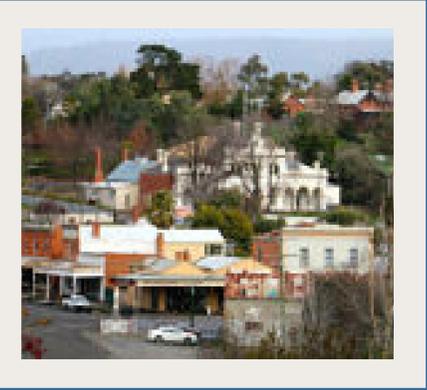


Simple ways to boost our local and visitor economy

Consultation - led by small businesses
August 2022

In collaboration with: local businesses. Supported by: Clunes Tourist Development Association, Creative Clunes Inc.

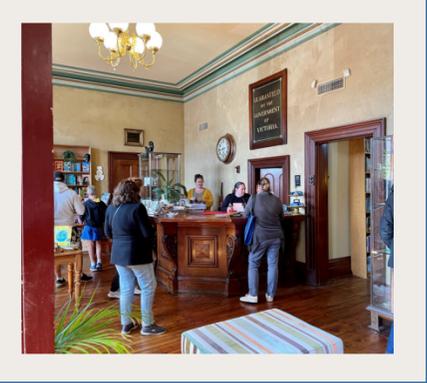




Towns everywhere are experiencing a downturn. Living with COVID means supply shortages, staffing issues and constant uncertainty. While rising costs mean people have less to spend.

Buy Local

Businesses focused on the local market are competing with lower prices offered by chains in bigger towns



Visitors

Businesses focused on tourism markets are conscious that the 'experience' visitors are looking for isn't necessarily met



Needs now

Opportunity

Right now it's hard for businesses to deal with these issues individually. That will change, but for now, many businesses are just focused on keeping their doors open. **It's important as business owners that we give ourselves the space to do this**, but are there opportunities out there that we can action together?

Use the Resources we already have

There are many great examples of good buy local and visitor economy strategies - we don't need to reinvent the wheel. On top of that, we have the foundations of many of these strategies already in place. **In fact, more so than most towns.**

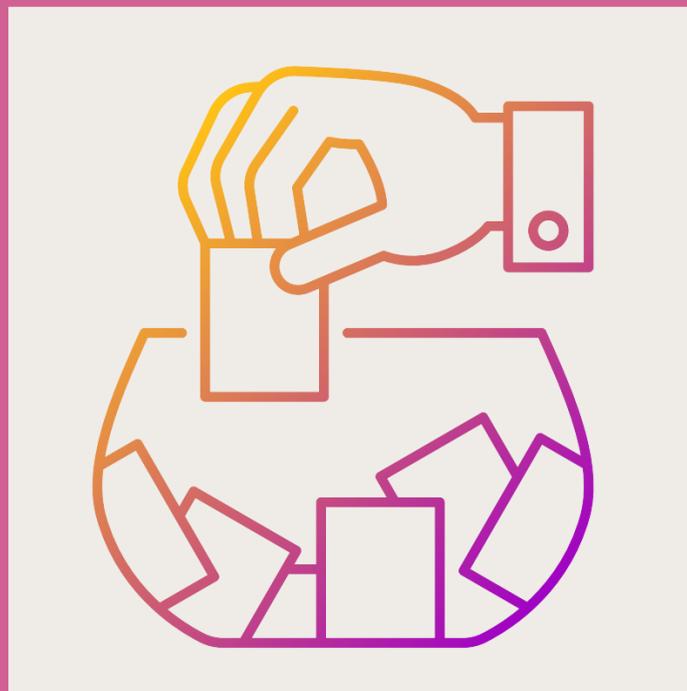
Extend it with promotion - if we can

Seek opportunities to build on what we've got.



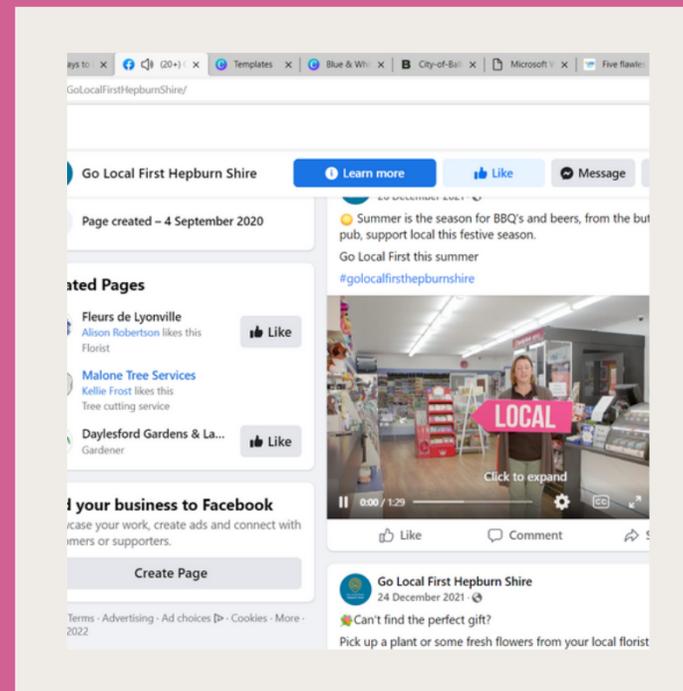
Existing Local Resources

A good local economy strategy includes these four elements. Our town already has resources that relate to each. Alone we don't have the capacity to upgrade these to improve their effectiveness, but as a collective we could undertake a project to do so.



Incentive

Many small towns have introduced buy local incentives similar to the IGA raffle that happens each year. We could do something similar in November, December and January to stimulate local buyers. CTDA would consider supporting this if there was sufficient interest.



Go Digital - Local Stories

Council have some resources that tell our story, but we can also build on this ourselves.

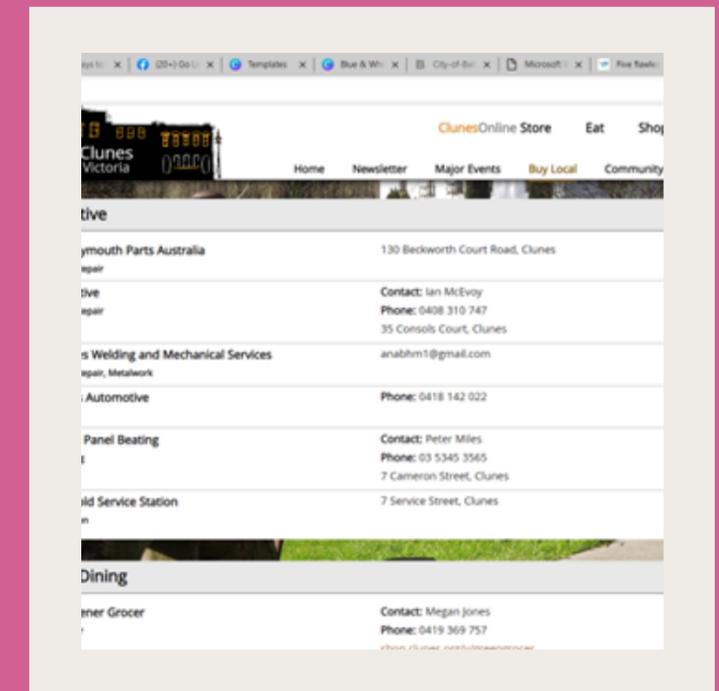
- a) Our own socials + cross posting
- b) Pages like 'Go Local First'



Hit the Streets

Newsletter reaches letterboxes. Local advertising and stories that encourage 'Go Local First'.

Billboards, street signage

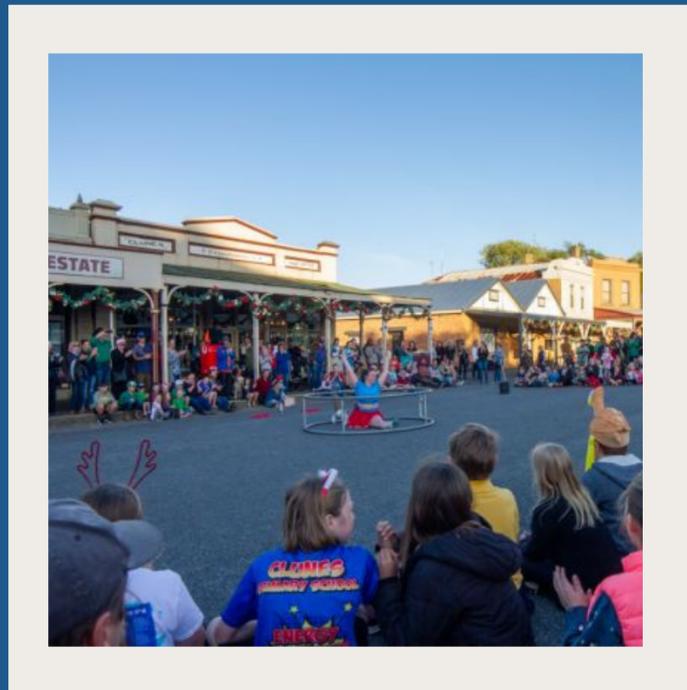


Directory

www.clunes.org has many buy local features – with a little updating we could readily leverage off these in promotions

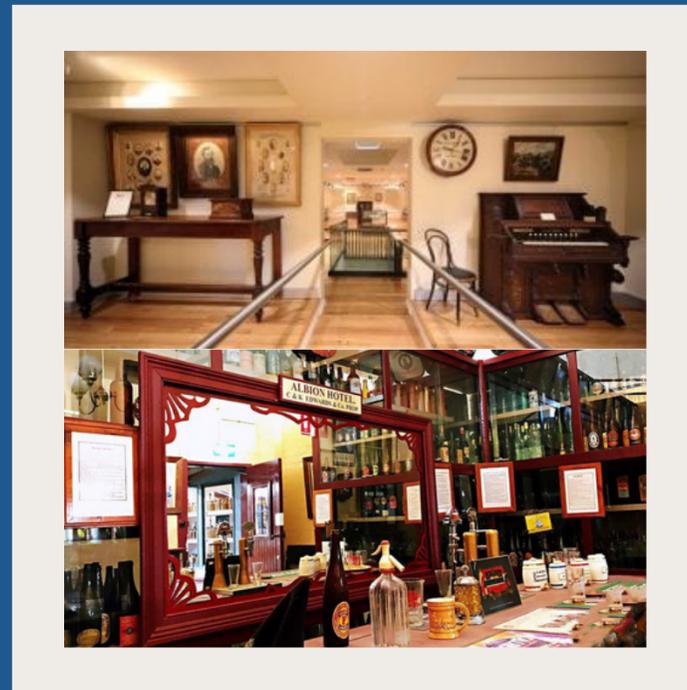
Existing Visitor Resources

A good visitor economy strategy is more complex, but our town (particularly Creative Clunes and CTDA in the past) has experience doing this. Just like a local campaign, we have many of the resources necessary to build a good visitor campaign.



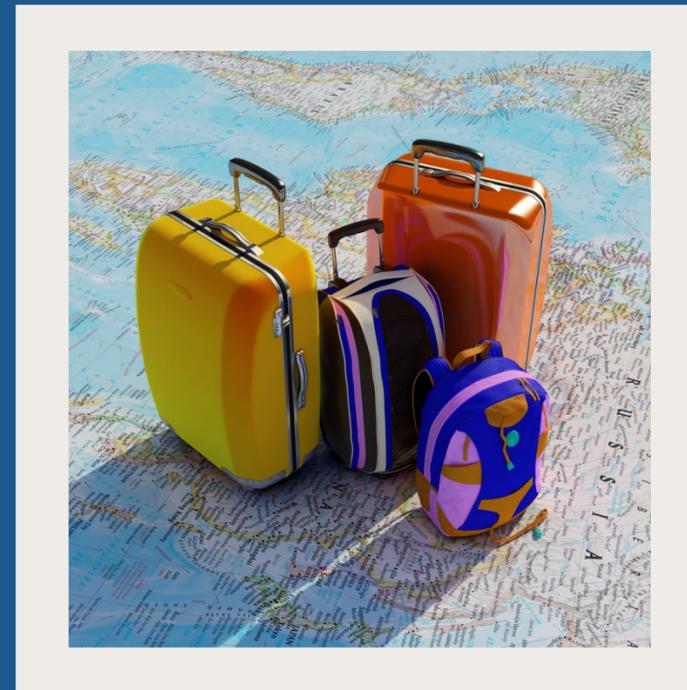
Events

Clunes has a surprising number of events on offer over the next 6 months including: Ceramics Awards, Agricultural Show, Clunes Market, Talking Ageing with Attitude Conference, Christmas in Clunes Parade, Truck Show, Booktown and other smaller activities



Experience

It may feel like we can't offer people a lot in the way of an 'experience' currently, but that isn't true. Look at what we already have and explore how we can promote that. Our Museum and Home of Bottles are great examples.



Work with Industry

Attracting visitors means leveraging off the opportunities offered by the Tourism industry. Both Creative Clunes and CTDA have successfully done this in the past, so we have experience and connections to build on.



Marketing/Promotions

Like with the local campaign, we can leverage off the promotional capacity we have – but ideally we'd pursue funds to boost this to have a real impact in such a big (tourism) market.

What our businesses said?



"Our population has changed since the pandemic and many of these new people have not been able to experience our businesses at their best. We are struggling with supply and staffing issues. Customers who knew us in the past are prepared to be patient, but new customers are going elsewhere, rather than buying local."

"I can't compete with supermarkets on price. I need a way to get people to want to buy local. The Council included us in the Go Local First film they made, but I don't have the time to work out how to leverage off that. As just one business I don't think I'd cut through anyway."

"We are a booktown. We know storytelling works. How do we get the stories out there about all our businesses? How Twankey's uses meat from the butcher, and bread from the Grocer or the IGA raised funds for the defibs to make us a Heart Safe town?"

"If I had more time I'd work on our online content, but I don't have any energy left when I get home at the end of the day."

"I did a training session on Facebook but I can't remember any of it, and all the features have changed a bit since then anyway."

"We need to tell stories online, and hit the streets as well. We've got a print newsletter. We should use that too."

"It has to start with the local [sic] first, tourism is so complicated. If we don't have shops open for the locals, visitors will never get to experience what we are all about."

"It's all about telling local stories. How do we do this? How do we get the stories out?"

Next Step?

Determine priorities - local, tourism or both?

- Develop a plan to build on what we have
- Develop a plan to extend this if we had \$

If there is interest in seeing what is possible with an incentive scheme, CTDA may consider supporting this so it can proceed?

Investigate funding options. What can we do now, and what could we do if we had \$?

**If you are interested in being involved
contact manager@clunesnh.org**

