

What are the benefits of having a consolidated marketing body for Central Geelong businesses?



Central Geelong Marketing
the story continues...

Central Geelong
marketing
centralgeelong.com.au

What advertising or marketing can you get for \$388.00 per year for your business?

As an individual business you can get one of these...

We have everything you are looking for...

see our great range of products

Centrally located - right in the heart of Central Geelong. We have excellent quality and value with the right advice.

YOUR BUSINESS
Malop Street, Geelong
8888 5555

(Based on the cost of ONE 10x3 black and white advertisement in the Geelong News priced at \$389.10 as at 21/07/10. The amount of \$388.45 is the average amount of the Special Rate per business in 2010-2011.)



With the special rate, your business benefits from the following consolidated marketing activities:

More People

- Central Geelong Farmers Market
- School Holiday Fun Guide & Activity Program
- Central Geelong Sidewalk Sales
- Consolidated Advertising Campaigns including print and radio
- Central Geelong Parking Maps
- www.centralgeelong.com.au - events calendar & special offers feature.

More Business

- Central Geelong Shuttle - support and promotion
- Magic Meter Elves
- Christmas in Central Geelong
- May Magic
- Eat Out in Central Geelong
- Street Entertainment Programs
- Event support such as QVM Markets and exhibitions such as Eaten Alive

More Support

- Free Business Number Signs
- Website including Business Directory
- Park & Ride Shuttle Support & Promotion
- Visual Merchandising Toolkits
- Training & Development Program
- Networking Events held quarterly
- New Business Kits
- Central Focus newsletter - published monthly
- Electronic Information Updates
- Strategic & Activities Planning
- Research and Evaluation of Activities
- Administration & Governance

This is just a sample of the programs, activities and initiatives your business benefits from through Central Geelong Marketing. The more you participate, the greater the benefit to your business.

Since July 2001 Central Geelong Marketing has undertaken programs and activities to promote Central Geelong. Your Central Geelong business or property has directly and indirectly benefited from these activities.

Activities and benefits for the current special rate period commencing June 2006 include:

Year 6 (2006-07)		Year 7 (2007-08)		Year 8 (2008-09)	
Activity	Evaluation result	Activity	Evaluation result	Activity	Evaluation result
More People					
Central Geelong Workers Card with Geelong Otway Tourism (December to June)	8,000 cards	Deakin Open Day – Distribution of marketing materials (August)	4,000 visitors	Central Geelong Shuttle	6,409 passengers
Christmas in Central Geelong – (December)	1,000 entries	Morning Tea with Santa (December)	\$27,450	Central Geelong Farmer's Market (Monthly)	\$1,076,907
Moorabool St Proof of Purchase Promotion (July)	\$217,000	Central Geelong School Holiday Program (July, September & March)	\$175,927	Central Geelong School Holiday Program (July, September & March)	\$44,976
Central Geelong School Holiday Program (July, September & March)	\$120,000	Central Geelong Sidewalk Sales (Melbourne Cup Day) (November)	\$1,300,000	Central Geelong Sidewalk Sales (Melbourne Cup Day – November)	\$1,137,969
Free City Bus: Sponsorship (December to January)	8,000 passengers	Central Geelong Workers Card – Joint Privilege Card with Geelong Otway Tourism (July to December)	4,000 cards	Christmas in Central Geelong	\$15,682.00
Central Geelong Sidewalk Sales - Melbourne Cup Day (November)	\$361,000	Free City Bus – Sponsorship (December to March)	6,000 passengers	Christmas Windows	Installed for 5 weeks
Central Geelong Farmer's Market (Monthly)	\$900,000	Central Geelong Farmer's Market (Monthly)	\$850,000	Night Arts & QVM Night Market	4 events \$165,000
Lt Malop St Night Market – Sponsorship (August, October, December & February)	\$250,000	Arts in the Park (March)	\$64,000	Off-street parking promotion – Hearne Parade Park & Ride	Av. 150 passengers per day
Central Geelong Ambassadors – Distribution of marketing materials at major events	2 events	Pride Initiative "Love Central Geelong More" Advertising Campaign (March & April)	39 print ads 244 cinema ads	Street Entertainment	12 performances
Central Geelong Banner Program (August & November)	76 banners	Christmas in Central Geelong – Carolers, Bloses Day & Decorations (December)	Completed	Event and Activity Signs – Lt Malop St and Waterfront – July to June	Updated monthly
Central Geelong Magic Meter Elves – (December)	62, 084 minutes of free parking	Central Geelong Banner Program (December)	76 banners	Central Geelong Promotional Team -Distribution of marketing materials at major events	3 events
Central Geelong Parking Map – Distribution	75,000 maps	Central Geelong Ambassadors – Distribution of marketing materials at major events	4 events	Central Geelong Magic Meter Elves (elves in pairs - December)	54,400 minutes of free parking
Central Geelong: The Guide - Distribution	1000 brochures	Central Geelong Parking Map - Distribution	5,000 copies	Go Cats Posters	4000 posters distributed
Consolidated Advertising campaign – more choice, services, attractions and flavour (April to June)	48 print ads 1634 cinema ads 188 radio ads	Central Geelong Magic Meter Elves (single elves - December)	64,308 minutes of free parking	Consolidated Advertising campaign – print only	Completed
More Magazine (July)	40,000 copies	Go Cats Shop Front Competition (September)	3000 posters	www.centralgeelong.com.au relaunched May 2010	2127 unique users in launch month
www.centralgeelong.com.au	19,197 visitors	More Magazine (July)	40,000 copies	Central Geelong Parking Map - Distribution	2500 pads
		www.centralgeelong.com.au	25,058 visitors		
		Event and Activity Signs – Lt Malop St and Waterfront – July to June	2 signs for 52 weeks		
More Business & More Support					
6th National Mainstreet Conference hosting (March)	450 delegates	Buy Local campaign – Auction hosting at the Central Geelong Farmer's Market – September & March	Completed	New Business Welcome Kits	70 kits
Barista Training (May)	4 workshops	Visual Merchandising Toolkits	150 kits	Business/Street Name Identification Program	250 signs
Business/Street Name Identification Program	250 stickers	Central Geelong Park & Ride – Sponsorship	22,702 passengers	Information Updates – Monthly	15 updates
Central Focus Newsletter (Quarterly)	4 editions	Business/Street Name Identification Program	175 stickers	Central Geelong The Guide – Brochure distribution	50,000 printed
Central Geelong Networking opportunities (August, November, February & May)	4 events	Geelong Advertiser Business Excellence Awards – Central Geelong Business Category – Sponsorship & entry workshops – July	1 workshop	Central Geelong Park & Ride – Sponsorship	Av of 106 pax per day
Central Geelong Park & Ride – Sponsorship	15,462 passengers	Central Geelong Networking Opportunities – August, November, February & May	4 functions	Central Geelong Networking Opportunities – August, November, February & May	3 functions
Central Geelong Pedestrian Count (June)	Completed	Central Geelong Safety Initiatives - Flyer distribution	1,200 flyers	Visitor Perception Survey – March	Completed
Geelong Advertiser Business Excellence Awards: Central Geelong Business Category. Sponsorship & entry workshops (July)	1 workshop	Information Updates	10 electronic updates	Central Focus Newsletter – Monthly except Jan	11 copies
Information Updates	16 electronic updates	New Business Welcome Kits	93 kits	Stakeholder Survey – March 2009	Completed
New Business Welcome Kits	78 kits	Visual Merchandising Workshops for retail & professional services - November	2 workshops	Innovative Training Opportunities	10 sessions
Retail Strategy submission to City of Greater Geelong	Completed	Information Updates – Monthly	10 electronic updates	Visual Merchandising Toolkits	100 kits
Visitor Perception Survey (November)	Completed	Business Lighting Program – May to June	1,000 light bulbs	Central Geelong Pedestrian Count - June	Completed
Visual Merchandising Workshops (November)	2 workshops	Central Geelong The Guide – Brochure distribution	1,000 brochures		
Why Woman Shop – Retail training workshops (April)	2 workshops	Central Focus Newsletter – Quarterly - mix of electronic and post	Completed		
		Visual Perception Survey – November	Completed		
		Central Geelong Pedestrian Count - June	Completed		
		Innovative Training Opportunities	3 sessions		

Year 9 (2009 - 10)		Year 10 (2011-12)	
Activity	Evaluation result	Activity - To be delivered	More People
More People			
Consolidated Advertising – including print & radio within region	207 print ads; 328 radio ads	Consolidated Advertising – including print & radio within region	
www.centralgeelong.com.au – focus on increase in unique users	76% increase in 12 months	www.centralgeelong.com.au – focus on increase in unique users	
Central Geelong Shuttle Sponsorship (December to March)	700 hours; 6337 pax	Central Geelong Shuttle Sponsorship (December to March)	
Central Geelong Parking Map – printed pads & e-version	75,000 maps in 1500 pads	Central Geelong Parking Map – printed pads & e-version	
Central Geelong Sidewalk Sales - Melbourne Cup Day (November)	\$1.4m*; 28,000 people	Central Geelong Sidewalk Sales - Melbourne Cup Day (November)	
Central Geelong School Holiday Program (July, September & March)	\$330,000* 8780 participants	Central Geelong School Holiday Program (July, September & March)	
Central Geelong Magic Meter Elves – (December)	52,000 minutes of free parking; 12,000 chocolates	Central Geelong Magic Meter Elves – (December)	
Christmas in Central Geelong – (December)	\$208,000*; 90,000 brochures; 25 activities	Christmas in Central Geelong – (December)	
May Magic - Proof of Purchase Promotion	3900 entries over 6 days	May Magic - Proof of Purchase Promotion	
Eat Out in Central Geelong	23 participating restaurants	Eat Out in Central Geelong	
Street Entertainment – including updates of signage	109 performances; 27 roving	Street Entertainment – including updates of signage	
QVM Night Markets	4 markets; 20,000 people; \$404,000*	QVM Night Markets	
Central Geelong Farmer's Market (Monthly)	12 markets; 3000 avg per market; \$1.2m*	Central Geelong Farmer's Market (Monthly)	
Event/ Exhibition support incl. Eaten Alive, Reflections, Palais, Home & Garden Expo	6 events	Event/ Exhibition support	
Central Geelong Promotional Team – Distribution of marketing materials at major events	4 events - Gala Day; Geelong Show; Good food & Wine; Bloses Day Out	Central Geelong Promotional Team – Distribution of marketing materials at major events	
Central Geelong Banner Program – annual installation	38 banners	Central Geelong Banner Program – annual installation	
More Business & More Support			
Visual Merchandising – Toolkit & workshops	75 Toolkits	Visual Merchandising – Toolkit & workshops	
ICTC Conference hosting (October)	350 delegates	Stakeholder Perception Survey	
Innovative training opportunities	13 sessions	Innovative training opportunities	
Business/Street Name Identification Program	250 stickers	Business/Street Name Identification Program	
Central Focus Newsletter – published monthly	11 editions; 14,300 newsletters distributed	Central Focus Newsletter – published monthly	
Central Geelong Networking Events	4 events; 480 participating businesses	Central Geelong Networking Events	
Central Geelong Park & Ride – Sponsorship	20,000 pax; 2500 hours	Central Geelong Park & Ride – Sponsorship	
Central Geelong Pedestrian Count (June)	Completed	Central Geelong Pedestrian Count (June)	
Geelong Advertiser Business Excellence Awards: Awards Submission	Finalist in 4 categories	Geelong Advertiser Business Excellence Awards: Awards Submission	
Mainstreet Australia Awards Submission	Winner – Management Committee of the Year; finalist in 2 other categories	Mainstreet Australia Awards Submission	
New Business Welcome Kits	85 kits	New Business Welcome Kits	
Visitor Perception Survey (November)	Completed	Visitor Perception Survey (November)	
Go Cats Posters	4000 posters		

* estimated economic value to Central Geelong Businesses

Beyond June 2011

What happens beyond June 2011 is now up to you.

Without a consolidated marketing and promotion body such as Central Geelong Marketing there will not be a body promoting Central Geelong as a precinct or running programs or activities to encourage increased visitation and spending.

In 2009-2010 alone, CGM's flagship activities alone – The Central Geelong Farmers Market, Central Geelong Sidewalk Sales, the Central Geelong School Holiday Fun program, the Christmas in Central Geelong campaign and the QVM Night Markets – added an estimated economic value of \$3.6million to Central Geelong Businesses. This is over 6.5 times the amount raised by the special rate.

In addition to these flagship events, Central Geelong Marketing delivers an extensive program of marketing events, activities and promotions plus business development and support activities as listed on this page.

Without a consolidated marketing body to run these events and activities, these programs will not be delivered on behalf of Central Geelong businesses and the economic benefit will be lost.

The special rate, requiring each property owner to contribute the same percentage in the capital improved dollar value of their premise, is a way of property owners and business operators contributing in an equitable and fair way to the marketing and promotion of Central Geelong for the special benefit of all Central Geelong businesses.