

Moonee Ponds Traders Association

Marketing Plan 2024-2025



Prepared for the Moonee Ponds Traders Association

July 2024

Contents

1.	Aims and Purposes of Marketing Plan:.....	3
2.	Retail Mix - today	4
3.	SWOT Analysis.....	5
	Strengths.....	5
	Weaknesses.....	5
	Opportunities	6
	Threats	6
4.	Target Market.....	7
5.	Objectives - what do we want to achieve?	8
6.	Marketing Mix - how can we attract our target market?	8
7.	Action Plan.....	9
8.	Maintenance and Streetscape Improvements	Error! Bookmark not defined.
9.	Business Plan 2019-2024 Key Performance Indicators	Error! Bookmark not defined.
10.	Budget	15
11.	Implementation	17
12.	Feedback	17

1. Aims and Purposes of Marketing Plan:

The Moonee Ponds Traders Association is an Incorporated Association whose primary function is to stimulate and create more business in Moonee Ponds through implementing various marketing strategies.

This document has been prepared by the Moonee Ponds Traders Association 2024-2028 Executive Committee and Marketing Coordinator and is intended to inform Association members and Moonee Valley City Council of the Moonee Ponds Traders future plans for the 12 months from July 2024 – June 2025.

This document has been prepared by the committee and is the culmination of ideas that have been discussed at meetings as well as speaking to traders and others.

This document outlines the proposed schedule of events that will be undertaken during the 12 months and within what time frame so that the committee and Marketing Coordinator can develop a budget and timeline for the marketing activities.

The Marketing Plan has been developed for the benefit of the members of the Moonee Ponds Traders Association which includes the traders and landlords.

The purpose is to improve across the Precinct by:

- A New Precinct Governance Model
- A Cohesive Marketing Precinct Strategy
- Place Improvements

The Moonee Ponds Traders Association welcomes feedback and this can be forwarded to:

Anna Henderson/Yvette Standfield
Marketing Coordinator
M: 0401 042 194
E: marketing@mooneeponds.com.au

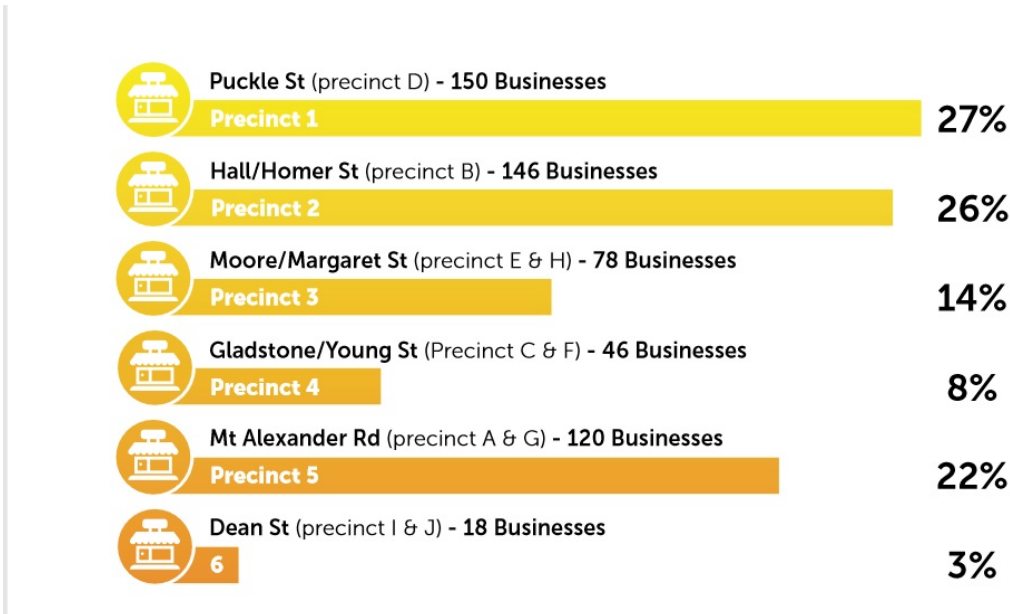
Or

Michael Wilson
President
Moonee Ponds Traders Association
C/ Wilson Business Services
Moonee Ponds VIC 3039

2. Retail Mix - today

There is a large variety and mix of businesses within the Moonee Ponds precinct.

A high-level summary is below of the categories of businesses in Moonee Ponds



3. Mix of People

Population and demographics

- The population of Moonee Ponds, at 16,2241 residents, constitutes a relatively small community compared to the broader populations of Victoria (6.5 million) and Australia (25 million).
- There are slightly more females (51.8%) than males (48.2%)² compared to a more balanced gender distribution in Victoria and Australia as a whole.
- The median age of residents is 38 years³ with the most prevalent age group in the area being 25 to 29-year-olds, at 9.8% of the total population.

Education

- 34.9% of Moonee Ponds residents are currently at a tertiary institution, which is 10.4% more than the Victorian average, and 45.1% have a Bachelor's degree or higher.

Ancestry

- 68.6% of people were born in Australia, with Italian, Indian and England as the other top responses.⁵ The people that live in Moonee Ponds have ancestors from English (27%), Australian (23.7%), Italian (16.4%), Irish (12.9%) and Scottish (8.9%) backgrounds. 42.1% had parents who were both born overseas.
 - Italian is the language that is most often used at home other than English, with 5.2% of people speaking it at home.
-

Occupations and income

- The top occupations for Moonee Ponds residents were professionals, managers and clerical and administrative workers.
- Moonee Ponds residents have a higher average income than the average Victorian.
- Only 3.8% of Moonee Valley's population is unemployed, compared to Victoria's 5.0%.

Housing

- There are 8,081 dwellings in Moonee Ponds, with an average of 2.2 people¹⁰, down from the average of 2.4 in 2016.
- The median weekly household income is \$2,111, higher than the \$1,759 in Victoria.
- The average Moonee Ponds resident lives in a separate house with 2-3 bedrooms.
- They are more likely to live with family (60.1%), followed by alone (34.4%) than in sharehouses (5.4%)

Transport

- Moonee Ponds has high car ownership (1.4 cars per home) but only 35.4% of residents commute by car to work, which is lower than the Moonee Valley average of 44.4% suggesting less reliance on cars for work travel compared to the broader area.
- Public transport usage for commuting is relatively higher in Moonee Ponds (9%) compared to Moonee Valley (6.2%).
- Moonee Ponds scores in the 5th quintile of the Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD), and is classified as 'most advantaged' indicating higher socio-economic advantage compared to the rest of Australia.

4. SWOT Analysis

Strengths

The Moonee Ponds Traders Association has many benefits, which includes:

- One Stop Shop destination. Moonee Ponds is well recognised by customers and traders as the place you can "get everything you need".
- Moonee Ponds provides a great atmosphere, and most people visit and shop in Moonee Ponds because of the community feel that the precinct radiates.
- Easy to access and connected. Moonee Ponds is conveniently located with well-developed infrastructure, the precinct is serviced by the three main public transport connectors – train, tram and bus, a key advantage over other urban precincts.
- Foodie growing foodie scene and emergence of destination food offerings - both cafes and restaurants, is a key fundamental for the precinct as it seeks to serve a variety of markets including locals, residents, workers and new customers.
- Opening of Palace Cinema opens up an array of opportunity for day and night time economy
- The precinct has a number of unique shops or products that cannot be found elsewhere, i.e.: at the major shopping centres. This creates a positive point of difference to shoppers and should be further leveraged.

Weaknesses

- The discontentment of both shoppers and traders over parking is palpable and may have been exacerbated by the large volume of recent development. It is a significant deterrent for the precinct.
- Streetscape of the precinct and housekeeping fundamentals of the area must be a priority moving forward. The visual appeal of the precinct is lacking.
- An underwhelming sense of arrival with a lack of welcome to the precinct highlights the need for stronger destination branding on the ground.
- Many of the precinct roads are in poor condition, which has only been heightened by the high level of development occurring throughout the precinct.
- There is a sense that Puckle St has been neglected in recent years. It appears a little old, run-down, dirty, lacks atmosphere and with vacant shops not painting a pretty picture it certainly is not the Puckle St it once was famous for.
- A disconnect, predominantly physical, between the sub-precincts discourages foot traffic and potential customers from exploring all areas of the precinct.
- In recent years the positive perception of the area has decreased/declined.

Opportunities

- Large influx of new residents who will call the precinct home.
- Opportunities exist for traders to work more collaboratively and cohesively.
- Continue to leverage off opportunities provided by digital and social media.
- Opportunities exist to capture more of the transport thoroughfare which attracts a large amount of through traffic.
- Moonee Ponds is situated in a high socio-economic area providing natural advantages to local businesses, which should capitalise on the typically high disposable income that households have to spend.
- Transform public spaces into vibrant 'Piazas,' creating lively central gathering areas.
- Enhance the authentic vibe of Holmes Road with greenery, art, and vibrant lighting, creating a more inviting atmosphere.
- Implement consistent wayfinding for navigation and a distinct sense of place.
- Craft a compelling narrative and unique themes for each precinct to foster a strong connection between main streets and precincts - Emphasise the Maribyrnong River connection and historical water presence.
- Introduce more colour and art for vibrant precinct experiences and soften precinct edges facing residential areas with art, murals, and planting.
- Enhance arrival points for a more welcoming experience.
- Utilise quirky laneways and side streets for surprise, delight, discovery, and connectivity.
- Diversify retail options to address gaps in the youth market, attract local independent businesses, and incorporate niches like wine bars and wellness experiences.

Threats

- A big challenge is the developments happening in Moonee Ponds – more specifically the level and number of developments within the precinct.
 - Parking issues within the precinct see businesses losing customers to other centres, some businesses finding it difficult to attract and keep staff.
 - Continuing to provide a unique, attractive and complementary offer for both customers and investors, ensuring business mix supports the strategic vision and associated brand of the precinct.
 - Pedestrian Movements / Habits, the challenge will be to change existing pedestrian movements and break traditional customer habits into exploring the precinct further.
-

- Moonee Ponds must adapt to meet customer needs and expectations. The precinct will need to support and deliver on expectations that inner urban residents have and expect of an area.
- Both online and larger shopping centres will continue to be a challenge.

5. Target Market

- All Moonee Ponds local residents.
- People who live within a 10km radius (Ascot Vale, Flemington, Kensington, Essendon, Strathmore, Pascoe Vale, Niddrie, East Keilor, Footscray).
- Parents and children of local schools, kindergartens, preschools, childcare centres.
- New residents moving into the area.
- Community Clubs.
- Train Commuters.
- Specialty shop shoppers.



Moonee Ponds Precinct has a great opportunity to establish itself as a unique reputable shopping strip. It can service both the everyday local shopper as well as the specialty destination shopper.

6. Objectives - what do we want to achieve?

- Celebrating a new lifestyle precinct for locals and visitors - A dynamic precinct experience to spend the day and linger longer
- A place of connection and many stories - Diverse destinational businesses within interconnected green spaces and places
- Better together “A can-do community” - A new precinct governance framework that attracts strategic partnerships for a prosperous local economy
- A place to live, work, play- active day and night - A thriving, dining, retail and entertainment economy

7. Marketing Mix - how can we attract our target market?

Promotion:

Advertising:

Posters
Real Estate Boards
Direct Mail
Business Directory

Digital Marketing

Facebook
Instagram
Website
Online advertising
Search Engine Optimisation

Promotion:

Discount Vouchers/Cards
Trader Directory
Moonee Ponds Shopping Bags
Local signage

Publicity:

Editorials
Newsletter to patrons

Events

Brand Awareness:

Our goal is to build brand awareness and develop a distinct brand using the Monee Ponds 3039 Traders logo and create a positive association with our brand.



Applications:

- all advertising
- business directory

8. Action Plan

New precinct governance model

Engage a dedicated management/consultant to develop the governance model document and ensure:

- Alignment with the broader vision
- Continuous engagement, assessment and adaptation

This role also involves fostering positive collaboration, celebrating and communicating successes, and empowering, strengthening, and sustaining collaborative groups to realise the envisioned future.

Activity

- Develop Governance Model document
- Implement Governance Model and continual review
- Develop new 5-year Precinct Vision

Marketing precinct strategy

Develop and implement branding aligning with the 'Moonee Ponds 3039' concept as part of the Moonee Ponds Place Vision and Five Year Plan.

Review and update the branding and marketing strategy annually to ensure continued relevance and effectiveness.

- Vibrant public spaces
- Higher visitation and foot traffic
- Longer dwell time
- A growing list of partnerships and investors
- Lower number of commercial vacancies
- Increase in community engagement and well being
- Increase in economic growth

Activity

- Enhance the current brand and marketing strategy
- Implement key projects from brand and marketing strategy
- Establish a hub for new businesses
- Continuous actions for marketing strategy

Place improvements

Plan & Implement key projects around place improvements to deliver the Place Vision, Place Principles & the Moonee Ponds 3039 marketing and branding.

Activity

- Deliver key projects for Place improvements
 - Develop and deliver a wayfinding strategy
 - Implement key projects from wayfinding strategy
 - Continue to plan implement and evaluate projects
 - Explore greater contributions and participants
-

9. Key Performance Indicators

Digital Mgt (SEO/Ads)

Budget – \$19,200

Social Media Ads:

To establish a consistent digital presence that keeps Moonee Ponds top of mind for residents, visitors, and businesses by leveraging various digital marketing channels.

Facebook: 1 ad per month or as required by campaigns

Social Media Likes: 10% monthly growth target across all platforms.

Comments/Shares: Track increase in user interactions by 15% quarterly.

Click-Through Rate (CTR): Aim for a 3% CTR on ads.

Email Marketing:

Build and maintain strong relationships with customers and traders by delivering timely content directly to their inboxes. This includes increasing customer engagement, promoting events, and nurturing leads, all while enhancing brand awareness and loyalty. Through segmented and targeted email campaigns, the goal is to deliver value, encourage interaction, and ultimately, guide recipients towards desired actions, such as interacting with a Moonee Ponds trader, registering for an event, or sharing content, thereby contributing to overall business growth and success.

Monthly Newsletter: 1 per month

Content Marketing:

Create and distribute valuable, relevant, and consistent content. The goal is to enhance brand visibility, nurture relationships, and guide readers to interact with Moonee Ponds.

Blog Posts: 2 posts per month

Event and Campaigns

Budget – \$89,708

Easter – Provide an Easter bunny on the street for local shoppers to enjoy. Easter bunny gave out Easter eggs. Local shoppers enjoy roving music by the Ron Scott band. Purpose of the event is encourage people to come to Moonee Ponds to undertake their Easter shopping.

Mother's day – Run an online competition to encourage people to engage with the Moonee Ponds website. Run a competition with local giveaways and run Facebook ads to drive people to the website. Once people are on the website they will then be invited to interact with the local trader offers and promotions. Bring 1000+ people to the website. Increase visits to traders pages on the website by 10%.

Progressive dinner – Run a series of Winter dinners from June-July that will encourage people to visit Moonee Ponds hospitality businesses. Aim is to sell out for each event.

Winter series - Spend, Splurge, Save is part of a campaign to help support local small businesses and offers shoppers who spend \$100 or more to claim \$20 on their receipt. The scheme will be available until all funds are exhausted or we reach \$10,000 total spend.

Craft Market - The objective of the Moonee Ponds Craft Market is to create a vibrant, community-focused event that showcases local artisans, attracts visitors to the area, and supports local businesses. The market aims to enhance the cultural and economic vitality of the Moonee Ponds precinct by providing a platform for local vendors to display and sell their products, fostering a sense of community, and increasing foot traffic to surrounding businesses.

Key Performance Indicators (KPIs):

1. **Attendance Growth:**
 - **KPI:** Increase the number of visitors by 15% compared to the previous market event.
 - **Measurement:** Use ticket sales, entry counts, and attendee surveys to track attendance.
2. **Vendor Satisfaction:**
 - **KPI:** Achieve a vendor satisfaction rate of 90% or higher.
 - **Measurement:** Conduct post-event surveys to gauge vendor satisfaction with organization, sales, and overall experience.
3. **Economic Impact:**
 - **KPI:** Generate a 20% increase in vendor sales compared to the previous market event.
 - **Measurement:** Collect data on sales figures from vendors and analyze spending in surrounding businesses.
4. **Social Media Engagement:**
 - **KPI:** Increase social media engagement (likes, shares, comments) by 25%.
 - **Measurement:** Track social media metrics across platforms like Facebook, Instagram, focusing on engagement rates.
5. **Community Feedback:**
 - **KPI:** Receive positive feedback from at least 85% of attendees.
 - **Measurement:** Use surveys, feedback forms, and online reviews to collect and analyze community responses.

Christmas - The objective of the Moonee Ponds Christmas decorations and Santa event is to create a festive and welcoming atmosphere that enhances the holiday experience for the community, encourages local shopping, and boosts the visibility of the Moonee Ponds precinct during the holiday season. This event aims to increase foot traffic, drive sales for local businesses, and foster a strong sense of community spirit.

Key Performance Indicators (KPIs):

1. **Increased Foot Traffic:**
 - **KPI:** Achieve a 20% increase in foot traffic in the Moonee Ponds precinct during the holiday season compared to the previous year.
 - **Measurement:** Use pedestrian counters, store foot traffic reports, and observational data to track the number of visitors.
 2. **Boost in Local Business Sales:**
-

- **KPI:** Drive a 15% increase in sales for participating local businesses during the holiday period.
 - **Measurement:** Collect sales data from local businesses before, during, and after the holiday decorations and Santa event.
3. **Community Participation:**
 - **KPI:** Engage at least 500 families in Santa visits and holiday activities.
 - **Measurement:** Track the number of participants in Santa photo sessions, and other related activities.
 4. **Social Media Reach:**
 - **KPI:** Increase holiday-themed social media posts' engagement by 30%.
 - **Measurement:** Monitor social media metrics such as likes, shares, comments, and reach on platforms like Facebook and Instagram.
 5. **Positive Community Feedback:**
 - **KPI:** Receive positive feedback from at least 85% of survey respondents regarding the holiday decorations and Santa event.
 - **Measurement:** Conduct post-event surveys and collect online reviews to gather and analyze community sentiment.

Precinct Marketing

Budget – \$26,650

Business networking - The objective of the Moonee Ponds Business Networking event is to foster relationships among local business owners, enhance collaboration opportunities, and create a strong, supportive business community. and succeed in the Moonee Ponds precinct.

Key Performance Indicators (KPIs):

1. **Event Attendance:**
 - **KPI:** Attract at least 50 local business owners and professionals to the networking event.
 - **Measurement:** Use event registration data and attendance tracking to count participants.
2. **Participant Satisfaction:**
 - **KPI:** Achieve a satisfaction rating of 85% or higher from attendees regarding the event's value and organization.
 - **Measurement:** Distribute post-event surveys to participants to gather feedback and satisfaction ratings.

Palace cinema Advertising - The objective of advertising at Moonee Ponds Palace Cinema is to increase awareness and foot traffic to local businesses within the Moonee Ponds precinct by targeting cinema-goers with engaging and strategic advertisements. The aim is to leverage the cinema's audience to drive visits to local shops, restaurants, and services.

Key Performance Indicators (KPIs):

1. **Audience Reach:**
 - **KPI:** Reach at least 10,000 cinema attendees over the advertising period.
 - **Measurement:** Utilize cinema attendance records and ad exposure metrics provided by the cinema to track the number of people who viewed the ads.
 2. **Engagement:**
 - **KPI:** Increase website visits or social media interactions for advertised businesses by 15% during the advertising period.
 - **Measurement:** Use Google Analytics, social media insights, to measure increases in online engagement directly linked to the ad campaign.
-

3. **Recall Rate:**

- **KPI:** Achieve a 50% or higher recall rate among cinema-goers who saw the ad.
- **Measurement:** Distribute short surveys to cinema attendees post-screening (either in-person or online) to measure ad recall and any associated brand or business recall.

Moonee Ponds Station advertising - The objective of advertising at Moonee Ponds Station is to increase brand visibility and drive foot traffic to local businesses by reaching commuters and visitors. The aim is to leverage the high foot traffic at the station to promote shops, restaurants, and services within the Moonee Ponds precinct.

Key Performance Indicators (KPIs):

1. **Audience Reach:**

- **KPI:** Reach at least 50,000 commuters and visitors with the station ads over the campaign period.
- **Measurement:** Use foot traffic data provided by station management and ad exposure metrics to estimate the number of people who saw the ads.

2. **Engagement:**

- **KPI:** Achieve a 20% increase in website visits or social media interactions for businesses advertised at the station.
- **Measurement:** Track online engagement through Google Analytics, social media insights.

3. **Brand Awareness:**

- **KPI:** Improve brand recall by 30% among commuters who regularly pass through Moonee Ponds Station.
- **Measurement:** Conduct pre- and post-campaign surveys to measure changes in brand awareness and recall among commuters.

Mural - The objective of creating a mural in Moonee Ponds is to enhance the visual appeal of the area, promote community pride, and increase foot traffic to nearby businesses by making the precinct a more attractive destination.

Key Performance Indicators (KPIs):

1. **Visitor Foot Traffic:**

- **KPI:** Increase foot traffic by 20% in the vicinity of the mural after its completion.
- **Measurement:** Use foot traffic counters, surveys, or feedback from nearby businesses to measure changes in visitor numbers before and after the mural's installation.

2. **Social Media Interaction:**

- **KPI:** Generate at least 100 social media posts, shares, or tags featuring the mural within the first three months after completion.
- **Measurement:** Track the number of mentions, posts, and shares on platforms like Instagram, Facebook, and Twitter using relevant hashtags or geotags.

3. **Public Perception:**

- **KPI:** Obtain at least 80% positive feedback from the community regarding the mural's design and impact.
 - **Measurement:** Conduct surveys, collect online reviews, or gather direct feedback from residents and visitors to assess the community's perception
-

10. Budget

The Moonee Ponds Traders Special Rate was renewed in July 2024 for a period of 4 years. It will raise \$240,000 plus an additional \$10,000 every year (excl GST) of traders' funds annually.

		1 July-31 Dec	1 jan-30 June	2024-2025
INCOME		\$ 120,000.00	\$ 120,000.00	\$ 240,000.00
EXPENSE				
Personnel	Marketing Coordinator			\$79,200
Admin	PO Box		\$ 120.00	\$ 120.00
	Microsoft	\$ 36.30	\$ 36.30	\$ 72.60
	Public Insurance	\$ 2,926.00		\$ 2,926.00
	Auditor fees	\$ 2,750.00		\$ 2,750.00
	XERO	\$ 395.00	\$ 395.00	\$ 790.00
	AGM printing	\$ 1,296.00		\$ 1,296.00
	Mail chimp	\$ 360.00	\$ 360.00	\$ 720.00
	Web/email hosting	\$ 256.00	\$ 256.00	\$ 512.00
	Storage	\$ 1,066.50	\$ 1,066.50	\$ 2,133.00
	Audit	\$ 411.00		\$ 411.00
				\$ 11,319.60
Digital	Digital Mgt (SEO/Ads)	\$ 9,600.00	\$ 9,600.00	\$ 19,200.00
	Facebook ads mgt	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
	Digital marketing costs (direct to FB)	\$ 4,160.00	\$ 4,160.00	\$ 8,320.00
	Socal blogs/profiles	\$ 2,210.00	\$ 2,210.00	\$ 4,420.00
	Video/photos/reels	\$ 3,250.00	\$ 3,250.00	\$ 6,500.00
				\$ 33,520.00

Events/campaigns	Easter		\$ 1,250.00	\$ 1,250.00
	Mother's day		\$ 2,000.00	\$ 2,000.00
	Progressive dinner	\$4,620.00	\$3,300.00	\$7,920.00
	Winter series	\$ 11,849.00		\$ 11,849.00
	Father's Day	\$ 660.00		\$ 660.00
	Market	\$ 4,426.00		\$ 4,426.00
	Christmas - tree, trees, Santa, music	\$ 61,603.00		\$ 61,603.00
				\$ 89,708.00
Precinct Marketing	Business networking			\$1,000.00
	Palace ceinma Advertising			\$9,410.00
	Station advertising	\$ 4,620.00	\$ 4,620.00	\$ 9,240.00
	Newsletters	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
	Mural		\$ 5,000.00	\$ 5,000.00
				\$26,650.00
Sub TOTAL				\$ 240,397.60
Surplus/Deficit				-\$ 397.60

11. Implementation

- Marketing Coordinator
- Moonee Ponds Traders

President & Committee
Moonee Valley City Council

12. Feedback

Anna Henderson/Yvette Standfield, Marketing Coordinator

E: info@mooneeponds3039.com.au

M: 0401 042 194
