

# Main Street Committees



- **Are you ready for this?**
- **Who pays?**
- **What is a Main Street?**
- **How much support do you provide?**
- **Owners vs managers**
- **What price amenity?**

**EDA**

Economic Development  
Australia

# Business Briefings

- **Regular gatherings of local business**
- **Provision of information**
- **Facilitate networking**
- **Demonstrate leadership**
- **Discuss key issues**

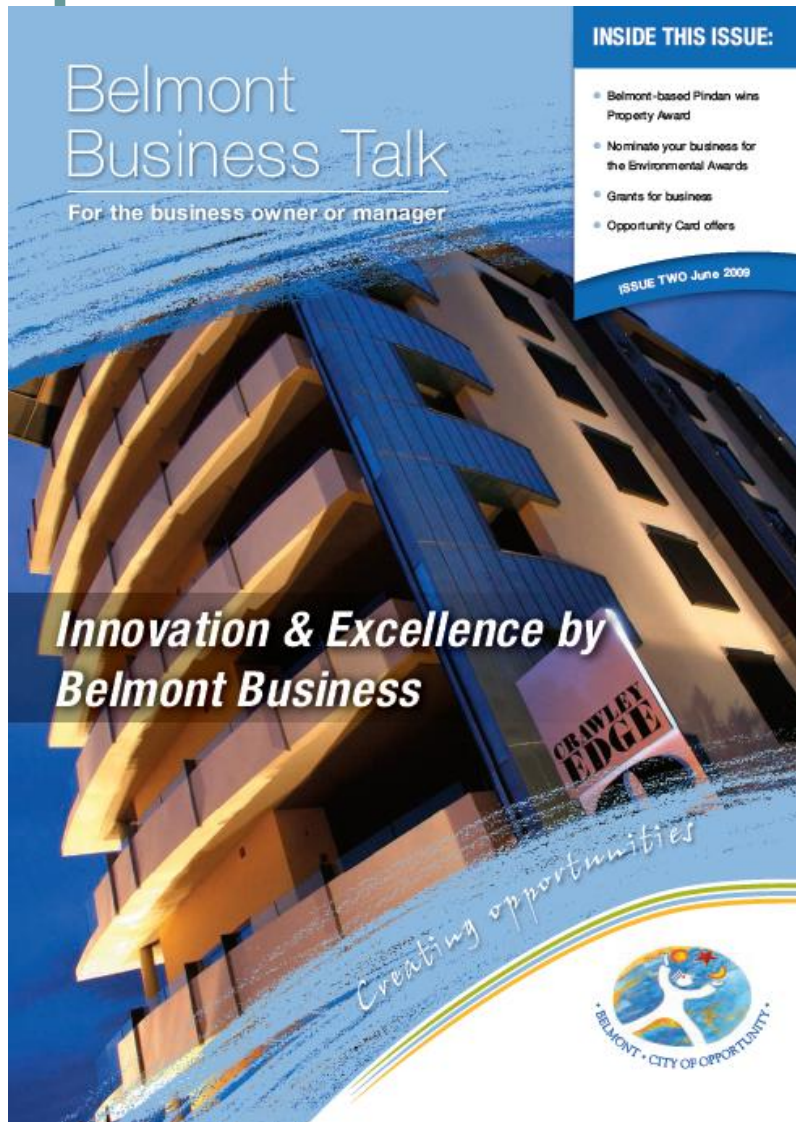


# Business Briefings

- **Why are you REALLY doing this?**
- **Role of politicians?**
- **Who is the audience?**
- **Information vs networking**
- **Celebration vs honesty**

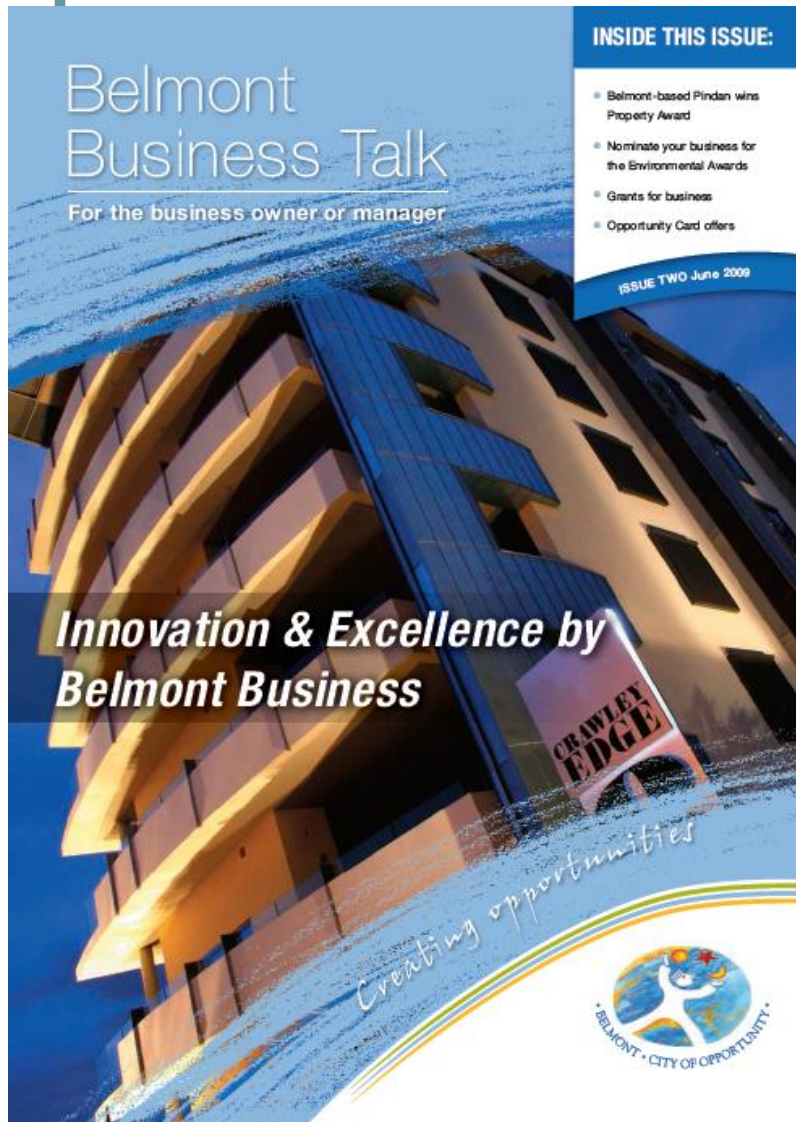


# Business newsletters



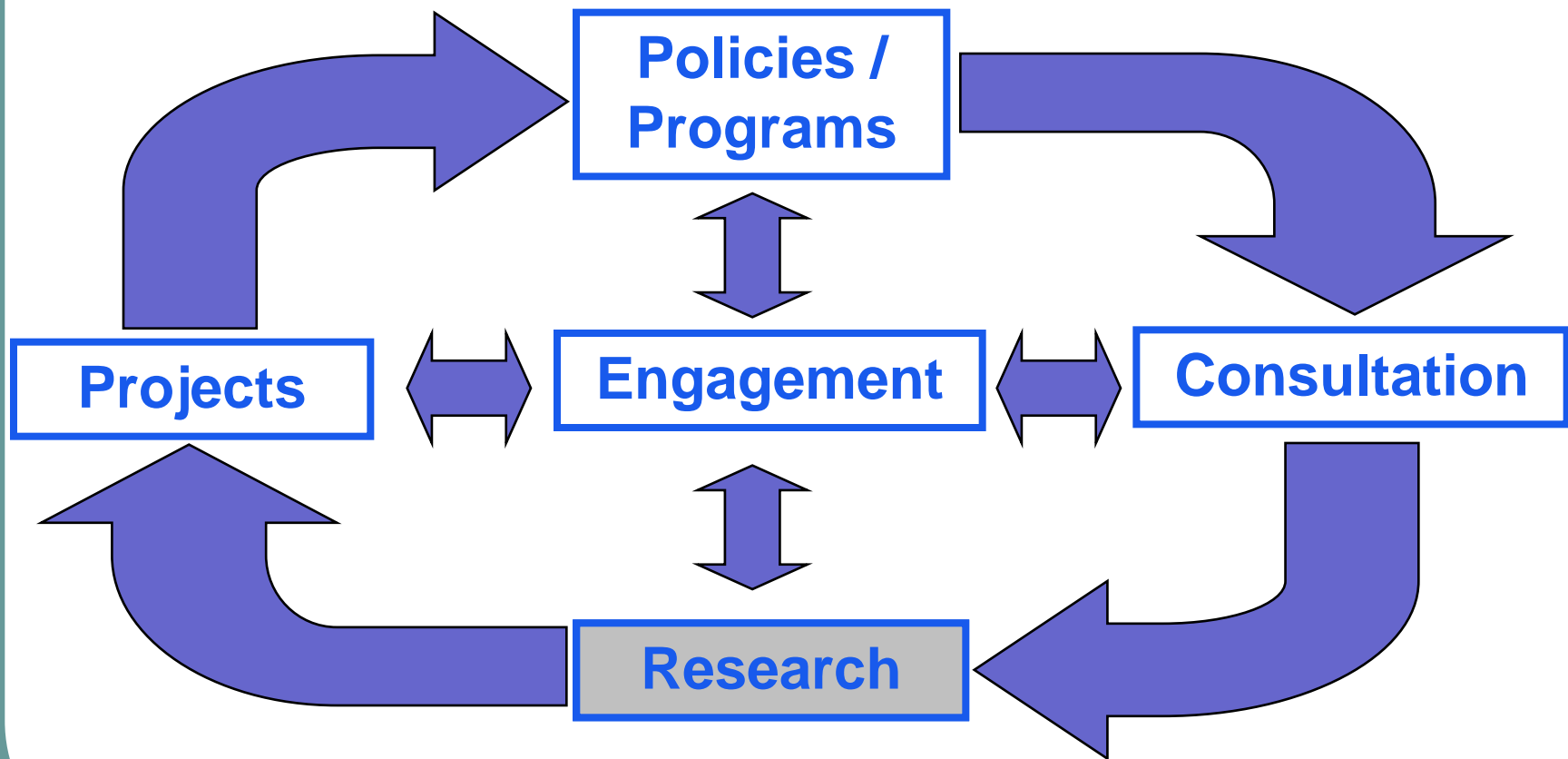
- **Regular publications**
- **Inform the local business community**
- **Promote your area**

# Business newsletters



- **Can be expensive**
- **Are they being read?**
- **What are your success measures?**
- **Constantly review objectives!**

# Local Economic Development



# Research

**The systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon with which we are concerned or interested.**

# Research

Look, I've got certain information, certain things have come to light, and uh, has it ever occurred to you, man, that given the nature of all this new shit, that, uh, instead of running around blaming me, that this whole thing might just be, not, you know, not just such a simple, but uh--you know?



# Research

- **ABS data**
- **Surveys**
- **Specialist consultancies**
- **Benchmarking**
- **Business database**
- **Networks**

# ABS Data

- Consistent data
- Trends
- Five year intervals
- A LOT of data
- .id (Informed Decisions)

The screenshot displays the Belmont Community Profile website. The header includes the Belmont City logo and the text 'profile.id® Community Profile'. A left-hand navigation menu lists various sections such as 'Area selection', 'Additional Information', 'Reports', and 'Status box'. The main content area features a 'Welcome to the City of Belmont Community Profile' message, followed by a paragraph explaining the profile's data sources (2006, 2001, 1996, and 1991 Censuses). A right-hand sidebar contains a 'Current population estimate' box showing an estimated resident population of 33,416 as of 30 June 2008, with a 2.51% increase from the previous year. Below this is a 'profile.id news' section mentioning an upgrade to the Aboriginal & Torres Strait Islander Profile. A disclaimer at the bottom states that while care is taken to ensure accuracy, no responsibility is accepted for errors or omissions.

# Surveys

- **Structured information collection**
- **Are you really going to listen?**
- **Sample size & representation - \$\$\$**
- **Do you publish the results?**



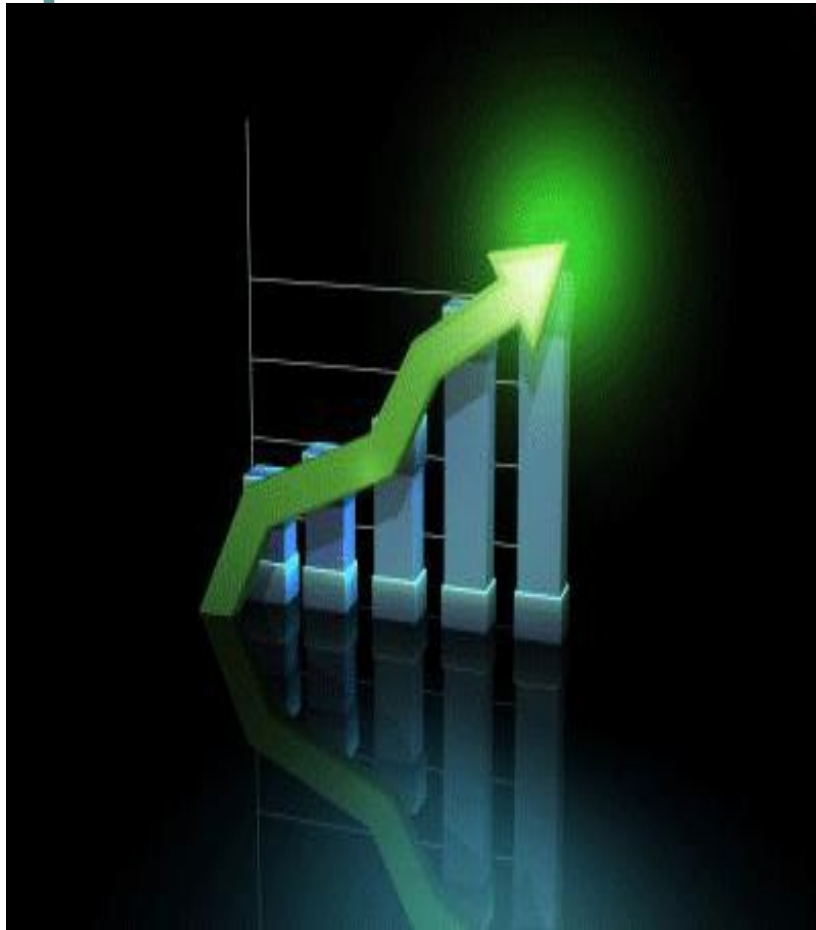
# Specialist consultancies

- **Commissioning research into specific issues**
- **Clear focused information**
- **Efficient and effective**
- **Supports informed decision making**

# Specialist consultancies

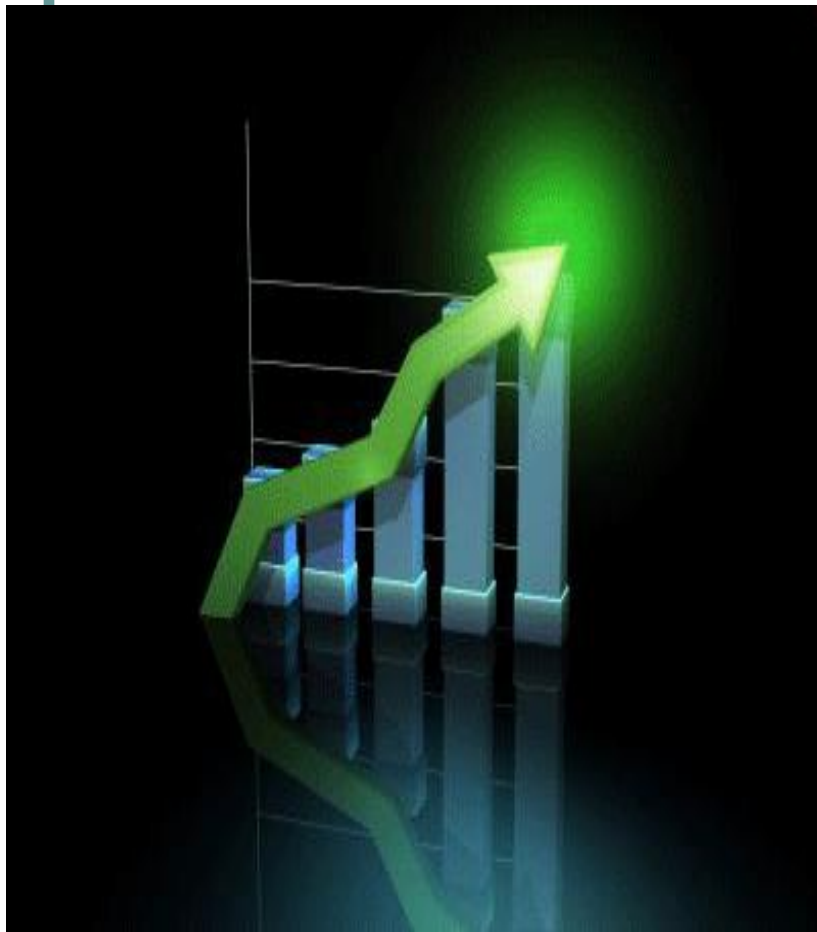
- **What question/s are you really asking?**
- **Why?**
- **What will you do with the information?**
- **Is it action oriented?**

# Benchmarking



**The use of surveys or specialist consultancies to measure performance against industry standards, peers, competitors, or examples of excellence**

# Benchmarking



- **Keep it simple, real and useable**
- **Link research to planning**
- **Needs to be done more than once**
- **Be consistent**
- **Don't be afraid to brag**

# Business database

- **Documented, timely and accurate information on your local business community**
- **Business types**
- **Business location**
- **Contact details**



# Business database

- **Understand your local business community**
- **Targeted communications & programs**
- **Identify home based business**
- **Spatial relationships**

