



# Dear business owner

As part of our commitment to supporting local business and fostering the development of a robust local economy, Melton Shire Council is developing an innovative buy local campaign, designed to:

- create community awareness around the benefits of shopping locally for goods and services, and
- provide promotional opportunities, training and mentoring for participating Melton-based businesses.

As part of the Melton *think local... buy local* campaign, Melton Shire Council's Business Growth & Sustainability team is planning to implement a variety of promotional initiatives over the next two years, each tailored to the specific needs of Melton's local economy and community. These initiatives include, but are not limited to:

## For business:

- regular print media promotional advertising in local papers
- scheduled media releases aimed at raising community awareness of the advantages of using local businesses
- local business profiles highlighting expertise and quality of product and service
- the development of a Melton *think local... buy local* website featuring a searchable business directory and the facility to post "value vouchers" for customers to download and use in store
- Secret Shopper Program: includes one visit from a professional secret shopper who will assess your business's customer service and presentation and provide a written, **confidential** report detailing your key strengths and areas for improvement
- training for business owners, managers and staff in effective customer service and marketing
- the opportunity to attend the Melton *think local... buy local* small business expo in either Melton (November) or Caroline Springs (January)
- Melton *think local... buy local* stickers and promotional materials (eg. postcards, flyers, eco-bags etc...) for display and distribution at your business premise
- Melton *think local... buy local* newsletter
- local industry overviews: good eats guide; dress to impress guide; local tradies guide etc...
- Melton *think local... buy local* signage and branding displayed throughout the Shire (eg. flags, posters, in-store window displays etc...)

## For the community:

- downloadable value vouchers with discounts and bonuses for shopping with local businesses
- Why Buy Local? information sheets (eg. *101 things to do in Melton for \$100 or less; Feeling Peckish? Good Eats guide to Melton* etc...)
- searchable Melton *think local... buy local* on-line directory
- "I support Melton business" eco-bags for everyone who registers their support for local business by shopping locally
- customer loyalty programs

To be truly successful this exciting campaign really needs the support of local business owners and operators such as yourself. So, we would like to give you the opportunity to have your say about the types of activities you'd like to see undertaken as part of the Melton *think local... buy local* campaign, and what level of commitment you might be interested in making to ensure the on-going success of the campaign.

To this effect, please find attached a copy of the Melton *think local... buy local* Expression of Interest form that outlines the three proposed levels of membership for the campaign and some of the proposed activities to be undertaken as part of the promotional and marketing strategy.

NOTE: this expression of interest form **is not a commitment from you** to participate in the Melton *think local... buy local* campaign. It is purely a tool that enables us to gauge the level of interest from key members of our business community, such as yourself.

*think local*

buy local

# expression of interest

## business details

Business Name:	_____		
Business phone:	_____	Business fax:	_____
Contact person:	_____	Mobile:	_____
Website:	_____	Email:	_____
Street address:	_____		
	_____	Postcode:	_____
Postal address:	_____		
	_____	Postcode:	_____
Industry:	_____		

## membership options (please select one only)

**Standard membership**

Includes:

Listing on the Melton *think local... buy local* campaign website

**Customer service training for one staff member**

A copy of the Melton *think local... buy local* quarterly newsletter

**Priority reservation for *think local... buy local* small business expo (Caroline Springs or Melton)**

*think local... buy local* participation certificate and sticker

**COST: \$50 per year**

**Business Plus membership**

Includes:

Listing on the Melton *think local... buy local* campaign website

**Customer service training for up to three staff members**

A copy of the Melton *think local... buy local* quarterly newsletter

**Priority reservation for *think local... buy local* small business expo (Caroline Springs or Melton)**

*think local... buy local* participation certificate and sticker

**Marketing training for up to three staff members**

Secret Shopper program visit (including confidential result report)

**COST: \$150 per year**

**Business Deluxe membership**

Includes:

Listing on the Melton *think local... buy local* campaign website

**Customer service training for up to five staff members**

A copy of the Melton *think local... buy local* quarterly newsletter

**Priority reservation for *think local... buy local* small business expo (Caroline Springs and Melton)**

*think local... buy local* participation certificate and sticker

**Marketing training for up to five staff members**

Secret Shopper program visit (plus confidential result report)

***think local... buy local* marketing collateral for in-store distribution**

Advertising & promotion of your business in local papers (minimum one ad per year)

**Marketing training for business owner/manager and up to three staff members**

**COST: \$300 per year**

# activities and initiatives

## FOR BUSINESS

Please rank each of the following activities and initiatives in order of importance (with 1 being the most important and 15 being the least)

- print media promotional advertising in local papers
- scheduled media releases
- local business profiles
- Melton *think local... buy local* website
- Secret Shopper Program: including site visit and confidential written report
- training for business owners, managers and staff in effective customer service and marketing
- Melton *think local... buy local* small business expo
- Melton *think local... buy local* stickers and promotional materials for display and distribution at your business premise
- Melton *think local... buy local* quarterly newsletter
- local industry overviews: good eats guide; dress to impress guide; local tradies guide etc...
- Melton *think local... buy local* signage and branding displayed throughout the Shire (eg. flags, posters, in-store and window displays etc...)
- the ability to offer "value vouchers" (downloadable coupons for specials and discounts) for download from the Melton *think local... buy local* webpage
- customer reward or loyalty programs
- Why Buy Local? information sheets (eg. 101 things to do in Melton for under \$100)
- regular business-to-business networking events

## YOUR IDEAS

We want to make the Melton *think local... buy local* campaign the most effective, innovative and successful buy local campaign ever! So, we'd like you to give us your ideas about the types of initiatives and activities *you'd* like to see and think will work best in our local community... because you are, after all, the experts!

Be as creative and detailed as possible.


## OTHER COMMENTS

Do you have any other comments or feedback that you think would be relevant to the development of the Melton *think local... buy local* campaign?


NOTE: this expression of interest form **is not a commitment from you** to participate in the Melton *think local... buy local* campaign. It is purely a tool that enables us to gauge the level of interest from key members of our business community.

Return your completed Melton *think local... buy local* Expression of Interest form to:  
Rose Romeo, Business Growth & Sustainability unit, Melton Shire Council, PO Box 21, Melton VIC 3337 or email: [rosar@melton.vic.gov.au](mailto:rosar@melton.vic.gov.au)