

# Violet Town Business Network

## A sub-committee of Violet Town Action

### MEETING NOTES Wednesday 13 August 2008



#### 1. Present

- |                 |                                   |                  |                                      |
|-----------------|-----------------------------------|------------------|--------------------------------------|
| ▪ Pat Glynn     | Violet Town Thrifty Link Hardware | ▪ Christine Nunn | VTBN Coordinator                     |
| ▪ Trish Delahey | IGA Friendly Grocer               | ▪ Howard Myers   | The Parish, Walnut Processing & VTAG |
| ▪ Jo Beavis     | Violet Town Hairdressing          |                  |                                      |

#### 2. Apologies

- |                |                         |                 |                                    |
|----------------|-------------------------|-----------------|------------------------------------|
| ▪ Irene Jones  | Blue Wren Lavender Farm | ▪ David Arnold  | Land Planning and Contracting      |
| ▪ Jill Bromley | Kakardi                 | ▪ Andrew Walter | Walter Farming                     |
| ▪ Pat Storer   | Victoria Police         | ▪ Luke Doidge   | Violet Town Garage and Engineering |

Apologies to anyone who has been missed. Thanks to everyone who replied!

#### *Please Note:*

*The following is a record of discussions and agreements made by the participants and taken by the VTBN Coordinator. It is important to note that whilst the agenda has been followed in this record discussions did not necessarily occur in this order.*

#### 3. Introductions

Participants introduced themselves and Chris welcomed all, advised of and received apologies.

#### 4. Business Directory

Chris reported that

- A letter and black and white copy of the Business Directory had been forwarded to 110 Businesses on the data base. Black and white occurred because of difficulties with the UCCE photocopier.
- Copies were also forwarded to Strathbogie Council and other people invited to the launch that were unable to attend
- the directory is now on the website in two forms – as a searchable component and also as a pdf download
- people can purchase the directories from Pat at the hardware or at the Community Market
- there has been some feedback about trying to use all local photographs, those businesses seeking to have their photographs included have been asked to forward some.
- On the website there is opportunity for everyone to have photographs

There was some concern about the size of the print. Chris advised that in future print runs she will try to address this.

#### 5. Buy Local Policy

Chris tabled a draft Buy Local Policy. Chris advised that it had been developed utilising the work of the Greater Geelong Business Network and

*Agreements:*

- *It was agreed that such an approach was needed given that it appears many organisations and businesses do not consider buying local before they seek quotations out of the district.*
- *We would need to identify some businesses and organisations willing to sign up as ambassadors*
- *The document needs some work to make them more Violet Town and district friendly*
- *Chris and Marg to further refine the policy for presentation to a future meeting*

#### 6. Violet Town and District Promotion

Chris advised that she had worked with the Community Market Committee to advertise the Market in Epicure the week prior to the market in August, September and October (\$77 per add). Additionally The Age had offered a 200 word editorial with a photograph in September for free. Chris also advised that she had been approached by Strathbogie Shire staff about encouraging Violet Town and District businesses to place advertisements in the Strathbogie tourism brochure. Personal contact was made with the food and accommodation businesses as well as other tourism related businesses. No business that had not previously contributed an advertisement signed up for this other than the Community Market. Helen prepared information for this advertisement. Members of VTAG felt that there could be

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an add for Violet Town and District as a whole. Chris worked with the VTAG executive and Business Network members to develop this add and select 3 photos. Chris also tabled the work that Darryl had completed in 2007 – 3 brochures on Things to do in VT – for discussion

*Agreements:*

- *More coordinated advertising is required*
- *Other opportunities for free advertising need to be explored eg Weekly Times, Royal Auto, 3SR, ABC Radio*
- *A brochure is really needed, not sure that we need three*
- *There needs to be coordination around promotion of the Community Market and the Town*
- *Many had not thought of Violet town as particularly historic but could be good to try and work with the history group to put plaques around town of the buildings and their uses etc. This may negate need to have all the information on a brochure – rather encourage people to walk to sites and read information*
- *Need to look at the way other small towns promote things in their town e.g. Lockington*
- *Also need to make sure we have a link to being a sustainable community and involve the Eco-living Group in this*
- *Should invite Brian and Kerry Garrett to be involved given their involvement in the previous brochure that was developed*
- *Chris to bring Marketing and Promotion Group together again when time permits*

## **8 Use of Brand and Image**

Chris advised that:

- A number of businesses had agreed to sell the products, including two at the Market
- Resupply will occur on Community Market Days
- A system has been developed to keep track of stock and sales
- Versions and instructions for use will be added to the website so that all community organisations are able to use the images.

## **9. NEXT MEETING**

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The next Business Network meeting will be held on Wednesday 10 September 2008 at Violet Town Hairdressing commencing at 6.30pm

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## **10. Meeting Closed 8.00 pm**