



GO LOCAL CLUNES

Dear Clunes Business Owner

We've secured funding from the Victorian State Government's, Business Chambers and Trader Groups Program Round Three to encourage people to go local when they shop. Yay!

Small businesses in regional areas are doing it tough. But here in Clunes, we have some excellent resources to leverage: Clunes Tourist & Development Association online business directory, the capability/resources of BOOM Clunes and Creative Clunes, Hepburn Shire Council's work with the State Government's 'Go Local Hepburn' campaign during the pandemic, and a town full of storytellers.

Whether you are a tradie, retailer, professional, farm, accommodation or some other kind of business we haven't imagined, if you operate a business in the Clunes district, you are eligible to register and become involved. This project is designed to help you grow, starting now until March 2023.

To Register your business, visit **www.boomclunes.org/golocal** or speak with our Go Local Officer, Victoria Reeve, by calling 0420 432 931. Assistance includes Directory listing, Content Package, Social Media training, local shopping Incentives, In-store event funding, and Go Local signage.

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BOOM Clunes



BOOM Clunes is a social enterprise start up of Clunes Neighbourhood House. Key project partners include CTDA and Creative Clunes Inc.



THE IMPORTANT STUFF

Shopping Local Incentive

Short-term incentives where a customers can 'win' meaningful prizes have been proven to increase local sales. For this reason, this project (supported by additional funds from the Clunes Tourist & Development Association) is going to run a weekly prize incentive for local shoppers during November - January. **For businesses it's a win on two fronts. First**, the project will buy vouchers from local businesses to offer as prizes. **Second**, we run a promotional campaign (and manage all the fiddly bits) to encourage people to shop local and enter the weekly competition.

Prizes offered will be designed to encourage 'Go Local Clunes' habits. They will include:

- Weekly \$100 voucher to local businesses
- Monthly prize of \$200 cash (the more times you shop in Clunes, the more likely you are to win this)

When you register your business to be involved in Go Local Clunes at www.boomclunes.org/golocal you can select Incentives & Signage and Victoria Reeve, our Go Local Officer will be in touch with you. She will provide you with:

- Incentive Counter Pack - to enter all people need to do is write their name and contact number on the back so we can contact them if they win.
- Pick up each week's entries
- Announce the winner each week online and on the community notice board (Collins Place)

If you have any questions about any of this, don't hesitate to call Victoria on 0420 432 931.

Social Media & Storytelling Content

It's one thing to have a social media presence, and it's another to have content to tell the stories that make your business appealing to customers! All businesses who register can opt to receive a 3-month content package (ideal for Facebook or your website, but they'll adapt to meet your priorities) and attend 'bite-sized' training sessions to help you manage your social media and future content needs. If you are interested in this, just tick Social Media & Storytelling Content when you register. We will then match you to the Master Storyteller.



THE IMPORTANT STUFF

In-Store Event Funding

In-store events are a great way to provide customers with experiences that attract new business, prompt sales, inspire loyalty and create word of mouth promotion. Go Local Clunes includes funding up to \$200 for businesses keen to run an in-store event during November - January 2023.

To be eligible for consideration, your in-store event must create an experience for customers that prompts sales and/or builds loyalty. Don't have a store? But still want to do something? Ask our Go Local Officer and we'll see what options exist - you'll be surprised.

Whether you offer an activity for children (that we can promote to accommodation facilities and on the radio), bring an expert to your store to do a demonstration or host a demonstration of your products in a public space, the options are endless. Whatever it is, call our Go Local Officer and she will provide you with an application. You will be advised within 5 working days if you are successful. Victoria can be contacted on 0420 432 931.

Available until funding runs out. Businesses are only eligible to apply if they have not been previously funded.

Directory Listing, Signage and other Promotion

When you register to participate, we'll give you the option of adding/updating your listing on the business directory managed by Clunes Tourist & Development Association. They offer a basic listing for free, and a more detailed 'clickable' listing if you are a member of CTDA. Cost for membership is just \$50 annually.

During this project we will provide other opportunities to encourage people to 'Go Local Clunes' when they need to shop. A lot of this will be about visual repetition (lots of signage in different locations, as well as other promotions on radio and in print) and storytelling from your own social media and ours. We will:



- Offer shops 'Go Local Clunes' flags for your verandah posts (small)
- Install signage promoting 'instore events' around town
- Rollout a promotions campaign designed to promote 'Go Local' shopping, as well as raise awareness of how the town has tackled this project.

Did you know? Go Local projects like this aren't unusual, but they are rarely rolled out by the community. This project incorporates all of the best practice elements of a Go Local marketing campaign and focuses on the important stuff you mentioned (story telling, events and incentives). If you want to see how this project was developed visit www.boomclunes.org/golocal



THE PEOPLE INVOLVED



EDITOR and CONTENT WRITER

Natasha Poynton is thrilled to collaborate with BOOM Clunes on the Go Local Clunes project, with over 20 years of communications with academic, not-for-profits, social enterprise, private and government writing.

Her published works number among the hundreds and include corporate brands such as Coca Cola, Wotif, iPrimus, Holden, BUPA and Priceline Pharmacy as well as Health Futures Australia and local Neighbourhood House Networks. Before running her own small business for the past decade, and understanding the pressures that can bring, Natasha collaborated on award-winning projects with BBC, Nickelodeon Junior, UK's Channel 4 and Canada's Nelvana.

Natasha is a skilled editor and writer, who's business includes a network of other writers from around the country, including several who are located in Clunes. She knows the importance of fostering a sense of community and loves seeing how good storytelling can empower people to develop their business of any shape or size through messaging that engages, motivates and educates.



GO LOCAL OFFICER and CONTENT WRITER

Victoria Reeve is a literary critic and theorist who teaches academic and creative writing. Through her online writing academy, www.ahousemadeofwood.com (launched September 2021), she has mentored writers to achieve publication and win international writing competitions. A published author of scholarly work, in national and international journals and books, Victoria earned her PhD from the University of Melbourne where she taught literary and cultural studies for several years. (She also has an MA in creative writing from the University of Tasmania.)

She moved to Clunes six years ago because, of all the towns she visited in Hepburn Shire, she found it to be the friendliest. She lives in town with her two dogs, Jack (the Jack Russell) and Maggie (not quite the smallest dog in the world).

If you have writing and business experience and would like to collaborate with BOOM Clunes on the Go Local Clunes project, please drop us a line at chiefentrepreneur@boomclunes.org