



2017-2019

NARRANDERA BUY LOCAL - USE LOCAL

STRATEGY & MARKETING ACTION PLAN

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Prepared for: Narrandera Shire Council



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SECTION I

BUY LOCAL – USE LOCAL
STRATEGY



1.0 ABOUT NARRANDERA SHIRE

Narrandera Shire is located in the Riverina region of NSW and is home to approximately 6,100 people. The Shire is made up of the towns of Narrandera, Barellan, Grong Grong and Binya Village, as well as the many farming areas surrounding these towns.

Narrandera Shire is ideally located, adjacent to the Sturt and Newell Highways and within 100km of the two largest cities in the Riverina - Wagga Wagga (population 65,000) which is 100km to the south and Griffith (population 26,000) which is 90km to the north. It is also within close proximity to Leeton Shire (population 11,000) which is less than 30km away.

While its location provides many opportunities for the Shire and its residents in terms of accessing the region and additional services, resources and employment opportunities, it has also led to residents spending their money outside of Narrandera Shire. This includes purchases such as groceries, produce, clothing, electronics, professional services, medical services and trades.

In order to bring some of that money back into the region to support local businesses and the local economy, Narrandera Shire has engaged Tilma Group to develop a three year 'Buy Local, Use Local' Strategy and Marketing Action Plan.

While developing marketing activities and actions to raise awareness and educate residents on the importance of shopping locally, and encourage them to do so, it is vital that the Shire better understands the purchasing habits of residents. There are many factors that people consider when making purchasing decisions—such as price, convenience, quality, value, customer service, and relationships with business owners—and it is important that Narrandera Shire understands what residents are and are not purchasing local and the reasons for this, in order to be able to develop strategies and actions (in conjunction with business owners) that will meet residents' needs.

It is also important to identify and develop a comprehensive directory of all businesses and services that are accessible in the Shire, including home-based businesses. This will allow the Shire to raise awareness among residents of what is available locally.

To ensure the strategy and marketing activities are successful, actions need to be implemented to unite the local business community, provide networking opportunities, and encourage them to work together and support one another. Council will need to take a leading role in this and ensure it is leading from the front in terms of engaging local businesses and services where possible.



2.0 CAMPAIGN GOALS

The primary goal of the Narrandera Shire Buy Local Strategy is to increase spend by residents in Narrandera Shire by 20% from 2016 to 2019, therefore having a positive impact on the local economy.

Measure: It is suggested that the best way to measure the primary goal is to establish a group of businesses from a broad range of industries (retail, professional services, trades etc.) and have them track their monthly sales figures for the duration of the campaign. This can then be compared to previous years and the percentage increase per month, and be reported annually to measure the effectiveness of the campaign. A spreadsheet will be prepared for each business to simplify tracking and ensure it is consistent.

The secondary goals are:

- Develop an identifiable 'buy local, use local' brand
- Gain better insight and understanding into Narrandera Shire residents' consumer habits
- Increase awareness among residents and the business community of the businesses and services that are available in Narrandera Shire
- Improve understanding among residents and the business community of the importance of shopping locally and the impact this has on the wider economy
- Build a strong, connected and supportive business community
- To help business owners improve and enhance their skills, such as customer service, sales and marketing skills

Measure: actions to address each of the secondary goals have been included in the Action Plan section of this strategy, along with measurable key performance indicators (KPIs) for each.



3.0 CONSUMER SURVEY RESULTS

A consumer survey was carried out in November and December 2016. 86 responses were collected via face-to-face and online data collection (Survey Monkey).

The respondents' demographic and geographic information can be summarised as follows.

- 86% of respondents were aged 35+
- 51% of respondents reside in the Narrandera township; 19% in Grong Grong; 16.5% in Barellan; 1% in Binya village; 12% other
- 61% of respondents have lived in the shire for more than 20 years
- 45% of respondents are said to be working on a full-time or part-time basis; 23% are retired and the remainder are self-employed (13%), home-makers (12%) or students (1%)
- 74% of those who are in paid employment or are self-employed work in Narrandera Shire. The remainder have indicated that they work in Griffith City (5%), Wagga Wagga City (3%), Leeton Shire (3%), Coolamon Shire (3%), Bland Shire (3%), Sydney, Corowa or Carrathool Shire

KEY FINDINGS

Following summarises the key findings from the Narrandera Shire Shopping Survey.

Question 6

When asked "*Which of the following do you purchase in Narrandera Shire?*", more than half of the respondents indicated that they:

- a.) Always purchase their groceries (full shop and small items/top up), fruit and vegetables and meat in Narrandera Shire
- b.) Always contract tradespeople and seek professional and medical services from within Narrandera Shire
- c.) Never or only sometimes purchase their clothing from within Narrandera Shire
- d.) Never or only sometimes purchase gifts from within Narrandera Shire
- e.) Never or only sometimes purchase electronics from within Narrandera Shire
- f.) Never or only sometimes purchase farming supplies from within Narrandera Shire



Notably:

- 12.2% of respondents indicated that they never do their (full) grocery shop within Narrandera Shire
- 15% of respondents never purchase their meat from within Narrandera Shire
- 37.9% of respondents never or only sometimes purchase their hardware from within Narrandera Shire

For more information, please refer to Table 1 below.

Table 1: *Which of the following do you purchase in Narrandera Shire?*

ITEM	ALWAYS	REGULARLY (more than half of the time)	SOMETIMES (less than half of the time)	NEVER
Groceries (full shop)	61%	15.9%	11%	12.2%
Groceries (small items/top up)	65.9%	11%	19.5%	4.9%
Fruit/vegetables	65.4%	16%	14.8%	4.9%
Meat/butcher	62.5%	11.3%	10%	15%
Clothing	11.3%	17.5%	51.3%	18.8%
Gifts	11.1%	38.3%	38.3%	12.4%
Hardware	26.8%	32.9%	22%	15.9%
Electronics	22.5%	22.5%	31.3%	23.8%
Farm supplies	18.2%	9.1%	14.3%	19.5%
Trade services	56.8%	14.8%	8.6%	14.8%
Professional services i.e. accountant, lawyer	50.6%	13.9%	15.2%	14.5%
Medical services i.e. GP, dental	55.4%	20%	9.2%	15.4%



Question 7

When asked "For those of you that buy outside of Narrandera Shire, where do you normally make your purchases?", the respondents indicated that they tend to:

- a.) Do their full grocery shop in Griffith (47%), Leeton (33%) or Wagga Wagga (17%)
- b.) Pick up small items/top up their groceries whilst in Griffith (36%), Leeton (36%), Wagga Wagga (19%) or Ardlethan
- c.) Purchase fresh fruit and vegetables from Griffith (42%), Leeton (33%) or Wagga Wagga (11%)
- d.) Source meat from Griffith (33%), Leeton (24%), Wagga Wagga (9%) or Coolamon
- e.) Shop for clothes in Wagga Wagga (64%), Griffith (43%) or Leeton (32%)
- f.) Buy gifts from Wagga Wagga (60%), Griffith (48%) or Leeton (33%)
- g.) Purchase hardware from Wagga Wagga (51%), Griffith (49%) or Leeton (16%)
- h.) Shop for electronic goods in Wagga Wagga (55%), Griffith (45%) or Leeton (13%)
- i.) Source farm supplies in Griffith (20%), Leeton (9%) or Wagga Wagga (6%)
- j.) Contract trade services from Leeton (27%) and Griffith (24%)
- k.) Seek professional services from Griffith (23%), Wagga Wagga (14%), Leeton (6%), Albury or Sydney
- l.) Seek medical services (incl. ultrasounds) from Leeton (35%), Griffith (33%) and Wagga Wagga (28%)

A small percentage of respondents tend to purchase the following items online:

- Full grocery shop (6%)
- Small grocery items/top up (3%)
- Clothing (16%)
- Gifts (19%)
- Hardware (5%)
- Electronics (19%)
- Farm supplies (3%)

This information identifies a need for local businesses to further investigate local consumer buying habits and trends, and refine their product or service in order to cater for this demand. This may mean introducing a new product range, adjusting trading hours, setting up an online store, promoting the goods and/or services available locally more effectively, implementing new systems and procedures, or other changes.

In order to increase the sales of local goods and services, Council and the business community may consider carrying out a targeted campaign, which educates consumers about the importance of supporting local businesses. Please see Section II – Marketing Action Plan for details.



Question 8

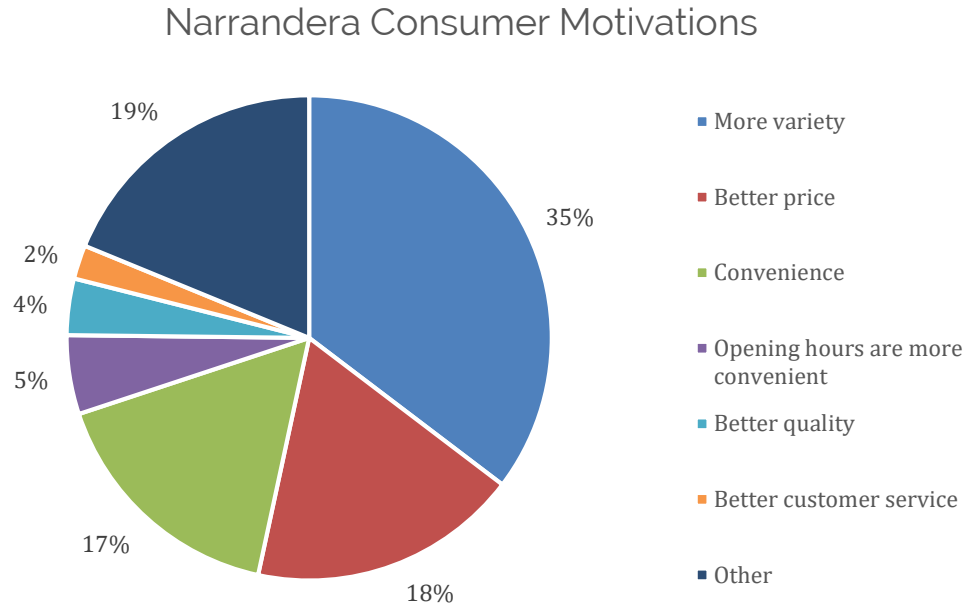
When asked "Why do you purchase these things outside of Narrandera Shire?", the respondents indicated that they are motivated by the following factors:

- More variety (59%)
- Better price (30%)
- Convenience (28%)
- More convenient opening hours (9%)
- Better quality (6%)
- Better customer service (4%)

THE TOP THREE REASONS CONSUMERS ARE SHOPPING OUTSIDE NARRANDERA SHIRE INCLUDE VARIETY, PRICE AND CONVENIENCE.



Graph 1: *Why do you purchase these things outside of Narrandera Shire?*



Interestingly, a number of individual respondents made the following 'Other' comments:

- Tradies never want to come to Grong Grong
- Cannot get kids clothes in town
- Coles (do) not stocking brands preferred

Once again, this information identifies a need for local businesses to further investigate local consumer buying habits and trends, and refine their products or services in order to cater for this demand.



Question 9

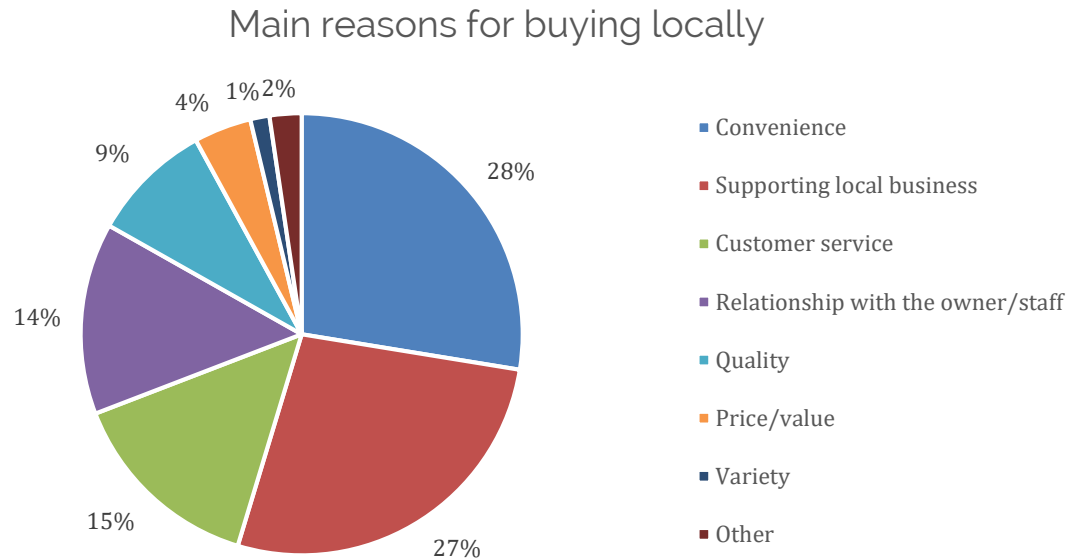
Following on from the previous question, when asked “*Of the things that you regularly or always buy in Narrandera Shire, what are the main reasons for buying these locally?*”, the respondents indicated that they are motivated by the following factors:

- Convenience (76%)
- Supporting local business (74%)
- Customer service (40%)
- Relationship with staff/owner (38%)
- Quality (24%)
- Price/value (12%)
- Variety (4%)

CONSUMERS TEND TO BUY LOCALLY BECAUSE IT IS CONVENIENT, THEY LIKE TO SUPPORT LOCAL BUSINESS, THEY EXPERIENCE GOOD CUSTOMER SERVICE AND OFTEN HAVE A CONNECTION TO THE OWNER OR STAFF.



Graph 2: *What are the main reasons you regularly or always buy certain things in Narrandera Shire?*



"I am happy to support any local business that is competitive. For example, I always buy all my white goods, electrics at Whitby's because I always get a good deal and they have great customer service. I don't even price compare because they are always reasonable."

Interestingly, a number of individual respondents made the following 'Other' comments:

- (Presents an opportunity to) catch up with neighbours/locals in area / see and read what's going on in community
- 'Support locals' and 'support the town financially'



In order to increase the sales of local goods and services, Council and the business community may consider running a promotion that focuses its key messages on the quality, variety, price/value of goods and services available in the shire. For more information on the campaign's key messages, please see 6.0 Branding & Positioning.

Question 10

The survey asked "*How important do you think it is for Narrandera Shire residents to buy locally?*".

On a scale from 0 (not important) to 100 (very important), the mean response was 86.7, which indicates that the majority of those surveyed would agree that buying locally is important.

Moving forward, it will be useful to educate consumers on why it is important to buy locally, and present them with a range of opportunities and incentives to support local business and the community i.e. deals and offers sheets, promotions, events, other.

Question 11

The survey asked "*What improvements could be made to encourage you to start purchasing more from businesses in Narrandera Shire?*". Of the feedback received, the Narrandera Business Group may like to consider passing on the following:

- "Improve the Customer Service. Better/lower prices"
- More "Kids clothing / toys etc."
- "Open more stores aimed at family e.g. Target, Big W"
- "Opening hours – extend them"
- "Some more shopping variety, especially gift/boutique shops"
- "Functions in the street. Entertainment weekly/monthly"
- "A range of children's clothing for ages 3 – 13 years, if could purchase children's clothing, parents would purchase more adult clothing in Narrandera"
- "Footwear shop"
- "I am happy to shop locally while the prices are competitive. You expect to pay a little more but when the price is over the top I generally wait until I have a trip to Wagga coming up. Some of the prices for hardware items for example can often be more than double to price of Wagga."
- "More variety of cheaper shops"





- "As a Narrandera Shire Council worker when I visit businesses to shop, sometimes the proprietor wants to talk to me about Council matters including complaints. I have entered their shop on my own private time and I feel besieged. There is one business in town that I now don't visit because it was happening so often."
- "Fill in the gaps, but given the breadth of gifts possible to purchase, that is not possible e.g. literature, music, also tech (computers)"
- "Have good rewards for loyalty and the shire council be more proactive in helping businesses thrive. Promotional products or giveaways for special occasions would also help. Get the townspeople involved more with all aspects of the shire. For example, for end of harvest promotion giveaway a counter lunch meal and a carton of beer for entry as simple as make a purchase at a local farm supply shop and draw one from Barilla, Grong Grong and Narrandera areas."
- "Use of social media"

The enclosed Marketing Action Plan acknowledges the need for local business training that will help businesses better meet the needs of customers by way of customer service, sales, marketing and social media.

Question 12

When asked "*What items would you like to purchase from businesses in Narrandera Shire?*" (if you had the opportunity), the respondents identified the following gaps. The corresponding number reveals how strong the demand is for these items.

- Affordable clothing (clothes in general plus sports clothes, women's clothes and underwear) (8)
- Affordable kids clothing (5)
- Electronic goods and photographic supplies (5)
- Footwear (3)
- Gifts/presents (3)
- Boating, skiing, watersports equipment and camping gear (2)
- Furniture, homewares incl. bedding, linen, and bathroom items (2)
- Beauty products (1)
- Music CDs and DVDs (1)

Based on this information, the businesses currently operating in the shire do not meet consumer demand when it comes to affordable clothing and children's clothing in particular.



"I prefer to buy locally where I can – but refuse to pay inflated prices for some items esp. clothing"

"I would like to see a specialised camping and fishing shop in Narrandera due to the river being so close. why not promote it fully and advertise within the shire about how much the river means to Narrandera town/shire so that more locals will shop and stay around more locally."

Question 13

When asked *"Do you have any further comments about shopping locally in Narrandera Shire?"* the following notable comments were recorded:

- "Possibly having a regular late night shopping option. 12 o'clock close on Sats can be limiting also"
- "Educate the residents that you can lose more than just a town. If everyone tries to purchase the items in town they can, it all helps."
- "Many people don't buy Rex flights from Narrandera Airport. They fly out of Wagga to get the cheaper flights. If people don't support Rex, one day we will lose that regular passenger transport service for the shire."
- "Please look into how well the Leeton chamber of commerce do their Christmas giveaways. They are very successful and most shops thrive with the support that they get from this type of advertising."

To view all raw survey results, please refer to Appendix 1.



4.0 SWOT ANALYSIS

The following table outlines a variety of strengths, weaknesses, opportunities and threats which have influenced this strategy.

<p>Strengths</p> <ul style="list-style-type: none"> • Population base provides potential for campaign success • Connection of business owners to the local community • Involvement of residents in other local community activities that are supported by businesses – sporting clubs, social clubs etc. • Active and committed working group 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Easy access to other shops, services and resources in nearby towns and cities • Many products and services not available locally • Price of local products and services perceived as high • Businesses not supporting each other/buying off each other • No current opportunities for businesses to network locally
<p>Opportunities</p> <ul style="list-style-type: none"> • Increase in enrolment at the high school in Narrandera – people not travelling to Leeton to collect children from school • Size of business community • Business networking opportunities • Increase in tourist/visitor spend as a result of improvements made through the buy local campaign (training, for example) 	<p>Threats</p> <ul style="list-style-type: none"> • Inability to attract new businesses and services to the region • Resistance from business community to change/work in with residents' needs



5.0 TARGET MARKETS

The primary target market is residents and businesses in Narrandera Shire.

The secondary target markets are:

- Businesses and service providers who could fill a gap in the Narrandera Shire market by providing products and services that are not currently available locally to residents
- Local industry groups
- Local community groups, sporting clubs, schools and other organisations
- Media



6.0 BRAND & POSITIONING

Brand message:

Tilma Group compiled the following brand messages for Council and the Narrandera Business Group to consider.

- *The buck stops here* – double meaning – money stays in the Shire and it is also up to the residents and community to make it happen and grow the local economy. Link into actions – the lifecycle of a dollar spent in town, business owner stories etc.
- *Buy local in Narrandera Shire* – 'buy local' catch phrase of the moment, resonates with everyone, clear and to the point
- *I support local* – ownership, people are proud and feel good if they support local
- *Narrandera Shire – your one stop shop* – play on words with 'shop' but also reinforcing that there is no need to go out of the Shire – we have it all
- *Building our community. Buy local* – 'building our community' is very generic and is likely being used across other projects in the shire and region, therefore is not a strong, standout brand for the campaign. If this is the desired brand message it is recommended to add 'buy local' to the end to ensure it is more original and linked to the purpose of the strategy.

Based on the feedback received from the Narrandera Business Group, Tilma Group have developed the following brand message, which has been incorporated in the logo and brand assets.

Buy local - support your community.

The key themes and messages of the campaign are:

- Buy local – support your community, your family and your future
- Shop at your convenience with ample parking in Narrandera's picturesque East Street
- Save on fuel and buy local for competitive prices, great value and bargains galore!
- Gift shopping? There's so much to choose from in Narrandera!
- For fresh fruit and veg, think local – support our farmers
- For quality meat and personalised service, you can count on your local butcher.
- Low on groceries? Plan ahead, pick up a trolleyful of this week's specials and SAVE!
- Put your money where your house is! Buy local.





- Love your town! Buy local Narrandera.

Logo and Brand Assets:

Tilma Group has liaised closely with the Narrandera Business Group via Narrandera Shire Council staff, who have approved the following branding.

Logo



Variants: Colour, reverse, black and white





Brand Assets

a.) Shop window decals





b.) Facebook profile pictures, cover images, and graphic posts

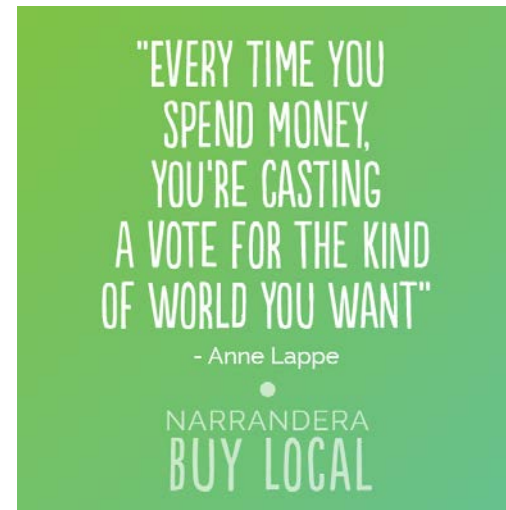
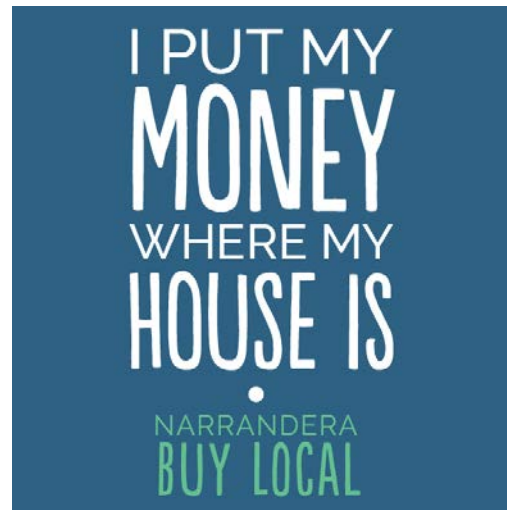


Profile pictures





Cover images



Graphic posts





c.) Instagram profile images and graphic posts



Profile images



Graphic posts





d.) Letterhead template



AN INITIATIVE OF NARRANDERA SHIRE COUNCIL
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e.) Sample raffle ticket



NARRANDERA BUY LOCAL
SUPPORT YOUR COMMUNITY
COMMUNITY RAFFLE

Name: _____

Address: _____

Phone: _____

Email: _____

#000001

COMMUNITY RAFFLE

- 1st Prize Prize (Value)
Description
- 2nd Prize Prize (Value)
Description
- 3rd Prize Prize (Value)
Description
- 4th Prize Prize (Value)
Description

#000001 Raffle will be drawn at XXXXpm on XX/XX/XX at XXXXX.



Tickets:
3 for \$20 or
booklet of 10 for \$50





f.) Deals and offers template

NARRANDERA BUY LOCAL
SUPPORT YOUR COMMUNITY

<p>SAVE 10%</p> <p>Purchase any bouquet of flowers and receive 10% discount</p> <p>Mandy's Buds & Blooms 120 East Street, Narrandera</p>	<p>GET ONE FREE</p> <p>Dry clean 2 garments at Barkers Dry Cleaners, and get your 3rd FREE</p> <p>Barkers Dry Cleaners 75 East Street, Narrandera</p>
<p>The latest season fashions are now in at Tulips Clothing Store! Spend over \$50 in store and receive a FREE gift with purchase.</p> <p>Tulips Clothing Store 2/108 East Street, Narrandera</p>	<p>FREE GIFT WITH \$50+ PURCHASE</p> <p>already reduced stock at J & H Jewellery's Half Yearly Sale!</p> <p>J & H Jewellery 112 East Street, Narrandera</p>
<p>Save 25% on our complete range of cosmetics and perfumes.</p> <p>Mulhall & Graham Pharmacy 125 East Street, Narrandera</p>	<p>25% OFF</p> <p>HALF PRICE</p> <p>Buy 1kg of thin sausages and get another 1kg for Half Price!</p> <p>Narrandera Gourmet Meats 67 East Street, Narrandera</p>
<p>FREE COMPUTER CHECK UP</p> <p>Receive a free 15 point computer security and speed test valued at \$35.</p> <p>Narrandera Computer Services 02 6959 2211</p>	<p>20% OFF ALL FRUIT TREES</p> <p>Save across our big range of fruit trees, including bare rooted, wrapped and potted.</p> <p>The Shady Gum Nursery Hartnett Road, Narrandera</p>

NARRANDERA BUY LOCAL
SUPPORT YOUR COMMUNITY

20% OFF ALL FRUIT TREES

Save across our big range of fruit trees, including bare rooted, wrapped and potted.

The Shady Gum Nursery
Hartnett Road, Narrandera





7.0 KEY RECOMMENDATIONS

Establishment of Narrandera Business Group to implement the strategy

The Narrandera Business Group is made up of eight to ten representatives from a number of industries including real estate, retail, hospitality, and other. The Business Group will be responsible for implementing the actions contained in the strategy, and collecting and recording sales data to measure the effectiveness of the Buy Local - Use Local strategy and associated marketing actions.

Review Council's Procurement Policy

Review Council's procurement policy and ensure it reflects the importance of using local businesses and suppliers. Add a section regarding the provision of feedback to businesses that are unsuccessful in their tenders for Council jobs. Ensure information contained in the staff procurement manual is reflected in the Council procurement policy.

Undertake local shopping trends survey – *completed by Tilma Group in January 2017*

This survey will provide a better understanding on the current shopping trends in Narrandera Shire. The results can be used to develop goals, strategies and actions that will best reach and resonate with local residents and ensure the strategy is relevant to the needs of residents.

Encourage local businesses to carry out the own market research

The Narrandera Business Group should encourage all local businesses to undertake their own market research so they can refine their product or service in order to cater for changing consumer needs and demand. This may mean introducing a new product range, adjusting trading hours, setting up an online store, promoting the goods and/or services available locally more effectively, implementing new systems and procedures, or other changes.

Develop a business directory

The business directory can be incorporated into the website and provide a searchable directory of all businesses and services available in the local area. This is a key strategy to ensure residents are able to access businesses in the Shire, and provides a service for businesses to promote themselves to residents.

Develop a Buy Local - Shop Local community website

The website will be the primary marketing tool for promoting the Buy Local - Shop Local campaign. It will provide a hub for all information and communications to encourage residents to shop locally.



Encourage businesses to diversify or attract new retailers to town

The residents of Narrandera Shire have identified the need for affordable clothing and children's clothing in particular. They have also called for more variety when it comes to electronic goods, footwear, gifts/presents, furniture and homewares. A couple of survey respondents have also suggested an opening for a boating/skiing/camping shop in Narrandera.

Social Media

Utilise social media to encourage business networking and to engage residents in the Buy Local - Use Local campaign.

- Establish a closed Facebook group for local businesses to network, brainstorm, share ideas, ask for advice and build relationships
- Set up Facebook and Instagram accounts for Narrandera Buy Local - Shop Local campaign to promote local businesses, deals, specials, events and run competitions
- Develop a content plan which outlines the frequency of posts, suggested organic content, ads etc.

Advertising

It is recommended that all paid advertising be local to Narrandera Shire or highly targeted via social media. It is not cost effective to pay high advertising costs on regional radio/TV to reach the very small percentage of Narrandera residents who will be exposed to the message. A more effective spend would be advertising in the Narrandera Argus, targeted social media advertising (Facebook ads, Instagram ads) and letterbox drops. This ensures that the advertising is only being seen by the target market of Narrandera residents, and will therefore have a better return on investment.

SECTION II

MARKETING ACTION PLAN



The following Marketing Action Plan provides an outline of the marketing tactics to be carried out, who they will be implemented by and when, the budget, and how the success of the campaign will be measured.

MARKETING BUDGET

Narrandera Shire Council has secured \$7,000 funding, which will cover the development of a jingle, the community website, and advertising.

Narrandera Shire Council has allocated \$6,500 from the 2016/17 budget for Buy Local – Shop Local advertising and promotion.

PHASE 1: CAMPAIGN PLANNING AND PREPARATION						
ACTION	MEASURE	TIMING/DEADLINE	BUDGET	RESPONSIBILITY	OUTCOME	
1.1	Undertake a survey of local residents to capture their shopping habits and behaviours. Use this data to develop a buy local campaign that will meet their needs. This will also assist businesses to understand the needs and wants of residents and allow them to capture more of this market.	# of surveys completed Analysis of data	Data to be entered 22/12/16 Data analysis & strategy update 1/20/17	NA	Tilma Group Narrandera Shire Council	86 responses were received Completed – Jan 2017
1.2	Develop branding for the campaign - logo - letterhead - shop window decals - social media profile/cover images - deals and offers template - sample raffle tickets	Branding developed and collateral produced # of businesses displaying stickers	January 20 2017	NA	Tilma Group	Completed – Jan 2017
1.3	Identify and form the group of businesses to record sales data during the campaign to measure the increase in local purchases, and the overall effectiveness of the campaign.	Narrandera Business Group established	February 2017	NA	Narrandera Shire Council Narrandera Business Group	
1.4	Develop a Buy Local - Shop Local jingle. Versions Required: - 30 second jingle – full lyrics	Jingle produced	January 27 2017	\$2,000 from \$7,000 – grant funding	Tilma Group Narrandera Shire	



	<ul style="list-style-type: none"> - 30 second jingle top and tail (5 second lyric top, 18-20 seconds music bed only, 5-7 second lyric tail) - 30 second jingle top (5 second lyric top, 25 seconds music bed only) - 30 second jingle tail (23-25 seconds music bed only, 5-7 second lyric tail) <p>Style/Feel: Warm, acoustic, happy, bright, small town, positive, country-pop.</p>				<p>Council</p> <p>Narrandera Business Group</p>	
15	<p>Develop a letter to send to all businesses to launch the campaign to them and encourage their involvement in all elements (based on finalised actions from this plan)</p>	<p>Letter and flyer produced</p> <p># of businesses sent to</p> <p># of business listings, deals and events submitted</p>	February 2017	NA	<p>Narrandera Shire Council</p> <p>Narrandera Business Group</p>	
16	<p>Rebrand the Narrandera Business Group Facebook page. Encourage relationships, sourcing products and services for B2B and networking.</p> <ul style="list-style-type: none"> - Develop guidelines for the page - Actively participate to start conversations and engagement - Promote networking events and PD opportunities <p>Promote Buy Local campaign and involvement.</p>	<p># of members</p> <p>Amount of activity and interaction</p> <p>Anecdotal and formal feedback from group members about the benefits of the group</p>	February 6 2017	NA	Narrandera Shire Council	
17	<p>Investigate setting up an Instagram account to promote the campaign and businesses to residents.</p> <p>If this goes ahead, develop content calendar for posts.</p>	<p># of likes/followers</p> <p>Reach and</p>	March 2017	NA	<p>Narrandera Shire Council</p> <p>Narrandera</p>	



		engagement on posts Click-throughs where applicable			Business Group	
18	<p>Develop a webpage attached to Narrandera Shire website that focuses on supporting local businesses, services, clubs and resources. Use this as the call to action for the Buy Local campaign.</p> <ul style="list-style-type: none"> - Business directory - Local deals - Events calendar - Competitions - Business owner stories/videos <p><i>Please find attached Buy Local – Shop Local website mock up (Appendix 3).</i></p>	<p>Webpage developed</p> <p># monthly visits (unique and total)</p> <p># visits to campaign-specific pages</p> <p>Click-through rates (where applicable)</p> <p>Conversion rates (where applicable)</p>	<p>February 24 2017 - (development commences)</p> <p>March launch (in the lead up to Easter)</p>	\$2,000 from \$7,000 – grant funding	<p>Recommendation: Outsource website development and management for an initial six-month period (when resourcing may be more intensive) with the view to hand over to Council staff to maintain thereafter.</p>	
19	<p>Develop a business directory of all local businesses that is available and searchable via the website.</p> <p>Provide a 'submit your business/event/ deal' form in order to gather more business details and provide a comprehensive directory for residents.</p>	<p>Business directory completed</p> <p># businesses listed</p> <p># visits to the business directory online (unique & overall)</p>	<p>February 24 2017 (collection of data and development as part of the webpage project)</p>	NA	<p>Narrandera Shire Council</p> <p>Narrandera Business Group</p>	



		<p>Click-throughs to listed businesses websites</p> <p>Anecdotal data from listed businesses as to being found via the directory</p>				
1.10	<p>Develop an advertising schedule for local advertising only (Narrandera Shire), ensuring advertisements coincide with other website and social activity.</p> <ul style="list-style-type: none"> - Community radio - Narrandera Argus - Letterbox drop - Social media advertising - Council newsletter <p>Incorporate a business buy-in to limit costs – Deal of the Week/Month on the bottom of the ad</p>	<p>Buy in from local businesses</p> <p># of ads run</p> <p>ROI for businesses – coupon codes redeemed etc.</p>	February 24 2017 (and ongoing, to commence upon launch of the website)	\$3,000 from \$7,000 – grant funding	<p>Narrandera Shire</p> <p>Narrandera Business Group</p>	
1.11	<p>Develop a local business training events calendar to help businesses better meet the needs of customers:</p> <ul style="list-style-type: none"> - Customer Service - Sales - Marketing - Social Media <p>Taking your business online</p>	<p>Training schedule developed</p> <p># of attendees at each session</p>	March 2017 (for implementation in the 2017/18 financial year – ongoing)	TBC	<p>Narrandera Shire Council</p> <p>Narrandera Business Group</p>	



PHASE 2: LAUNCH CAMPAIGN – MARCH 13 2017						
PHASE 3: DEVELOP DIGITAL ASSETS AND INITIATIVES						
	ACTION	MEASURE	TIMING	BUDGET	RESPONSIBILITY	OUTCOME
3.1	<p>Develop a series of 'meet the owner' videos for various businesses across a range of industries to get people connecting with the local business owners. Emotive: their connection to Narrandera Shire, why they started their business, what they love about their customers, how they support the community, what shopping local means to them and their family.</p> <p><i>Focus on overcoming any of the obstacles/barriers identified in the survey results.</i></p>	<p># of videos produced</p> <p># of views</p> <p>Increase in sales at those businesses and in Narrandera Shire</p>	<p>March – October 2017 (have at least one ready to go for website launch in March)</p>	<p>From \$6,500 - advertising budget</p>	<p>Narrandera Shire Council to outsource</p>	
3.2	<p>Develop some comparison infographics – local prices compared to other prices in other towns:</p> <ul style="list-style-type: none"> - trolley of groceries from local vs Coles - hardware, electronics and other key areas that returned poor results from the survey - Cost of travel <p><i>Focus on overcoming any of the obstacles/barriers identified as a result of the survey results.</i></p>	<p>Reach/engagement when posted on social media channels</p>	<p>March 2017 and ongoing (have at least one ready to go for the webpage launch)</p>	<p>From \$6,500 - advertising budget</p>	<p>Narrandera Shire Council to outsource</p>	
3.3	<p>Optional: Develop a Shop Local competition to be run via social media. To enter, residents of Narrandera Shire need to post a photo of their 'shopping steals' that they have purchased from local businesses, noting the store and value they received.</p>	<p># of entries</p> <p>Engagement/reach on each entry post shared to the social accounts</p> <p>Anecdotal feedback from</p>	<p>April 2017 (for July/August/September roll out)</p> <p>Possibly a good winter campaign? Boost sales in the slower months?</p>			



		stores featured as to whether they received additional business following a post				
3.4	<p>Optional: Develop a reward for the community when the goal of 20% spend increase is achieved – street party, week-long sale event etc.</p> <ul style="list-style-type: none"> - Business buy-in to offer a deal - Methods to keep residents involved and updated on where the figures are currently at (billboard in prominent location, website, social media etc.) <p>This will help to create community ownership of the campaign, and show the direct impact they can have.</p>	<p>Updates effectively communicated</p> <p>Reward finalised and # of businesses participating</p> <p>Sales figures for reward</p>	May 2017 (and ongoing)	NA	Narrandera Business Group	
3.5	<p>Develop an animated video or series of graphics of the lifecycle of a dollar (or \$10 – whatever works best) when spent locally in Narrandera Shire, for use on the website and social media.</p> <ul style="list-style-type: none"> - Resident earns money - Resident buys fruit and vegetables from local store - All that money pays for local employment, purchase of their supplies from other local businesses, sponsorships, schooling their children locally and sending them to local activities which supports other businesses and clubs 	<p># of views</p> <p>Increase in local sales figures</p>	May 2017	From \$6,500 - advertising budget	Narrandera Shire Council to outsource	



PHASE 4: INDUSTRY DEVELOPMENT AND INITIATIVES						
	ACTION	MEASURE	TIMING	BUDGET	RESPONSIBILITY	OUTCOME
4.1	Review the Narrandera Shire Council's Procurement Policy (and any other related policies) to ensure that using local suppliers is highlighted as a priority, showing that Council is leading from the front.	Policies updated	May/June 2017 for implementation in the 2017/18 financial year	NA	Narrandera Shire Council	
4.2	Hold workshop for larger businesses on tendering for local/regional/state government projects.	Workshop held # attendees	June 2017	NA	Narrandera Shire Council	
4.3	Establish a quarterly business networking event for businesses operating in Narrandera Shire. Start simple – 5pm drinks for general networking while working on a more formal approach <ul style="list-style-type: none"> - Guest speakers - 5-minute showcase – each member can apply to do a 5-min showcase of their business at the start of each event – like a 'sponsor' - Businesses could host at their premises - Consider 'Speed networking' (similar to speed dating) - Trade event 	# of people in attendance	June 2017 (for July 2017 ongoing)	TBC	Narrandera Business Group	
4.4	Hold an information session for local businesses to show them how to apply to become a preferred supplier and the expectations.	Information session held # of new applications from local businesses to be on the preferred supplier list	August 2017	NA	Narrandera Shire Council	



2017 CHRISTMAS EVENT						
ACTION	MEASURE	TIMING	BUDGET	RESPONSIBILITY	OUTCOME	
5.1	<p>Hold a Christmas shopping street party in early December 2017 to further encourage local shopping over the Christmas period and promote the results of the Buy Local campaign to date.</p> <p><i>See attached brief for more information (Appendix 3).</i></p>	<p># of people in attendance</p> <p># of businesses participating (sidewalk sales, open late etc.)</p> <p>Sales data from shops</p> <p># of webpage visits</p>	<p>Contact schools, dance groups etc. about providing entertainment – October 2017</p> <p>Contact businesses about being involved (sidewalk sales, competition, deals sheet) – October 2017</p> <p>Prepare all collateral – November 2017</p> <p>Start promoting via the webpage, social media, schools etc. – November 2017</p> <p>Activation – December 2017</p>	TBC	Narrandera Business Group	
OTHER OPPORTUNITIES/INITIATIVES TO INVESTIGATE IN 2017/18						
ACTION	MEASURE	TIMING	BUDGET	RESPONSIBILITY	OUTCOME	
6.1	Investigate the viability of a shopping loyalty club for schools, non-profits, sporting clubs etc. These organisations could earn a percentage back on all spends at participating shops and businesses. This action could be implemented in Year 2 of the campaign.	Decision made regarding this action for Year 2	August/September (for introduction in Year 2 of the campaign)	TBC	Narrandera Business Group	
6.2	Investigate closed loop local gift cards system	Decision made on the	September/October	TBC	Narrandera Shire	



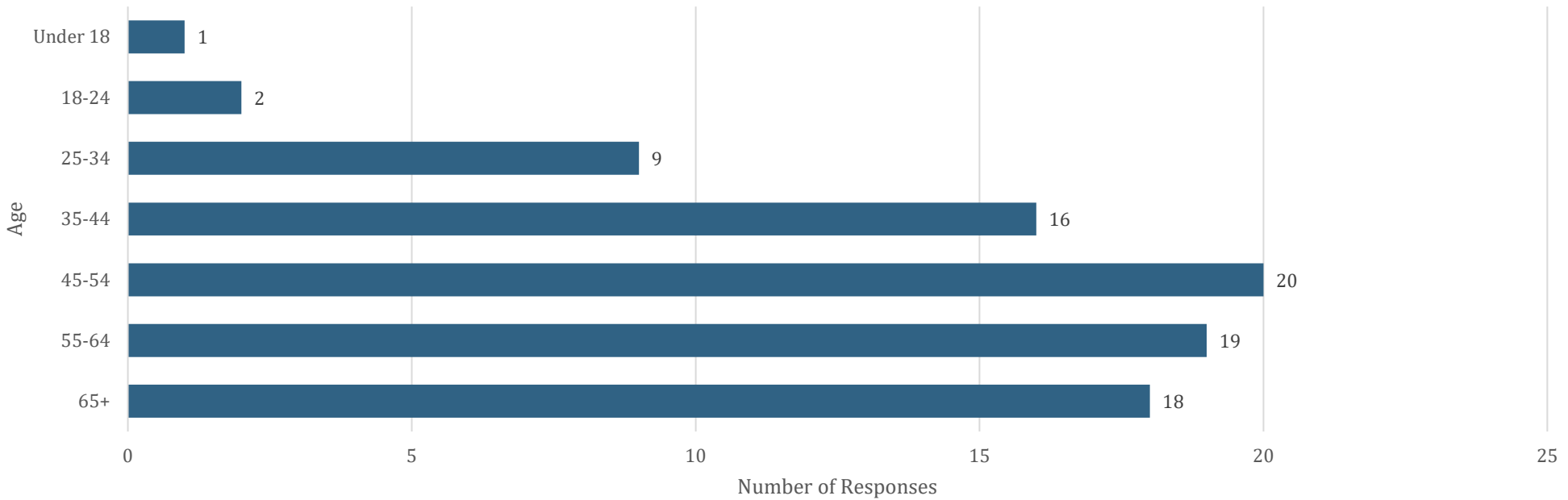
	(as per Deniliquin Chamber initiative) for implementation in Year 2 or 3 of the campaign. http://www.deniliquinchamber.com.au/deniliquin-gift-cards-are-here	viability of the program and an action implemented for a future year of the campaign	2017		Council Narrandera Business Group	
6.3	Look at business owners with special skills that could run classes, go to schools and kindergartens for a demo/activity, and promote: <ul style="list-style-type: none"> - Florist - Music teachers - Accountant – managing money - Crafters/artists - Chefs – cooking classes <p>This will help to increase the awareness of what is available locally and the skillsets present.</p>	# of businesses taking part Uptake among schools and groups etc. Holiday program executed and # of attendees at various classes	September/October 2017 for end of year launch (great for schools doing fun things at the end of the year and for school holidays) - ongoing	NA	Narrandera Business Group	
6.4	Investigate the costs/value of developing an app so residents can access deals, events, directory etc. via a smartphone app. This action could be introduced in Year 2 or 3 of the campaign.	Decision made on the viability of an app for Year 2 or 3 of the campaign	November 2017 for introduction in Year 2 or 3 of the campaign	TBC	Narrandera Shire Council Narrandera Business Group	
6.5	Investigate options for communicating the 'Buy Local – Shop Local' campaign to new residents. <ul style="list-style-type: none"> - Council new residents kit? - Pack for real estate agents 	Options identified and implemented	November 2017	NA	Narrandera Shire Council	

APPENDICES



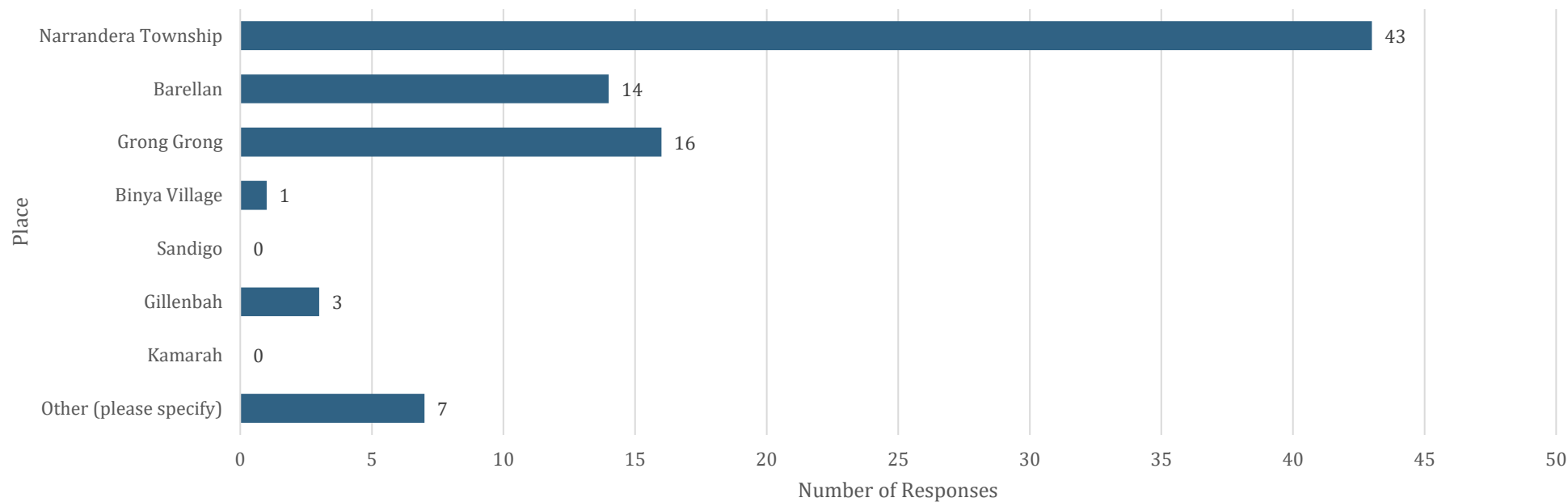
1. CONSUMER SURVEY RESULTS

Q1. Age
Answered: 85 – Skipped: 1





Q2. Where do you live?
Answered: 84 – Skipped: 2



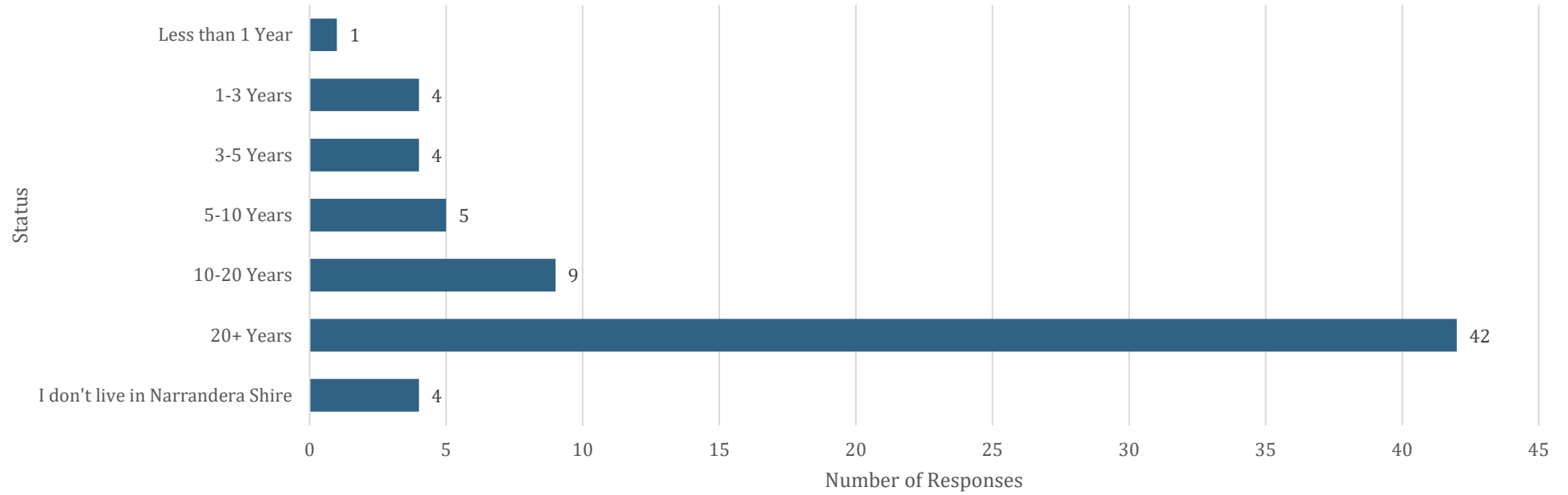
Other (please specify)

- Sydney
- Wahgunyah
- Sydney
- Colinroobie
- Morundah
- Moombooldool
- Griffith





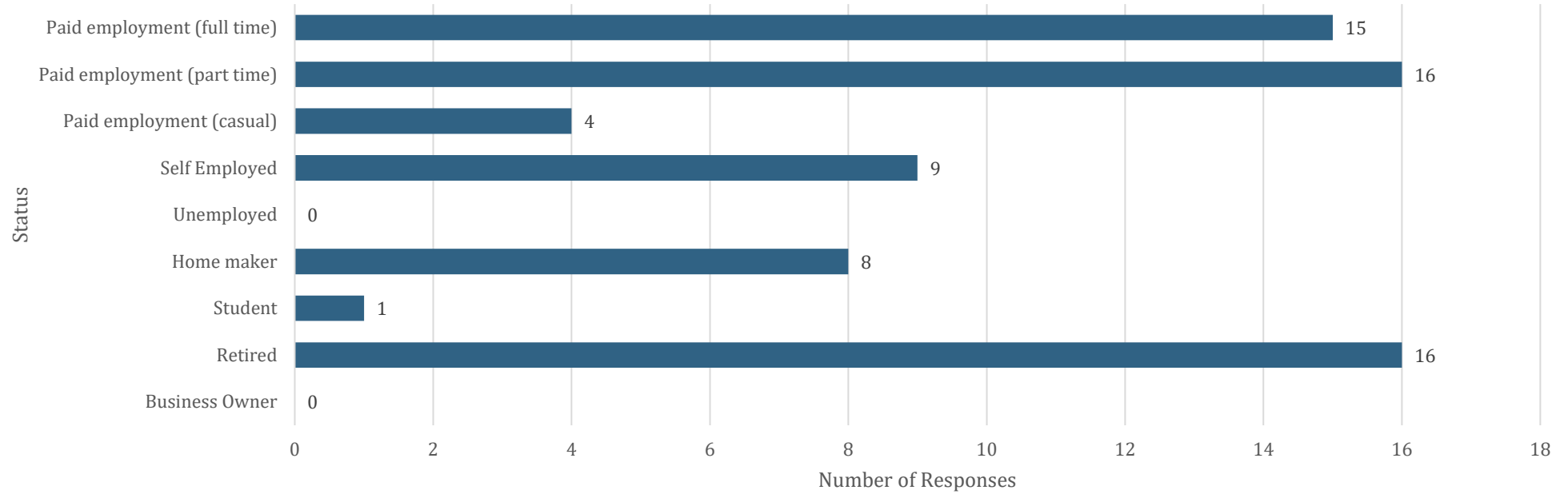
Q3. How long have you lived in Narrandera Shire?
Answered: 69 – Skipped: 17





Q4. What is your employment status?

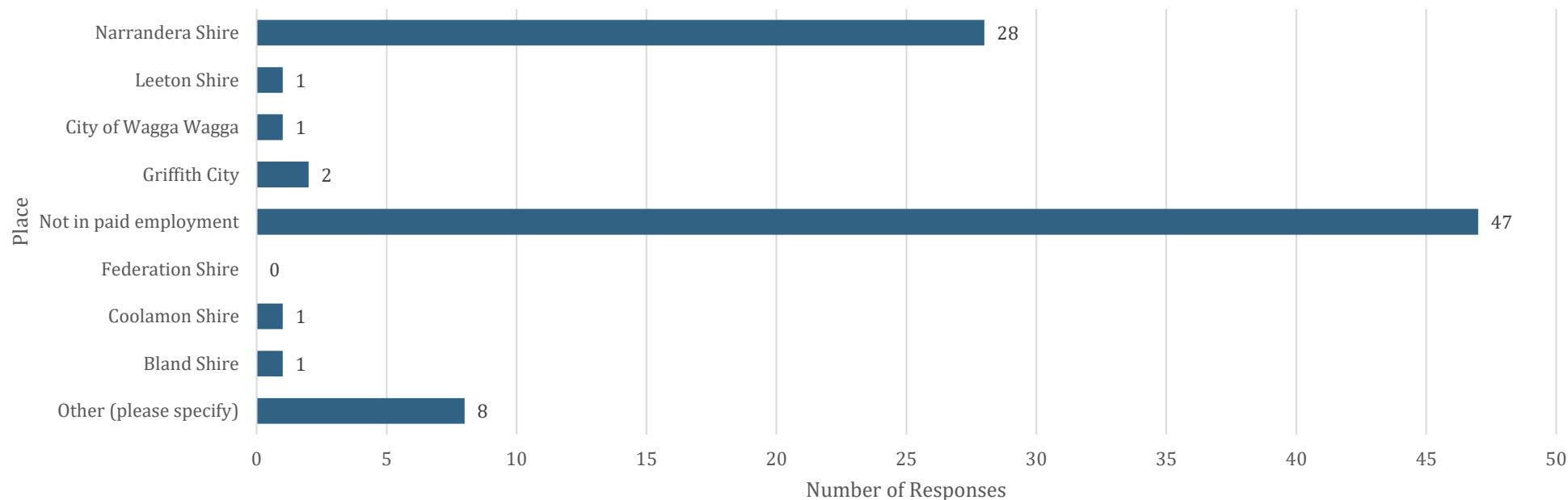
Answered: 69 – Skipped: 17





Q5. If you are a business owner, in paid employment or self employed, where do you work?

Answered: 38 – Skipped: 48

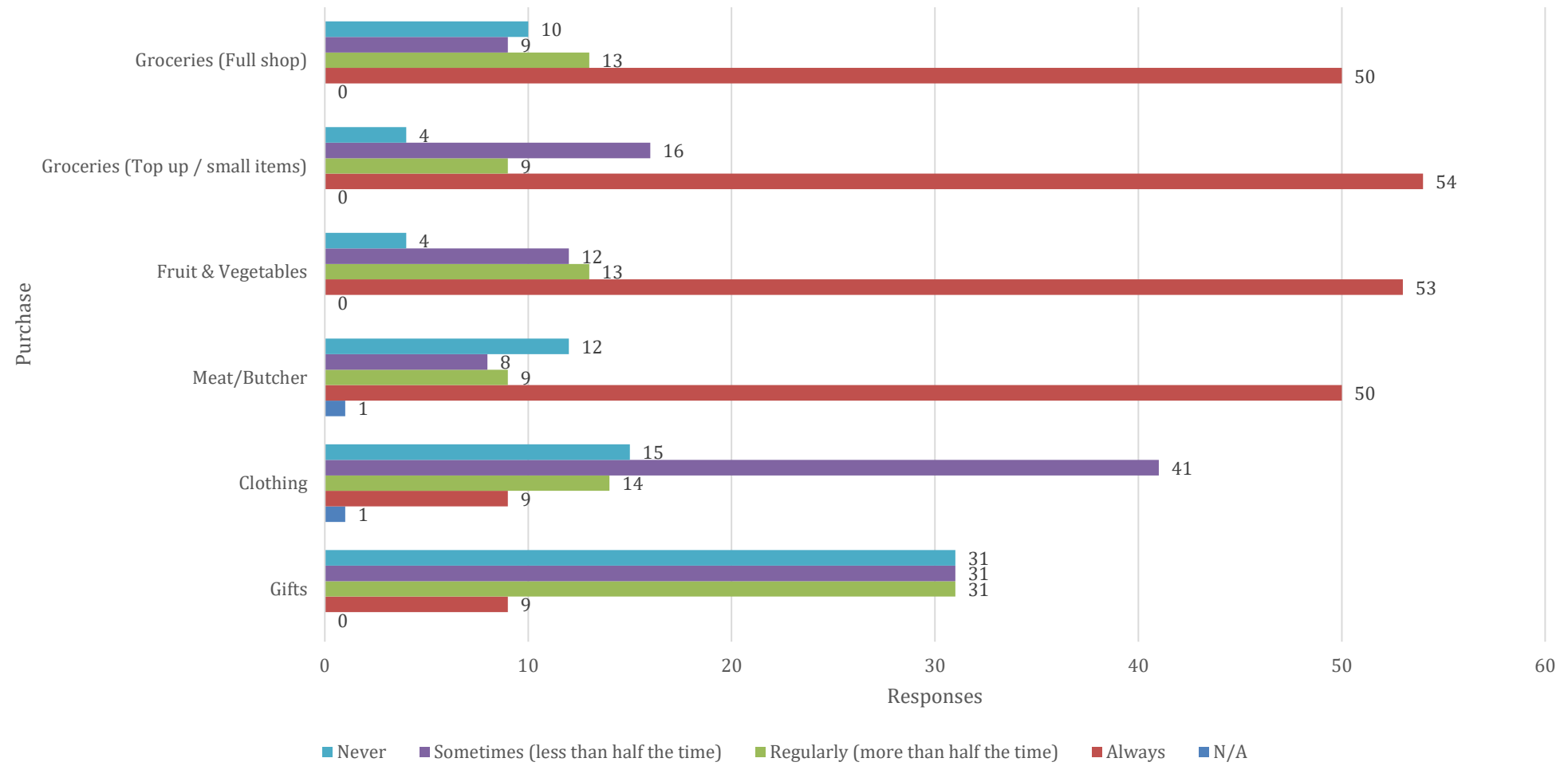


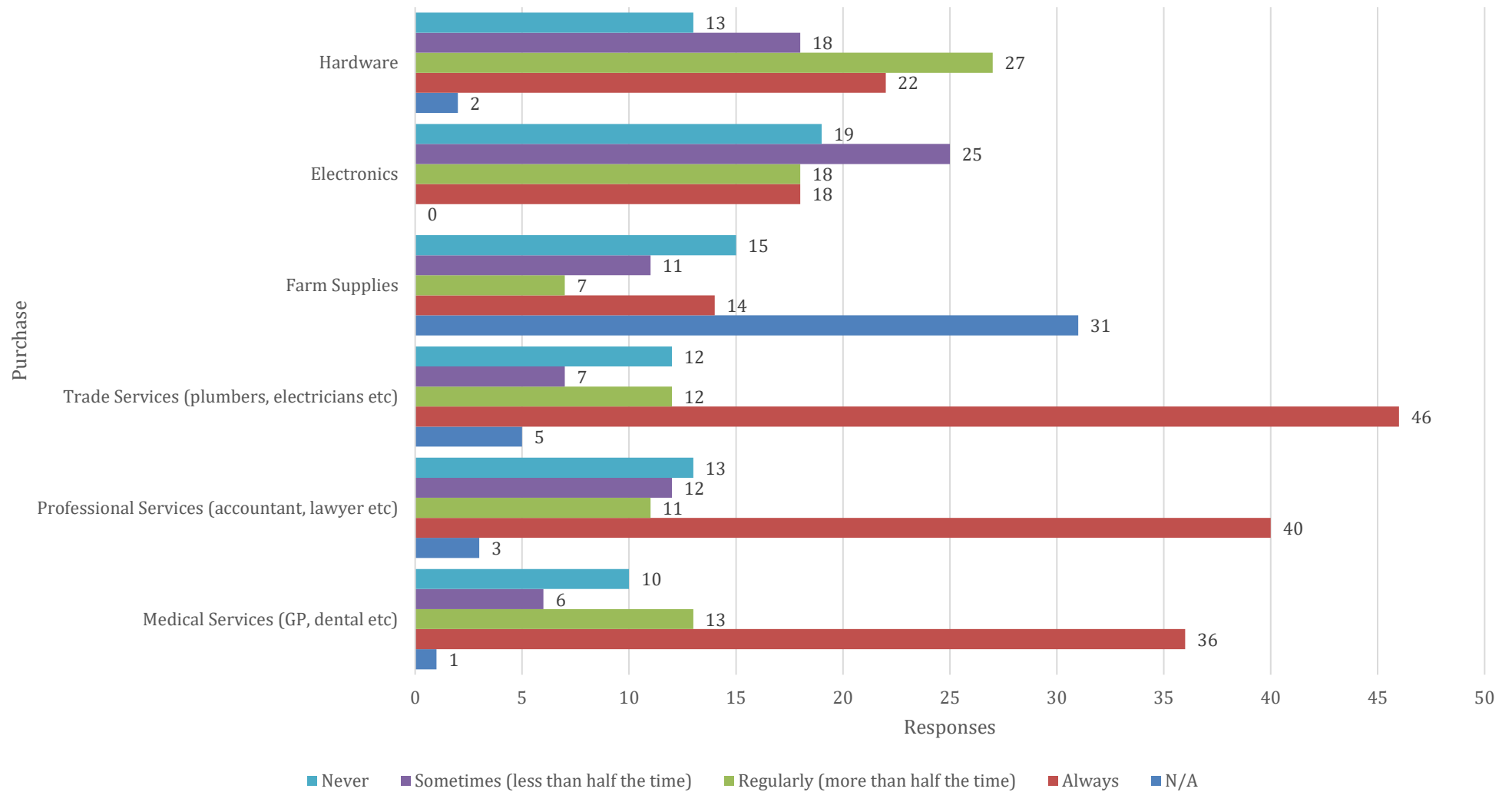
Other (please specify)

- Teacher in Sydney
- Corowa NSW
- Multiple shires
- Farmer
- Carrathool and Murrumbidgee shires also
- Teacher



Q6. Which of the following do you purchase in Narrandera Shire (tick all that apply)
 Answered: 84 – Skipped: 2





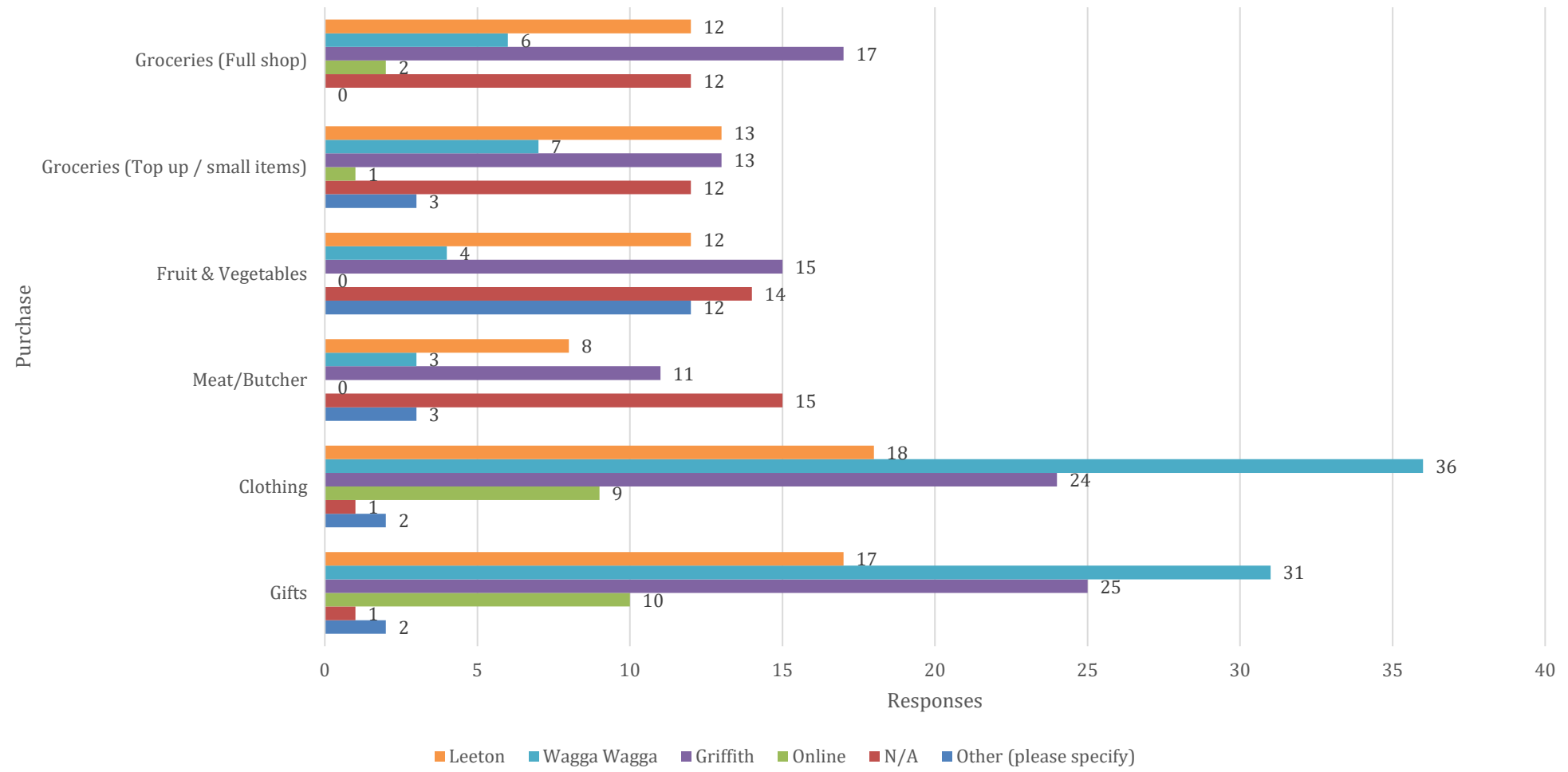


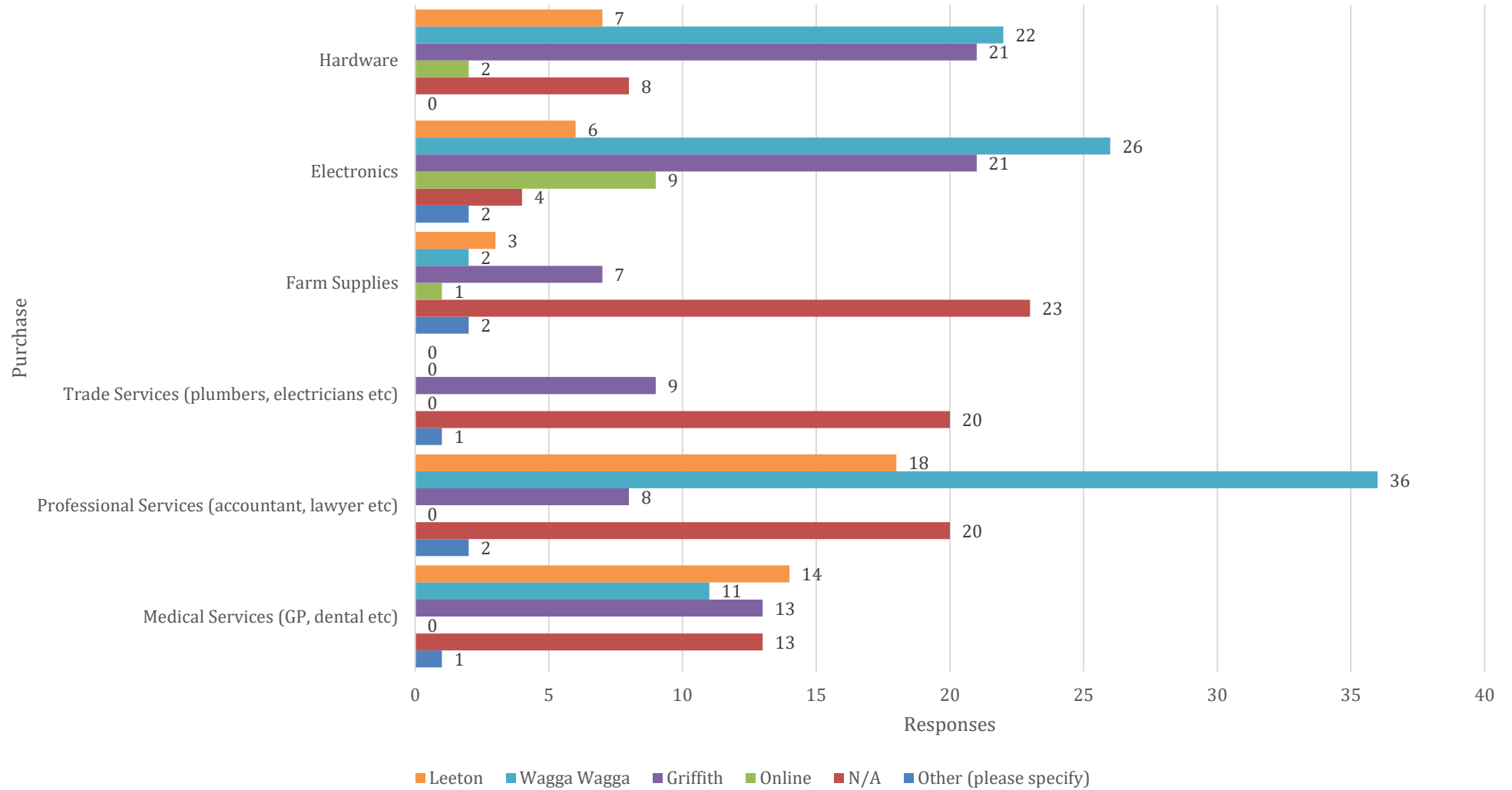
Other (please specify)

- Trade and Professional services never want to come to Grong Grong
- Go to Regional Centres for some Specialist medical
- Rarely visit a doctor. Specialists out of town.
- Mostly go into Griffith - only 30km away
- We shop for all items locally if available
- Always use cafes
- My work makes it hard to buy more locally as i work everywhere around the region. But a shop local program to bring out the incentives would benefit me.



Q7. For those of you that buy outside of Narrandera Shire, where do you normally make your purchases?
 Answered: 59 – Skipped: 27







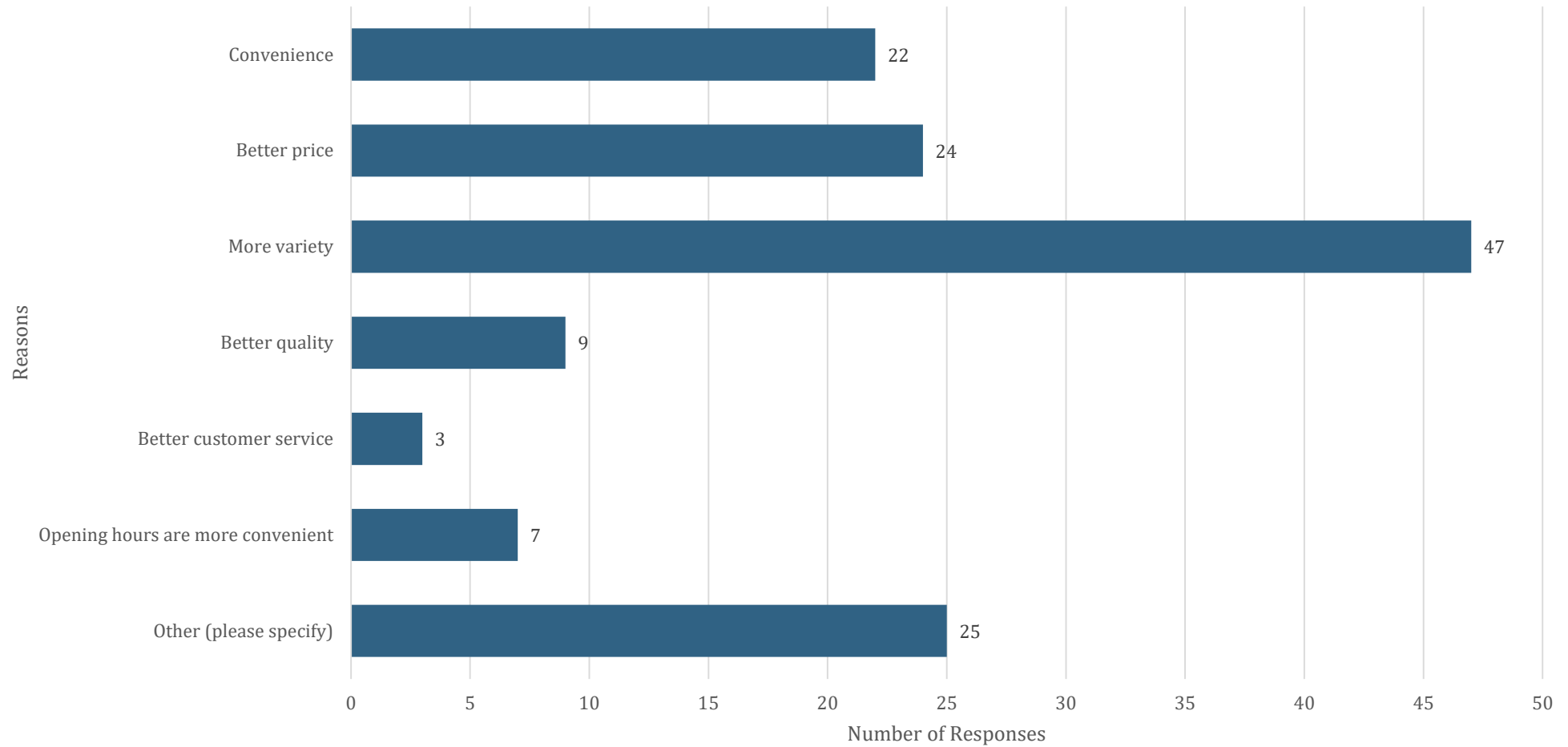
Other (please specify)

- Grong Grong General Store
- Computers - outside
- Kids clothing
- Meat in Coolamon
- Don't have internet service to do online business
- Often go elsewhere as not available here e.g. medical ultrasound etc.
- We purchase plumbing supplies we cannot purchase in town
- Grocery top-up and electronics Ardlethan
- I sometimes buy clothing and gifts in Melbourne when I visit friends, I sometimes visit professional services in Albury
- Albury
- Leeton, Wagga or Griffith but very occasional
- Meat from yenda
- Yenda butchery
- Sydney for lawyer
- Barellan



Q8. Why do you purchase these things outside of Narrandera Shire? Please provide more detail in the comments section if required.

Answered: 79 – Skipped: 7





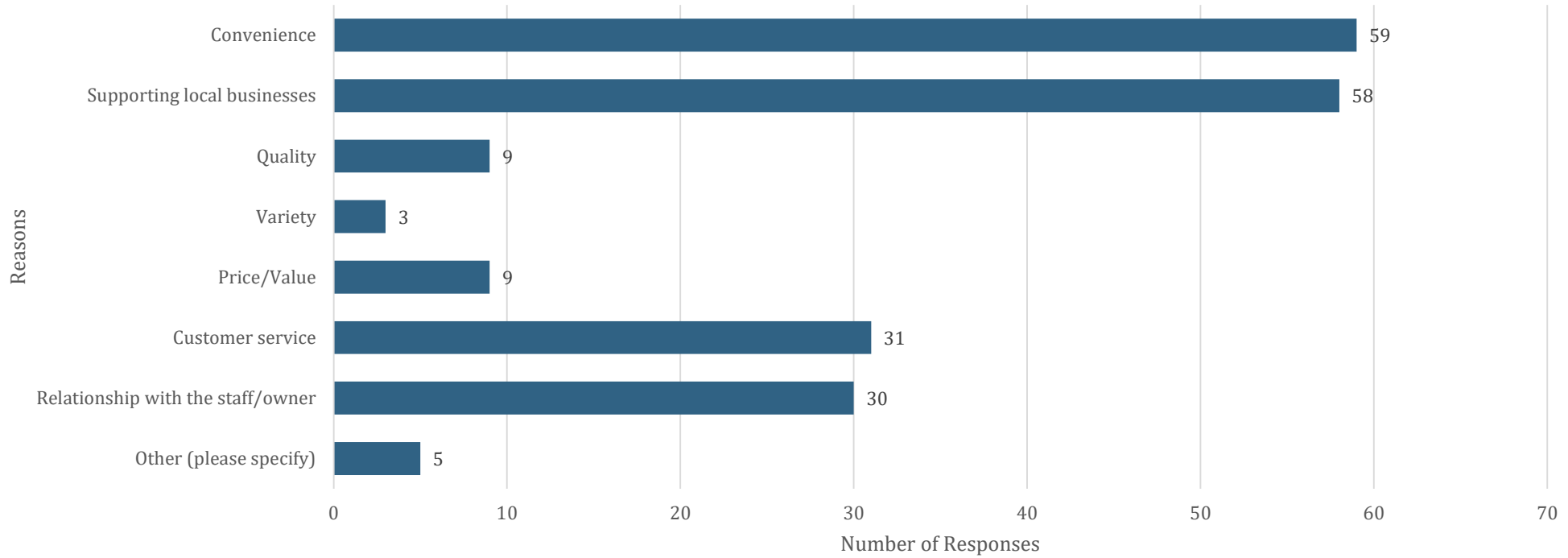
Other (please specify)

- To shop local
- Tradies never want to come to Grong Grong
- Clothes suit me better (catalog)
- If working in another district I might grab what I need
- Shop Local
- Not available
- Specialist doctors
- Not always available locally
- Not available in Narrandera
- Biggest service centre is Griffith. Binya is a small farming community
- Cannot grand kids clothes in town
- Because I am in Wagga
- Only if I cannot get in Narrandera
- New larger size clothing
- Not available in Narrandera Shire
- Live outside the Shire
- If I am in town and see something I like
- Coles not stocking brands preferred
- Closer to Leeton and family in Leeton
- Have extended family in Griffith. Visit Grandchildren at boarding school.
- Not available in Narrandera
- If I am in Wagga or Albury will shop for more selection
- Have family Griffith way and Mother in nursing home in Leeton
- My work has me in random places daily so I buy what i need when and wherever I can



Q9. Of the things that you regularly or always buy in Narrandera Shire, what are the main reasons for buying these locally?

Answered: 78 – Skipped: 8



Other (please specify)

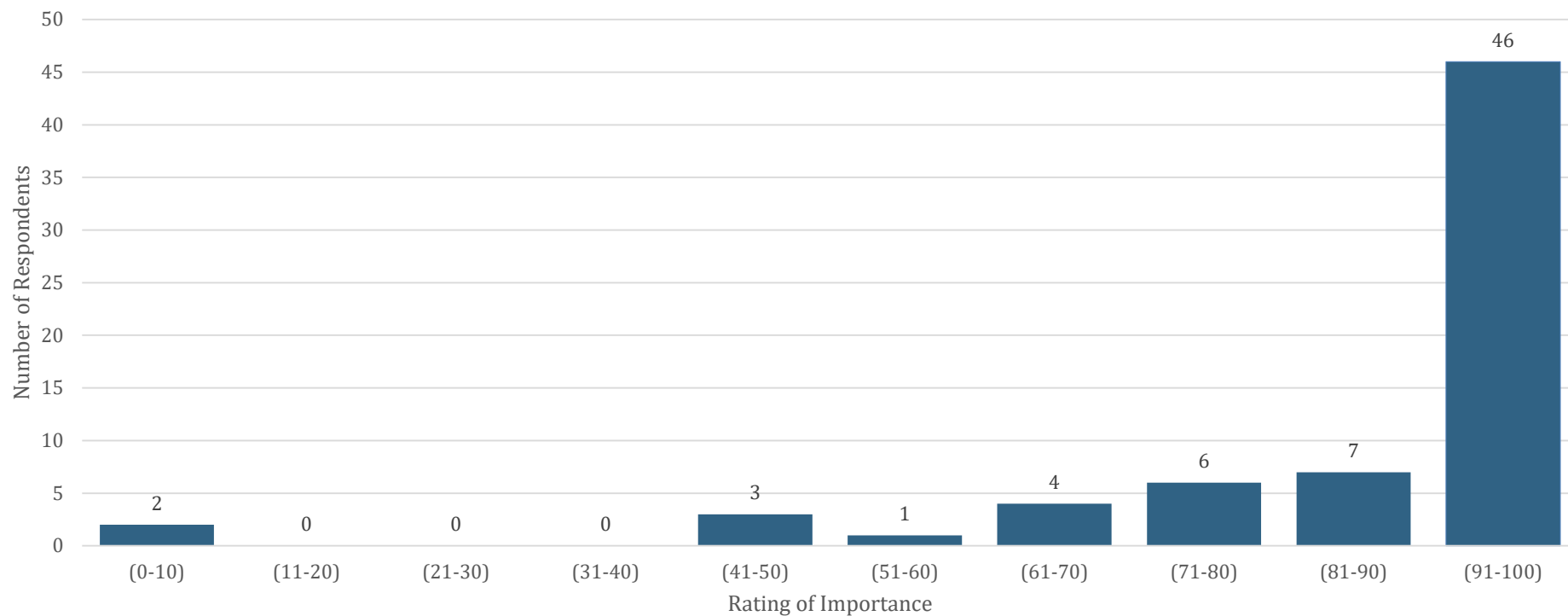
- Support locals
- Catch up with neighbours/locals in area / see and read what's going on in community
- Support town financially
- Cafes customer service – when visit
- To us – convenient to shop Leeton - Griffith



Q10. How important do you think it is for Narrandera Shire residents to buy locally? (Scale 0-100)

Answered: 69 – Skipped: 17

Result: Average 87/100





Q11. What improvement could be made to encourage you to start purchasing more from businesses in Narrandera Shire?

Answered: 47 – Skipped: 39

- Council to pursue a popular retailer and food outlet and this will also provide jobs for the youth
- I do my best
- More variety - more shops
- Better prices - same as online
- Friendly smile
- Businesses need more support
- Target / Shoe Shop
- Improve the Customer Service Better / lower prices
- Greater variety and access to product
- More availability
- Kids clothing / toys etc.
- More variety at competitive prices
- Open more stores aimed at family eg Target, Big W
- Open more shops
- Attract more businesses
- Opening hours - extending them - especially for travellers.
- Some more shopping variety, especially gift/boutique shops
- Functions in the street Entertainment weekly/monthly
- A range of children's clothing for ages 3 to 13, if could purchase children's clothing parents would purchase more adult clothing in Narrandera.
- Cheaper prices
- Younger clothing stores
- Variety
- Bigger range. cheaper range of clothing
- More variety Lower prices
- Footwear shop
- Variety shop - \$2 shop variety of takeaway
- Not sure because of Narrandera's buying power
- Flash up the main street
- Narrandera town is fine, it has a lot of variety
- Shopping in Narrandera is always pleasant but easier to go to Leeton



- I am happy to shop locally while prices are competitive. You expect to pay a little more but when the price is over the top I generally wait until I have a trip to Wagga coming up. Some of the prices for hardware items for example can often be more than double the price of Wagga
- More variety of cheaper shops
- More variety and better price
- As a Narrandera Shire Council worker when I visit businesses to shop, sometimes the proprietor wants to talk to me about Council matters including complaints. I have entered their shop on my own private time and I feel besieged. There is one business in town that I now don't visit because it was happening so often.
- More variety eg groceries
- More on offering in the clothing area. Maybe some brand stores that are franchised to locals.
- Chain stores, children's clothing, shoes
- Fill the gaps, but given the breadth of gifts possible to purchase, that is not possible .e.g. literature, music, also tech (computers), but again a gap hard to fill
- More variety
- Nothing I don't go to Narrandera very often and shop in General store Barellan when I need to.
- Having more variety and options
- Better roads ..more shops
- Have good rewards for loyalty and the shire council be more proactive in helping businesses thrive. Promotional products or giveaways for special occasions would also help. Get the townspeople involved more with all aspects of the shire. For example For end of harvest promotion giveaway a counter lunch meal and a carton of beer for entry as simple as make a purchase at a local farm supply shop and draw one from Barellan, Grong Grong and Narrandera areas. I hope that makes sense
- More variety
- Improve the road
- Use of social media

Q12. What items would you like to purchase from businesses in Narrandera Shire?

Answered: 40 – Skipped: 46

- Kids clothing cheaper bedding cheaper basic electronics gifts kids birthday presents wider variety
- Younger children to frequent / hang out
- Cinemas, KFC, McDonalds
- Boating, skiing - water sports equip
- Kids clothing - affordable
- Clothes - too expensive locally
- Clothing
- Electrical goods - accessories Photographic supplies



- Clothing - kids kids gifts
- Lego, electronics
- Music CD and DVD
- Clothes
- We usually use cafes / restaurants / clothing / gifts
- Kmart BigW
- Furniture/homewares. Usually more expensive in Narrandera.
- Children's clothing and essential underwear.
- Sport clothes Kids Shoes
- Clothing
- More variety
- Everything if I could
- Bathroom items ie towels, sheets - clothing at reasonable prices
- Footwear
- Most things I can
- Business in Narrandera from experience are always helpful - if occasion arose would purchase
- Purchase in Narrandera if I am travelling in that direction.
- I am happy to support any local business that is competitive. For example I always buy all my white goods, electrics at Whitbys because I always get a good deal and they have great customer service. I don't even price compare because they are always reasonable.
- Clothing
- The women's clothes available in Narrandera are often synthetic. I only like to buy natural fibres such as cotton, silk, wool as synthetic clothing irritates my skin.
- Clothing, accessories some beauty products
- Children's clothing, shoes
- Shoes
- Clothes, gifts and electrical items
- Everything I buy out of the Narrandera shire, more options in other shore councils 11/28/2016 8:15 PM
- Everything
- I would like to see a specialised camping and fishing shop in Narrandera due to the river being so close why not promote it fully and advertise within the shire about how much the river means to Narrandera town/shire so that more locals will shop and stay around more locally.
- Gifts, clothes
- Love The Red Door and Country Flair



Q13. Do you have any further comments about shopping locally in Narrandera Shire? Please comment below.

Answered: 22 – Skipped: 64

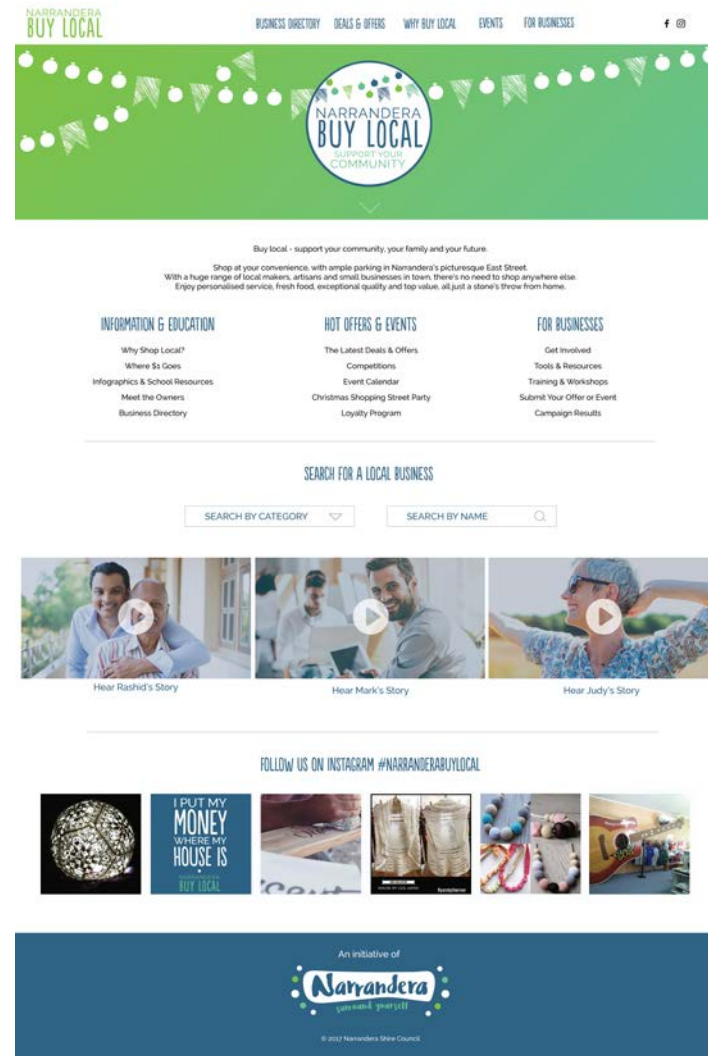
- Customer service people at shops in town are mostly pleasant and very helpful
- People need to support local town. Most shop owners will get things in if not available in their store.
- I prefer to buy locally where I can - but refuse to pay inflated prices for some items especially clothing
- Like talk to people - see in the local shops
- I enjoy it whenever we are visiting
- Possibly having a regular late night shopping option. 12 o'clock close on Saturdays can be limiting also.
- Educate the residents that you lose more than just a town. If everyone tries to purchase the items in town they can, it all helps.
- Would love to purchase more in Narrandera but the variety is just not available.
- Shortage of children's clothing for 3-12 year olds.
- Affordability - BigW/Target. Incentive cheaper goods.
- Just clean the street, pavement (steam clean). Repair and paint old buildings, they are great heritage - maybe a grant application!
- Because of age and convenience we do not shop Narrandera and on a regular basis.
- Shopping is mostly done elsewhere because of family living elsewhere.
- I understand that small business in the shire cannot stock everything but I always look to shop in town when I can
- Many people don't buy Rex flights from Narrandera Airport. They fly out of Wagga to get the cheaper flights. If people don't support Rex, one day we will lose that regular passenger transport service for the shire.
- I try to support Narrandera businesses; work in town usually once a week and plan to do my regular shopping in Narrandera then
- Please look into how well the Leeton chamber of commerce do their Christmas giveaways. They are very successful and most shops thrive with the support that they get from this type of advertising. Also we need a dedicated fishing and camping store that will really help the shire with tourism as well.
- Maybe give an incentive to people outside your post code to come and stay and shop and eat for a weekend as like a 'mini break' for people



2. BUY LOCAL – SHOP LOCAL WEBSITE MOCK UP



Home Page & Navigation Structure



Design Concept





3. CHRISTMAS CAMPAIGN BRIEF

NARRANDERA BUY LOCAL – SHOP LOCAL CHRISTMAS CAMPAIGN BRIEF

Delivered by: Narrandera Business Group

Overview:

A Christmas shopping event will be held on Friday 1 December 2017 to launch the 2017 Buy Local, Use Local Christmas campaign. The event will commence from 3.30pm to capture after school traffic, concluding at 8.00pm.

Goals:

- To promote the 'buy local' campaign to residents
- To celebrate the success of the 'Buy Local' campaign over the past 11 months
- To encourage residents to shop local for Christmas
- To expose residents to the range of businesses and services available in the region
- To improve relationships between residents and local businesses

Event elements:

- *Sidewalk Sale* – businesses can place stock on tables/in baskets on the sidewalk with their best deals
- *Discounts & Deals sheet* – businesses can opt in to offer a deal for the night, which will be included on printed discount sheets to be used on the night only
- *Live entertainment* – involve schools, music groups, dance groups etc. in order to draw a crowd and attract more people to the event. Roving entertainment could also work depending on space.
- *Santa visit* – Santa to come and hand out lollies for the kids
- *Christmas competition* – launch the Christmas shopping competition, where shoppers who spend \$20 get a ticket into the grand prize draw.

Required to go ahead:

- Contact groups and schools to gauge interest in performances. Deadline: 15 October 2017
- Get support of local business community to be involved in the event, offer deals, participate in sidewalk sales etc. Deadline: 1 November 2017
- Collate deals and produce deal sheet. Deadline: 1 November 2017
- Secure buy-in for businesses that want to be involved in the Christmas shopping competition. Develop entry form, organise stickers/stamps. Deadline: 1 November 2017

