



# StreetLife 06-07

Collaborative Small Business Projects



## StreetLife 2006-07 Funded Projects

Grant Recipient	Project Title	Grant Value	Project Summary
Alpine Shire Council	Together We Grow	\$35,000	A customer service training and facilitation program targeting small business and tourism operators within the Alpine Shire.
Australian Retailers Association	Building Business Skills for Retailers	\$50,000	Business skills training workshops for independent small to medium sized retailers that will be made available in 10 metropolitan and regional areas across Victoria.
Borough of Queenscliffe	Queenscliff Lonsdale Off-Peak Business Development Strategy	\$10,000	Preparation of a strategic five-year Business Development Strategy to strengthen business in Queenscliff and Point Lonsdale during off-peak periods.
Brimbank City Council	Better Business Communication	\$10,000	Implementation of a communications strategy to improve information dissemination to local small businesses, with a focus on Vietnamese traders within the St Albans precinct.
Campaspe Shire Council	A Fresh Approach for Trader Groups and Chambers of Commerce	\$16,500	Develop and implement strategic plans for 6 trader groups and chambers of commerce to ensure their future sustainability and create vibrant shopping precincts.
CBD Warrnambool	Warrnambool City Key Card	\$40,000	Develop and maintain a "city key card" or shopper card to encourage retention of retail spending, and provide a flexible marketing tool through cross

			promotion with allied organisations.
Frankston City Council	Neighbourhood Shopping Precinct Capacity Building Template	\$18,000	Establish a “template” to work with shopping precincts throughout the municipality, including auditing the health of each centre, providing training for businesses and encouraging the development of sustainable trader groups.
Kingston City Council	Discover, Revitalise, Renew	\$12,000	Deliver a retailer support program in the Mentone Shopping Village including specialist training workshops and individual mentoring, and a communications program to promote the change taking place.
Manningham City Council	Park Orchards – New Life	\$12,000	Development of a “brand and “theme” to assist traders revitalise the Park Orchards shopping centre, including visual merchandising sessions, a visitor attraction plan, and small events program.
Monash City Council	Oakleigh / Clayton Shopping Centre Revitalisation Project	\$20,000	In partnership with the Oakleigh Traders Association and Clayton Traders Inc., this project will develop and implement business development strategies to enhance the multicultural niche of these precincts to better compete with larger shopping centres.
Moonee Valley City Council	Local Business Benefits Group	\$25,000	Research local businesses’ demand for services such as telephone, data, banking, EFTPOS, insurance and electricity services, then develop a “Business Benefits Group” to increase their purchasing power.
Mornington Shire Council	The Hastings and Rosebud School of Life	\$20,000	A collaborative project between the Westernport Chamber of Commerce and Industry and the Rosebud Chamber of Commerce to provide a tailored skill development program, and

			deliver a business community project using the new skills acquired.
Mount Waverley Chamber of Commerce	Mount Waverley Village Voice Newsletter/Directory and Business Development	\$23,000	Publication of a quarterly newsletter and shopping precinct directory and implementation of a training program consisting of workshops and one-on-one mentoring for businesses.
Nillumbik Shire Council	Research Renewal Project	\$11,000	Develop and implement a cooperative marketing plan for the Research shopping centre, including strategic branding; visual merchandising assistance; and promotional strategies to complement new streetscaping works.
Northern Grampians Shire Council	Grampians – The Biggest Street in Victoria	\$40,000	In partnership with Ararat Rural City Council, deliver a business development project for small businesses operating from Halls Gap to Great Western. Initiatives will include cross promotional opportunities; practical business information sessions; and production of business support tools.
Portarlington Business Development Association	Portarlington Awareness Initiative Project	\$5,000	A three-phased multi-media approach that will involve publication of a visitors' guide and business directory and enhancement of the PBDA website.
South Gippsland Shire Council	Korumburra Renewal Project	\$20,000	Revitalisation of Korumburra through developing a strategic business plan, a series of business skills workshops and facilitating cooperative partnerships.
Strathbogrie Shire Council	Revitalising the Violet Town Business Community	\$20,000	In partnership with the Violet Town Action Group, develop a business development and promotions plan and undertake a range of initiatives identified.

Swan Hill Rural City Council	Robinvale Business Growth – Strategic Development and Implementation	\$7,500	In partnership with the Robinvale Euston Business Development Association, undertake a strategic planning review to facilitate town centre marketing and small business growth.
Sydney Road Brunswick Association	Break Up to Build Up	\$20,000	Building on a strategic plan undertaken in 2005, the project will strengthen the identity of four distinct business precincts within Sydney Road through a program of networking, training and promotion to attract customers and grow local businesses.
Wellington Shire Council	Yarram Streetlife Revitalisation	\$20,000	Strengthen the Yarram business precinct by undertaking a strategic audit to determine local business needs, and based on this develop a program of initiatives to address skill gaps; promote local businesses; and attract new businesses to the area.
<b>TOTAL</b>	<b>21 Projects</b>	<b>\$435,000</b>	