

Dookie Township Marketing Plan

Prepared by Linda Hailey,
Hailey Enterprises Pty Ltd
19th September 2007

Hailey Enterprises Pty Ltd

ABN 61 069 869 638

Suite 30/110 Alfred Street
Milsoms Point NSW 2061

☎ 02 9956 6639

☎ 02 9956 6643

🌐 www.lindahailey.com.au

Table of Contents

Overview	3
Dookie Key Issues	4
Target Markets	7
Strategies for Success.....	10
Implementation	18

Overview

Unlike many small towns in the Shepparton region, Dookie is fortunate to have a committed, well established community group that is dedicated to building awareness of Dookie as a great place to live or visit.

“Lifestyle Dookie” was established in 2004 by a group of local women who are truly passionate about their town. They have worked tirelessly to organise events while developing and promoting the emerging wine, food and tourism products in the district. In the last three years the group has chalked up an amazing list of achievements including:

- ▶ Developing and marketing a Dookie logo
- ▶ Creating a range of Dookie branded merchandise
- ▶ Selling Dookie branded merchandise and food at the Dookie Show
- ▶ Attending a number of local events to sell merchandise
- ▶ Erecting a tourist information board in the public gardens
- ▶ Developing a website in conjunction with Hume Health
- ▶ Organising a number of successful events including
 - Christmas Picnic in the Park
 - Picnic in the vines
- ▶ Organising a “Wind Down in Dookie” day in conjunction with the Shepparton Arts Festival

The group is currently working on a range of initiatives including a major muster concert event in the old quarry and new community centre as a joint venture with the organisers of the Gympie Muster.

Lifestyle Dookie’s level of success is remarkable, especially when you consider that many of the most active members also run their own businesses. They have achieved in just 3 years what it would take most communities 5 to 7 years to complete.

However, after this initial success group members are starting to analyse their achievements and ask “where to next”? Is there potential to help the business community in the same way the group has supported the local community? Is there a risk that group members will burn out or lose interest?

This Township Marketing Plan program has been an opportunity for the Lifestyle Dookie group and members of the business community to discuss how Lifestyle Dookie can continue its great work and capitalise on opportunities to build revenue for the business community.

The initial discussion identified key issues that will impact on the Dookie Business community and the follow up planning session explored initiatives Lifestyle Dookie could implement to further market the town.

Dookie Key Issues

A meeting of local business owners was held on Tuesday August 31st, 2007 from 12.30 – 2.30. Participants were selected business owners from the area including retail, tourism and service businesses.

This was an opportunity for local business operators to have their say about the marketing of the area. They also provided valuable insights into the profile of locals and visitors to the area. This session identified opportunities and challenged facing the business community in Dookie.

Attendees included:

- ▶ Cheryl Hammer - Woodlands Estate Lavender Farm
- ▶ Don & Phil Bryant - Dookie General Store
- ▶ Rod & Taryn Dow – Dow Mobile Engineering
- ▶ Bernadette Verlin – Gladstone Hotel
- ▶ Peter McManus – Gentle Annie Wines

Strengths of Dookie

- ▶ Cheaper residential properties
- ▶ The relaxed lifestyle of Dookie
- ▶ The town is very attractive
- ▶ Dookie is located on a scenic route to Wangaratta
- ▶ Distance from Shepparton
- ▶ People are willing to drive to Dookie to attend events
- ▶ It is easy to live in Dookie and commute to Shepparton
- ▶ The pub is a destination business drawing visitors into the town
- ▶ The town has a local monthly newsletter Saddleback News which is distributed to Dookie and district
- ▶ The Wind down in Dookie Day organised as a part of the Arts Festival in Shepparton was a huge success with 25 producers at the market
- ▶ The town has a website and logo
 - This can be used by community groups e.g. football club, child care
- ▶ Real estate agents are promoting the town and selling the lifestyle
 - Properties vary in how long they take to sell

Weaknesses

- ▶ Businesses have reduced their hours because they don't have the customers
 - General store has reduced hours because of limited support for their products – people are shopping in Shepparton instead
- ▶ The general store has stopped doing take away food because their customer numbers dropped, they started by reducing the days takeaway was available and then cut it out completely
- ▶ Petrol is only available for limited hours
- ▶ Lifestyle Dookie does not have any funding

- ▶ Limited volunteer hours makes it hard to develop tourism products
- ▶ The town can be very quiet at some times
 - Football games – people either stay at the club rooms or they leave Dookie
 - When footy club have a bye
 - School holidays is the worst time

Opportunities

- ▶ Bringing new people to Dookie to live
 - Size means sustainability
- ▶ Tree changers are showing interest in Dookie and want small acreage lifestyle properties
- ▶ Dookie has had a lot of publicity over the past 12 months so awareness is growing
- ▶ People have a warm fuzzy feeling about Dookie –
- ▶ There is potential for Lifestyle Dookie to develop more events and give people reasons to visit
- ▶ Visitors often come to Dookie for a drive in the hills or a pub lunch
- ▶ Muster brand would like to host 2 weekends a year in Dookie featuring country and jazz
 - 2nd weekend of November is the first one
- ▶ Big musical events won't go to Shepparton but they'll come to Dookie because it is quaint and interesting
- ▶ The town has \$90k funding to develop a rail trail. Rail trail will hopefully be up and running in 18 months
 - Visitors will use Dookie as a base for their walk
 - People would walk, cycle etc for 4kms, then could turn back around or use other tracks
 - Walking trails taking in hills, drive around and do circuits of hills
- ▶ There is a lot of interest in the area as an event base

Threats

- ▶ The rail trail is slow to progress
 - Currently waiting on State Govt to change the status of the land
- ▶ Land is not currently available for small acreage lifestyle properties
- ▶ Grain farms have become bigger to remain viable
 - Dookie has lost farming families
 - Younger people are not interested in farming
- ▶ A lot of locals work in Shepparton so do all their shopping there
- ▶ Locals buy their alcohol in Shepparton; not at the pub
- ▶ A lot of people don't know what businesses are in town
- ▶ Real estate is generally not quaint or heritage. A lot of houses in the township are old and it's hard to get a return on the money you put into it
- ▶ Reduced business from Dookie College
 - Dookie College is going through a trough at the moment

- Changes made to the campus – 1st year students are now studying at Parkville
 - Less students are visiting town
 - A lot of students go home on the weekend, girls don't come in to town
 - Students used to drink at the pub and get take away from the general store
 - It is expected that it will eventually increase student numbers
- ▶ Need to be careful not to over promote because things aren't always open – pub not always open, lavender farm is seasonal, wineries don't do cellar door

Target Markets

Target Markets

Just like any commercial business, a town like Dookie has a wide variety of “clients” or people who purchase goods and services in the town. Different groups of locals or visitors will have a different commercial value to the town. Some groups will be highly valuable because they generate a high average spend or significant amounts of repeat revenue. Some will be valuable because there are a good “fit” with existing attractions and food options.

As there are a limited number of businesses in Dookie it is difficult to evaluate the potential value in each group of “clients”. Some groups will be highly profitable for food and tourism businesses whilst others might support the service station and general store. Some trade and service businesses will not benefit at all from locals or visitors as they already have established markets outside Dookie. In fact, increasing the amount of visitors may have a negative impact as they clog up the main street and annoy the locals.

Traditionally the Lifestyle Dookie group have targeted four different types of clients:

- ▶ Locals
 - Existing
 - New
- ▶ Visitors
 - Destination visitors
 - Passing traffic

Locals

New and Existing

Dookie has a small population of locals with 12 – 15 new residents moving into the area each year. Anecdotal evidence suggests that the local community does not necessarily support local businesses and there is massive escape spending from the area. This is probably driven by:

- ▶ The lack of retail services in town
- ▶ The fact that most locals work in Shepparton
- ▶ Proximity to Shepparton
- ▶ Lack of knowledge about local businesses
- ▶ The fact that some businesses are primarily targeted at the visitor market and will not necessarily stock products or services that locals would prefer

In addition to people living in town Dookie targets students from the Dookie Agricultural College but numbers have fallen and visitation trends have changed in recent years so the business community is now generating less revenue from the students.

Visitors

Destination Visitors

Destination visitors are those who have planned to visit Dookie prior to their trip to the area. Typically this would include people who have booked for dinner or lunch at the hotel, bus trips to the lavender farm, people attending festivals or events and those visiting friends and family. In the future, visitors to the rail trail will be a key destination market for Dookie. Other visitors may include Dookie on their itinerary because it is on the scenic route to the Hume via Benalla, Violet Town or Wangaratta.

Destination visitors tend to research their destination prior to leaving home and have established expectations for their visit. Destination visitors often search the web, phone local tourist associations or read travel guide books as a part of their research. They will often narrow their choice down to one or two options and then compare facilities, attractions, cost and ease of access etc. They then look for things that will give their visit the WOW factor such as a charming streetscape, unique attraction, fabulous scenery, or a chance to see wildlife or experience the cultural history of the location.

Passing Traffic

Passing traffic, on the other hand, may be heading for another location when they decide it's time to take a break because they are hungry, bored or need a toilet stop! Passing traffic may also come from visitors staying in Shepparton who decide it's time to explore the region. These visitors wait until they arrive in the area to put together an itinerary based on personal interests, weather conditions and recommendations from tourism organisations or accommodation providers. They have much less knowledge of their destination and many will simply "happen upon" Dookie as they explore the area. Their decision to visit is often based on their available time and the number of things they can fit into a relatively short time so Dookie's proximity to Shepparton is a plus for the passing traffic market.

Recommended Markets

In the initial stages of development Lifestyle Dookie's primary target market was the local community and they have done an excellent job welcoming newcomers, boosting town spirit, providing resources and promoting the town.

They have also actively drawn destination visitors into town and encouraged passing traffic to stop with a number of innovative and interesting events. Most importantly the group has increased awareness of Dookie and positioned it as an interesting, innovative community that knows how to have fun.

Unlike larger towns where it makes sense to focus marketing around one or two target segments, Dookie needs to continue to increase overall visitation to the town. More people mean increased awareness and that means more repeat visits and revenue. The more positive and buoyant the town, the more likely people will invest in real estate and move to the area or open businesses in the town.

The group is keen to continue their success and are also keen to focus more on supporting the local business community.

Realistically, the Lifestyle Dookie group has limited resources and have taken on so many projects in the last three years that there is a real risk of member burnout.

In the next phase of their marketing they will need to think strategically and concentrate their energy and resources on activities with the greatest impact or commercial benefit for the group and the town.

Strategies for Success

Locals

Locals are already aware of Lifestyle Dookie and the benefits of living in Dookie. It is unlikely they will suddenly start spending their dollars in Dookie retail outlets as there is no retail mix and a limited range of products to purchase. However, there may be potential to boost spending with trade and service businesses in town.

Developing the business section on the website under the theme of "Keep the Dollars in Dookie" could encourage more locals to employ neighbourhood tradespeople and suppliers. This section of the website could include:

- ▶ "Profiles" of local trades businesses, including history in the area, community connections
- ▶ Types of services offered
- ▶ Areas of specialisation
- ▶ Hours of operation
- ▶ Special services they offer for locals
- ▶ Deals for locals

This will obviously only work if local businesses are interested in generating more work locally, so they should be canvassed prior to developing this website material.

New visitors are already being reached with a personal visit and a Welcome Kit. There is potential to provide new residents with more detailed town information by developing a Welcome to Dookie page or pages on the website. This can be packed with up to date information on all aspects of the community including details of clubs and organisations including their meeting days and contact numbers, sporting club information, information on fire safety from the local brigade, details of committees looking for assistance etc etc.

Businesses

Lifestyle Dookie is keen to support local businesses and help them promote their services. However, there are relatively few businesses in town that are relying on local customers and some would not be interested in marketing locally as they have industry based target markets. Therefore, traditional promotions like shop local or business directories may not be useful to the majority of local businesses.

For businesses who would like to promote their products and services locally Lifestyle Dookie could develop the business section of the website to become more commercially focused with an advertising section where businesses could post ads. This section could be called "Lifestyle Dookie Means Business". The businesses most likely to be interested in this advertising are trades businesses, tourism operators and real estate agents selling properties in the area. These ads could be sold to generate funds for administration of the website.

It was discussed at the initial planning meeting that although many local businesses are not looking for help with traditional marketing they would like to be a part of the Lifestyle Dookie program and support their local town.

This may mean taking a different approach and finding ways of involving local businesses through sponsorship or strategic alliances rather than advertising.

This means Lifestyle Dookie could add a sponsorship component to events, activities and the website. This approach generates funds for the group but also gives local businesses recognition and coverage at events with logos, signage, visibility and advertising in promotional material. Most importantly, sponsorship positions the business as strong supporters of their local community.

Destination Visitors

As destination visitors tend to plan their visit to an area it is important for Dookie to deliver marketing initiatives that provide information, build awareness and position Dookie as a must visit on their trip to the region.

Products

Events

Events are a key driver of destination visitors to Dookie. It is recommended that Lifestyle Dookie review the events that they organise or contribute to and evaluate their potential to generate repeat visitation and high average spend. The group can then:

- ▶ Develop criteria for what constitutes a major event e.g. Concert in the Quarry or Unwind in Dookie
- ▶ Decide on the optimum number of major events they can handle in a year
 - Keep in mind the commitments of committee members such as school holidays etc
 - Perhaps aiming for 3 a year or one a season
- ▶ Decide on the optimum number of minor events they can handle in a year
 - These would typically be events which Lifestyle Dookie participates in rather than organises
- ▶ Develop a calendar of annual events
 - This will assist in planning and publicity

As the group is very creative and ideas driven there also needs to be allowance made for brainwave or last minute events that committee members are keen to organise. Criteria can be developed to make sure that energy and resources aren't wasted on events that will not generate the right type of destination visitors

If the group decides to pursue the major event such as the Muster there may be an opportunity to apply for funding to employ a part time coordinator for the event which will reduce the stress on existing committee members.

Fresh Food Concept

In the planning session it was mentioned that the Gladstone Hotel has looked at refurbishing their cellar and setting up a cellar door outlet. This would require extensive renovations and is probably a long term project. In the shorter term there may be potential to add to the retail mix with a "concept" shop which would appeal to locals and visitors alike. The concept is a wholesale outlet devoted to fresh produce from the area and would give wineries, olive farmers, primary producers and hobby farmers a chance to promote their product in the centre of town.

This concept is a variation on the fresh produce markets which have proved very popular in locations across Victoria and Australia. Unlike produce markets which are usually run monthly and are located outside the main street, these would be a seasonal or permanent fixture located in main street premises to build traffic and revenue for local businesses.

The concept involves leasing a retail outlet in the town centre (such as the vacant outlet which features a heritage display) then subleasing space to producers for their peak season. For instance a fruit grower may book the space for six weeks to clear excess stock or a number of growers who sell at traditional farmers markets might lease space once a month for a mini growers market. Operators like local wineries may want to make more regular use of the space as a main street cellar door and book space every week. Lifestyle Dookie could retail their branded products through the outlet and there is also potential to widen the concept to include local artists, craft or furniture makers

This concept operates similar to antiques markets who rent small spaces to individual operators. Initially it would be recommended that the outlet operate in peak times e.g. Saturday and Sunday and hours could be increased depending on demand.

This concept could be run and managed as a fund raising project through a third party like Lifestyle Dookie.

It should be noted that there would be significant logistics issues with this concept. Some of these include:

- ▶ Volume of producers in the area
- ▶ Acceptance and enthusiasm for the concept by local producers
- ▶ Availability of space in the main street
- ▶ An organisation or commercial concern would be required to take on the lease of the property
- ▶ A coordinator would need to schedule bookings
- ▶ Producers would need to provide staff on a roster basis to staff the outlet
 - Alternatively they would need to form a coop and employ a staff for the outlet

Given the logistic challenges this is not a concept recommended for the immediate term. However it would be worthwhile researching acceptance and planning to add the concept to the mix in the medium to long term.

Website

The key marketing tool for Lifestyle Dookie should be the website. The group already has a site which was developed as a part of a strategic alliance with Hume Health. The site looks great, is easy to use and ranks well in Search Engine Optimisation but has some major disadvantages:

- ▶ The site is hosted within Hume Health and has a Hume Health URL (address)
- ▶ At various times it seems to be off line and links within the site revert to the Hume Health site
- ▶ It is very difficult and time consuming to update content
- ▶ Lifestyle Dookie are not in control of the site
- ▶ Printer links do not work

- ▶ A Hume Health menu sits above the Lifestyle Dookie menu and could be confusing
- ▶ It is hard for a visitor to work out the connection between Hume Health and Lifestyle Dookie

Some information currently on the site needs updating and there is potential to make the site much more informative with more pages and in depth information. Lifestyle Dookie are also keen to add a commercial element to the website which may be at odds with Hume Health's objectives.

Suggested upgrades include:

- ▶ Add more detail to the business listings and give businesses an opportunity to purchase more detailed listings or dedicated web pages to promote their business
- ▶ Rename the Business tab
- ▶ Include more information for local residents especially on household services like plumbers, electricians
- ▶ Add a page on the rail trail which the committee can use to promote progress on the venture and create interest
- ▶ Add a page on food and wine to promote the mix of products
- ▶ Introduce an interactive calendar for local events, meetings etc. This reduces administration time as it allows individuals with password access to individually update details of events
- ▶ Add a festivals and events calendar for the broader market
- ▶ Introduce a News and PR section which could include press releases from the Council
 - This could also include a PDF version of Saddleback News
- ▶ Introduce a new residents page which can supplement the existing Welcome Pack and include up to date opening hours of businesses in town
- ▶ Add a tourism page which will help reinforce the perception of Dookie as a tourism destination
- ▶ As Dookie has a strong sporting community include a Sports News Page which will drive local traffic to the site

The site can also be designed to contain a password protected area where local groups can post information for their members. For example the small town of Uralla in NSW has a township website with a member's only area where they advertise meeting times and locations for various groups in town, store PDF files of public documents like planning strategies and day to day information such as Chamber of Commerce meeting minutes and reports.

In addition to content, it will be important to use quality photographs on the site. These can be generated by a keen local photographer or through a competition held for locals to capture their "vision" of Dookie. One small town who took this approach ended up with so many great photos they produced a town calendar and now run the competition as an annual event.

A key issue for Lifestyle Dookie is they currently cannot add pages or update information on the website as it is managed by Hume Health. It may be possible to negotiate with Hume to add the additional pages but in the long term the partnership won't give the group the flexibility it will need to develop this key marketing tool. It may be time to reconsider this strategic alliance and look at recreating the website under Lifestyle Dookies' own domain name.

The group have ownership of their logo and the content of the website so it would not be a major project. The group would need to

- ▶ Apply for a domain name
- ▶ The domain name should include the Dookie name and be logical and easy to search for.
 - .com.au is the preferred domain address as it automatically comes up higher on web searches. Be careful of using the cheaper .com address as it is often dropped out of Australia only searches as it is assumed it is owned by an American company or organisation
- ▶ Source a web designer who is happy not to reinvent the wheel and work with the existing material. (It is estimated that this could cost as little as \$1000, to see an example of township marketing websites see www.cre8inggrowth.com.au).

An advantage of a new site will be that it can be updated easily using software like Contribute (approx \$250) which is a browser based program which makes updating sites quick and easy as it gives access to copy and material within templates but does not allow unauthorised users to change page layouts etc.

Search Engine Optimisation (SEO) will be a critical to the success of the website as it will affect how highly the site rates on a search. The new content will need to be developed with "search phrases" in mind so they can be included in the copy. For instance using the word Shepparton or Benalla in copy and keywords will help bring up Dookie on a local area search. Most web developers include SEO advice as a part of their service.

Funding the website will be the major challenge for the business community. Options will include

- ▶ Funding through contribution by individual businesses in the community
 - This could be done with a marketing levy
- ▶ Funding through a fundraising promotion or series of events such as a raffle of products donated by local businesses or their suppliers with proceeds going towards the website
- ▶ Part or full sponsorship from any major business or employer in the area
- ▶ Investigating dollar for dollar subsidies that are sometimes available from Government departments
- ▶ Investigating arts council funding or festival funding that includes subsidies for websites
- ▶ Talking to Greater Shepparton City Council to see if there is any in kind support or expertise they can offer

Once the website is finalised it should be heavily promoted and the web address included on all marketing material e.g.

- ▶ Flyers
- ▶ Press releases
- ▶ Merchandise for sale
- ▶ Any clothing worn by Lifestyle Dookie members at events e.g. t-shirts, aprons

E Mail Blasts

E mail campaigns are easy and cost effective ways to encourage repeat visits to Dookie. The group can develop a database of email addresses to be used for e-mail blast campaigns to promote events or new initiatives. Addresses can be generated by:

- ▶ A visitor book at events
 - This information has to be entered into a mail list manually
- ▶ A "Subscribe" or "Keep me informed" button on the website which generates an automatic email containing contact details

Destination businesses in the area may also be willing to send email blasts to their existing databases.

Dookie Flyers

To make it easy for destination visitors to plan their trip there is potential to develop a series of inexpensive DL sized leaflets /postcards promoting the attractions of Dookie to specific types of visitors. Each leaflet would include several suggested itineraries to help visitors get the most out of their time in the area. The itinerary should provide a good mix of activities such as a short walk, a food experience, a retail experience, and a site or place to visit. (See suggested format for day tripper market). Leaflets could be produced with a number of themes e.g.

- ▶ Seasons in Dookie
- ▶ Food and Wine Experiences
- ▶ Specific events
- ▶ Hidden secrets

These leaflets can be printed or created as PDF documents which can be emailed. Leaflets can be distributed in a number of ways

- ▶ Displayed at the Visitor Information Centres in Shepparton and surrounding areas
- ▶ Emailed to customers on local businesses mail list
- ▶ Included on the Lifestyle Dookie website
- ▶ Included on business websites or tourism sites that may be developed in the future e.g. Rail Trail
- ▶ Supplied to organising committees of events like Dookie Show for distribution to competitors and families
- ▶ Supplied to wineries in local areas
- ▶ Supplied to accommodation providers in surrounding areas
- ▶ The business community could also approach the council to see if they are able to enclose flyer in a scheduled mail out such as rate notices to residents of the shire

Publicity

Lifestyle Dookie have a great track record generating publicity for the town. This should continue to be a key marketing strategy for the town.

Passing Traffic

Passing traffic is a secondary market for Dookie as it is not situated on a major highway and has limited amount of through traffic, but there is potential to encourage more passing traffic to stop and give local business more opportunities to sell visitors product, impress them with their customer service and encourage them to return again and again. There are a number of initiatives that can be used to attract this market.

Business Signage

Passing traffic can find it hard to identify exactly what retail outlets are located in the main shopping area as some shop fronts are shaded by the wide verandas and most above awning signs are too high to see from a vehicle. Browsing shops and food are key motivators when people are making a decision to stop in a town. There is potential for the hotel, and general store to increase awareness of the products they offer with A boards and street facing awning signs or hanging wooden signs fixed under the main awning facing the roadway. This is usually a less expensive option than sign writing and there is an opportunity to promote a number of reasons to stop e.g. home cooked pub meals, weekend entertainment, cold drinks ice creams etc.

Street Appeal

There is also potential for the business community to boost the existing street appeal by adding more colour to the main retail strip with flags or pennants in the same colours as the Gateway signs featuring the Lifestyle Dookie logo. These can be large pennants displayed from light poles or veranda posts or smaller lotto style flags used near doorways as under awning signs. They can also be supplemented with flags to promote festivals and events

Marketing Material

To increase the length of stay and average spend of visitors, Dookie can promote a range of Dookie experiences with a simple DL sized postcard or leaflet

The flyer could be titled "Unwind in Dookie", "Do it in Dookie" or "Things to do in Dookie". Contents should include a mix of retail and tourism activities to keep people in town longer e.g.

- ▶ Indulge your taste buds at Sunday lunch at the Gladstone Hotel
- ▶ Go for a walk round our streets and experience real peace and quiet
- ▶ Find out how we've changed as a town in The Dookie Historical Society's display
- ▶ Come to our picnic in the park on the 2nd Sunday in September or bring your own picnic lunch and breathe the fresh air at the CWA Gardens Park
 - Treat yourself to an ice-cream from the general store
- ▶ The kids will play for hours on the play equipment
- ▶ Get a taste for the good life at Gentle Annies or Tallis Wines. Both open every Saturday in spring and summer

Different versions of these could be used for peak seasons or specific events. Depending on how many activities the group can come up with a number of different versions of these flyers or postcards can be produced.

A version could also be produced to promote the scenic route through Dookie, to Benalla, Wangaratta and Violet Town. Lifestyle Dookie could produce a DL sized leaflet or flyer promoting the route and encouraging travellers to stop in Dookie. E.g. "Travelling to the Hume? – Don't miss Dookie". The leaflet could feature a range of activities on one side and a map of the route on the other.

These flyers can be distributed in a number of ways

- ▶ Handed to visitors when they purchase from a business in town
- ▶ Displayed in Perspex holders near cash registers
- ▶ Displayed on tables at eating venues
- ▶ Included in compendiums in the Motels, apartments and B&B's
- ▶ Mailed or emailed to customers on business databases
- ▶ Displayed at Visitor Information Centres in surrounding areas
- ▶ Through the website as a downloadable PDF

These flyers or postcards could be printed as hard copy handouts, posted on the website or provided to referral sources as PDF files

Implementation

It is obvious that many members of the Dookie business community are ready to embrace change and take on new challenges to market Dookie. However, as most already have extensive business, family and community commitments they are unlikely to be able to find the time to manage the implementation phase.

In my experience communities that rely on volunteers for implementation do not generally achieve results as quickly as communities that have a dedicated coordinator.

The Greater Shepparton City Council is committed to assisting small business and business development in general. However, it is imperative that not only is there ownership but a commitment from the Dookie business community towards these initiatives.

However, as the group takes on more projects it will need more than volunteer support. Events will require additional coordination, the website will need to be updated on a regular basis and the group needs a point of contact to deal with media and event enquiries. They may also need help with funding submissions.

In the short to medium term the group should look for funding to employ a part time coordinator who can handle the "nuts and bolts" of projects and initiatives.

It would also be advisable to develop an informal committee of interested business owners who can have input into prioritising initiatives and act as a brains trust for the coordinator.