business and marketing skills of business owners to maximize business opportunities.		
Action ( matching funding available)	Who	Timelines	Investment
Business Marketing Workshops – designed to be quick and easy for businesses to attend; can be held in businesses after closing and used as a business to business famil. ( workshop and quick get to know your neighbour )	RTBA	Feb 2012 – June 2012	\$550
Use the Business famil ( as above ) to start to refer customers to businesses , if your business does not have it, then maybe a business two doors down will, but how do you know ? More business referrals keep customers in the street.	RTBA	Feb 2012 – June 2012	
Quarterly Newsletter – what’s happening, new businesses, housekeeping on the street, education and Mainstreet maintenance issues; cleanliness of windows, lights on at night, parking in the back streets not in front of your shop.	RTBA	Feb 2012 – June 2012	\$600
Encourage attendance at Raymond Terrace Business Association Monthly meetings.	RTBA	July 2011 – June 2012	\$0
Develop Business Appreciation / Customer Service Awards – recognition – profile the business so other businesses may learn from peers.	RTBA	Feb 2012 – June 2012	\$500

Priority Five	Business and Community development of local ownership		
Action	Who	Timelines	Investment
Encouraged local schools to become involved in the business precinct and develop a positive relationship with students; offer work experience and try a trade type activities.	RTBA	Feb 2012 – June 2012	\$0
Work with community groups, rotary, lions to develop projects that benefit both groups – could be as simple as space outside a shop to sell raffle tickets etc.	RTBA	Feb 2012 – June 2012	\$0

- *Matching funds are available from NSW Office of Trade, Business and Investment for Business Marketing and Development Programs, including Coordination. Matching funds need to be \$ of \$ this plan includes opportunities for local business to sponsor, advertise and support inkind to the implementation of the program.*

## **6. ATTACHMENTS**

6.1 Results from Raymond Terrace Business Survey

6.2 Consultation Workshop Outcomes

DRAFT

## 7. REFERENCES

<http://www.raymondterracebusiness.com.au/>

<http://www.portstephens.nsw.gov.au/>

<http://www.businessportstephens.com.au/>

<http://www.planning.nsw.gov.au/StrategicPlanning/Regionalplanning/HunterRegion/tabid/187/language/en-AU/Default.aspx>

<http://www.portstephens.org.au/>

<http://www.eventsportstephens.com.au/>

Raymond Terrace Sports Field Master Plan February 2011 – APP Corporation / Sutera Architects

Raymond Terrace Beyond 2008

DRAFT