

THE MALING ROAD TRADER »

March 2020 – Special Edition

www.malingroad.com.au



Everyone's a local



Dear Fellow Maling Road Traders,

We are living in unprecedented challenging times in Australia (and around the world).

It is likely not to be business as usual for many Maling Road Traders.

The Maling Road Business Association (MRBA) have decided to cancel the Easter Egg Hunt scheduled for early April.

However, the MRBA guided by our Marketing Coordinator Team will continue to communicate to the Canterbury community and promote Maling Road via social media, website and electronic emails.

MRBA Planned Action –

Website

As a start, we want to ensure information on our website is correct. Please check your profile including all links and let us know if any information is outdated, incorrect or you would like updated. www.malingroad.com.au

Social Media

We will continue to promote Maling Road via social media on a daily basis. With more and more people working from home, we expect they will be on social media to keep in touch with the world. We plan on sharing the following information -

- Which stores are open
- Shops offering something special –
 - Elderly shopping times,
 - Curb side delivery – perhaps with a % discount to encourage uptake
 - Takeaway/delivery menus,
 - Online shopping,
 - Click and collect services
 - Put together Hampers to be collected
 - How you are helping the community
 - Outdoor dining
 - Encouraging gift card purchases
 - Shifting sales strategy to online - interactive online advice via Facetime, selling on social media
 - Putting email lists to good use - contacting customers and asking what they need
 - Promote if you offer items that can entertain people if isolated at home (e.g. toys, books etc....)

- Any other important information

Therefore please email us at info@malingroad.com.au if you are open or offering something special.

We will also kick off several social media campaigns encouraging people to frequent Maling Road and support their local shops.

Electronic Emails

We have a database of emails (approx. 1,750). We plan on sending emails with important information like what is being shared on social media. Just another way to remind people of Maling Road.

What you can do –

There are many ways that you can help your business –

- Ensure you remain vigilant in keeping yourselves, staff and customers safe from infection
- Let your customers know that you're open and your opening hours
- Assess your business and see what you can offer under these changed conditions (see some ideas above)
- Let your customers know what you're offering via Social Media, Website and Electronic emails/SMS.
- Keep on letting your customers know how you can help them

We are also in constant communication with Boroondara Council and other relevant organisations sharing information and exploring how they can possibly support.

We have started planning for an Maling Road stimulus campaign for once things calm down.

COVID 19 Information

Attached you will find a poster that outlines ways to reduce your risk of coronavirus. Good hygiene and social distancing are crucial to reducing your risk of infection.

For all COVID-19 updates and advice, we encourage you to visit DHHS's Dedicated web page <https://www.dhhs.vic.gov.au/coronaviru>.

If you have questions related to the virus, please call 1800 673 398.

Small Business Assistance, Advice & Relevant Info

For information on how the Government is helping small business in response to COVID19 -

<https://business.gov.au/risk-management/emergency-management/coronavirus-information-and-support-for-business/what-support-is-available-to-your-business>

<https://www.vsbv.vic.gov.au/news-publication/small-business-supports-in-response-to-covid-19/>

<https://banyulebusiness.com.au/how-to-support-your-business-during-a-pandemic-induced-economic-downturn/>

<https://www.australian-retailers-association.com/updates-for-retailers-coronavirus>

<https://www.myob.com/au/blog/10-tips-to-protect-your-business-from-coronavirus/>

Specific for Restaurants and Cafes - <http://rca.asn.au/rca/coronavirus-information-hub/>

Download Rent Abatement letter template: <http://bit.ly/2QonlyI3>

https://www.psychology.org.au/COVID-19-Australians?fbclid=IwAR3Lf-tHEbHliEurjBea6ymirDikzQMwW7UsN_mBWpdLts4vfBICmrRN9E4

This whole situation feels like it is changing by the hour, let alone day, so everything is fluid and subject to change based on circumstances.

It's also important as an association, shopping centre and community we look after ourselves and don't cause and unnecessary panic. There is plenty of uncertainty out there at the moment and no one knows what's around the corner, what it will all mean and how long it will last.

Let's keep as positive as possible, stay strong, stick together and look out for one another.

If anyone has any questions regarding anything, please let us know.

Regards,

Athena Katopodis (Canterbury Eye Care)
President on behalf of the committee
Maling Road Business Association

Maling Road Business Association Committee – 2020

President – Athena Katopodis (Canterbury Eye Care), Vice President – Peter Barclay (Maling Road Toyshop) – Treasurer – Barbie Willis (Bendigo Bank), Secretary – Susan Benedos (B Inspired), Ordinary Committee – Becky Horwood (Reflections Jewellery)

Marketing/ Centre Coordinator Team– Stavros Zikou 0414 387 187

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