



District Council of
Loxton Waikerie



A BUSINESS LED PARTNERSHIP FOR WAIKERIE



"Designed by business
for business.."



WAIKERIE
BUSINESS
ALLIANCE



BACKGROUND

The formation of the **Waikerie Business Alliance** is a direct response to your business needs highlighted in the Retail Report Card survey. The group will be managed by a business Committee and will work hard to attract more customers and visitors and generate more business with the support of local property owners, local businesses and council. Improving the presentation of our town is also a priority and marketing and event programs will be designed by business for business. The aims of the group are:

1. Promote Waikerie as a vibrant and attractive shopping, leisure and recreational location.
2. Further the economic development of Waikerie and promote it as a desirable business destination.
3. Represent the business community with an independent and united voice.

LEADERSHIP TEAM



Graeme Thompson



Sonia Fowler



Alan Hillier



Virginia Hillier



Brenton Franks



Gillian Curtin



Tanya Starling



Brent Bennett



Jo-anne Cain



Chris Mibus



Andrew Nitschke



Ian Light



Lorena Lyon

The Committee will review best practice place management to ensure that Waikerie township is at the forefront of activities that deliver beneficial marketing, promotions, business mix and streetscape improvements effectively. To be successful we need a commitment from every retail, hospitality, professional service and community business in Waikerie. Working together will deliver more benefits for you.

The **Waikerie Business Alliance** will develop a Vision and a longer-term Strategic Plan with your input. Harnessing the collective strength of property owners, business owners and Council will provide the momentum to drive successful outcomes. Council is a significant facilitator and partner in this strategic direction.

COMMITTEE GOALS

- Develop a 5 Year Strategic Plan & Vision
- Develop a one page Annual Business Plan
- Grow our membership base to ensure strong Waikerie business representation
- Conduct a Waikerie Business Forum with other successful mainstreet business groups
- Improve business communications to maintain a high level of engagement
- Measure outcomes and results

STREETSCAPE IMPROVEMENTS

- Assess every building and shopfront in McCoy Street to identify opportunities for improvement
- Engage with property owner and business owners to support improvements
- Consider opportunities for council to improve buildings with funding assistance
- Identify opportunities for improvements in McCoy Street including planter boxes, seating, paving and trees

The **Waikerie Business Alliance** will focus on creating a positive and appealing first impression when customers and visitors come to Waikerie. A high-quality streetscape complemented by well presented and maintained buildings and shopfronts will enhance the customer experience and encourage more frequent visitation and extended dwell times. Customers enjoy socialising in main streets with restaurants and cafes and places to sit in a green and colourful environment. **'First impressions are long-lasting impressions'**

MARKETING GOALS

- Develop a calendar of events and activities
- Create a new website that promotes business and activities
- Develop a directory of businesses
- Create a new business newsletter
- Develop a range of promotional activities
- Create new content including video for use on social media
- Target a range of customer and visitor market segments



The **Waikerie Business Alliance** will focus on marketing, promotions and events that provide an economic upside for the Waikerie business community. The effective reach of these activities will need businesses to magnify the message and link the promotions to their in-store activities, signage and displays. Campaigns will be curated to reach a range of customer segments and catchment areas. Positioning Waikerie as a unique destination will be more appealing to visitors from other parts of the Riverland and Adelaide. Developing a sustainable funding model will ensure marketing activities will extend across the calendar year.



BUSINESS MIX DEVELOPMENT

- Discuss with property owners and leasing agents about the expectations for each property to support new businesses investing in Waikerie
- Conduct a business gap analysis of available brands in Riverland townships
- Develop leasing business attraction tools
- Use demographic data to determine the needs of the customer catchment area
- Conduct a survey with residents to understand their needs

The **Waikerie Business Alliance** will support the attraction of new businesses to fill vacancies in McCoy Street and the adjacent streets in partnership with Leasing Agencies and property owners. Active marketing and well-presented streetscapes are key elements for new prospective businesses considering locating in the Riverland area. New independent enterprises will also be encouraged to start their businesses in Waikerie.

WE INVITE YOU TO JOIN US

KEY REASONS TO JOIN THE WAIKERIE BUSINESS ALLIANCE

1. Inclusion in our new Waikerie Business Alliance website
2. Marketing, promotions, events – extend your marketing reach through collective marketing and be involved in customer promotions and events
3. Business Networking with your fellow businesses
4. Communication – newsletters, emails, meetings
5. Business workshops & training will be available at discounted rates
6. Your business included in a business directory on our website
7. Inclusion in tourist information and event calendar

MEMBERSHIP BENEFITS

Localised strategies and actions - Businesses are stronger together and the new Waikerie Business Alliance will be 100% focussed on the Waikerie economy and making it resilient for the long term.

Representation - The Alliance will provide business representation for you when seeking Council and Government support and assistance. The Alliance can seek grants and funding on behalf of the town and business community.

Marketing - The Alliance can negotiate media deals on your behalf and provide a strong and unified marketing message for Waikerie and its members. Business members have an opportunity to be part of television, radio and print media campaigns and promotions to lift your business profile through co-ordinated marketing.

MEMBERSHIP LEVELS

• refer to membership liftout for more information

*Start Up &
Home Based*

\$297

*Small to Medium
Business*

\$495

*Large Business
& Landlords*

\$749

BUILDING A STRONG COLLABORATIVE BUSINESS COMMUNITY WILL DELIVER SUCCESS!

The success of the new **Waikerie Business Alliance** partnership will rely on your involvement and commitment. Businesses will have opportunities to plan the strategies and actions moving forward to ensure a strong Waikerie economy. Business partnerships are delivering successful outcomes for their mainstreets, town centres and cities worldwide and we will have access to many new actions.

**WANT TO MAKE A DIFFERENCE?
JOIN NOW!**



**WAIKERIE
BUSINESS
ALLIANCE**

WAIKERIE BUSINESS ALLIANCE

BUSINESS MEMBERSHIP ANNUAL FEES



Join a new business partnership
 Support the Waikerie Business Community
 Member representation to Council
 Member representation to Government
 Member window sticker
 Inclusion in social media posts
 Inclusion in private Facebook group
 Participate in radio segments
 Waikerie Business Alliance Logo use
 Join the WBA Committee
 Vote at the WBA Annual General Meeting
 Event and Workshop discounts
 Professional Development Opportunities
 Access to research resources
 Cost savings through group purchasing

Annual Awards Event
 Waikerie Business Alliance Website
 Article in WBA Newsletter
 Networking Events
 Training Workshops

Participate in Television commercials
 Inclusion in exclusive gift card offers
 Inclusion in tourist information
 Waikerie Business Alliance Event Calendar

(All prices exclude GST)

Start Up & Home Based

✓
✓
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✓
✓
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✓
✓

1 Entry
 Basic
 Annually
 \$20/person
 \$25/person

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•
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\$297

Small to Medium Business

✓
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2 Entries
 Enhanced
 Quarterly
 1 Entry
 1 Entry

✓
✓
✓
✓

\$495

Large Business & Landlords

✓
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3 Entries
 Quarter Page
 Monthly
 2 Entries
 2 Entries

✓
✓
✓
✓

\$749



WAIKERIE
BUSINESS
ALLIANCE

WAIKERIE BUSINESS ALLIANCE MEMBERSHIP FORM

Name

First

Last

Business Name

Location

Mobile

Email

Comment or Message

JOIN THE
WAIKERIE BUSINESS ALLIANCE
TO IMPROVE AND GROW THE
BUSINESS ENVIRONMENT
IN WAIKERIE

SELECT A MEMBERSHIP LEVEL

Annual cost for membership (excludes GST)

*Start Up &
Home Based*

\$297

☐

*Small to Medium
Business*

\$495

☐

*Large Business
& Landlords*

\$749

☐

Please transfer membership amount to:

The Waikerie Business Alliance Incorporated
Bank SA
BSB 105 - 048
Account: 0480052841840



Complete this form and post to:

The Secretary
Waikerie Business Alliance
PO BOX 913
WAIKERIE 5330