



# Diamond Creek Special Rate Marketing Renewal 2022

## Let's Continue the Special Marketing Rate

---

*Dear Diamond Creek Trader,*

This letter includes important information about the Special Marketing Rate Renewal.

Here are the key points you need to know:

- The proposed renewal will be for five years, from 1 July 2022 – 30th June 2027.
- There will be NO increase in fees.
- The Diamond Creek Traders Association have established a positive and collaborative working relationship with Nillumbik Shire Council.
- The Diamond Creek Traders Association intends to continue their new marketing direction with a holistic approach to benefit all businesses.

For the last five years, the Diamond Creek Traders Association has worked across multiple areas to promote and showcase businesses across the community. The renewal of the Special Marketing Rate is essential to continuing the growth, development, and continued prosperity of your business and others across Diamond Creek.

The Diamond Creek Traders Association Special Rate is supported by local property owners, traders, and the Nillumbik Shire Council. If renewed, this united group would enable the Association to continue activities that benefit local businesses and the community. However, if renewal is not achieved, there would be a significant decline in business promotional activities, local online presence, Council advocacy, and local event support.

We thank you for your support and look forward to continuing our work to manage, market, and support business activity in Diamond Creek. The remainder of this letter outlines what we've achieved with the Special Marketing Rate and our new direction for the next five years.

If you have any questions regarding the Special Rate Renewal, please contact Anna Henderson or Yvette Standfield on ☎ **0401 042 194**.

---

## What have we achieved with the Special Marketing Rate?

### Streetscape

- Successful advocacy for the installation of more parking on Elizabeth Street.
- Maintenance of a low vacancy rate in the centre.
- Worked with local community members to maintain Chute Street planter boxes.
- Successful sale of Cube Z to the Diamond Creek RSL.
- Successful grant from State Government for \$10,000.
- Successful Council grant for \$2,000.
- Supported local art incentives, including the creation of murals, making art a community activity.

### Marketing

- Redeveloped and elevated the Diamond Creek brand.
- Developed an email database to use as targeted, effective marketing
- Implemented the electronic gift card program.
- Sponsored local initiatives, including the Diamond Creek Rotary Town Fair, ANZAC Day events, and Diamond Creek's Christmas Community Carols.

### Digital Marketing

- Built a new SEO-friendly website  
📍 [www.diamondcreekshopping.com.au](http://www.diamondcreekshopping.com.au)
- Created a unique page with new content and a Google Listing for EVERY business in Diamond Creek.
- Filmed and produced individual promotional videos for businesses that opted to participate.
- Produced industry promotional videos for the following industries: fitness, automotive, finance and banking, home improvement, health and wellbeing, and hair and beauty.
- Developed 'Meet the Trader', which showcases businesses across Diamond Creek.
- Implemented a social media marketing strategy to promote Diamond Creek businesses.
- Ran successful Facebook Ad campaigns, driving more online traffic and interest to businesses in Diamond Creek.
- Refer below to see results.

### Events

- Clean Up Australia Day in Diamond Creek
- Easter Egg Hunt
- Halloween Trick or Treat
- Various Christmas activities, including decorating the streets with locally made decorations, Santa on the street, and other festive activities and events.

---

## A New Direction that Benefits More Businesses

Over the past two years, we've initiated a holistic marketing strategy that strives to benefit all businesses, rather than a limited few. Renewal of the Special Marketing Rate would allow us to continue this approach which has a focus on digital and social presence. The strategy takes time but ultimately ensures that local businesses are front of mind in the community. We will also advocate more strongly to the council to invest in Diamond Creek, thereby ensuring that we keep the area looking fresh and green! This may include:

- Advocate for improvements, including streetscape plans, traffic management plans and precinct plans to create a more attractive and welcoming environment.
- Lobby to improve physical aspects of the centre.
- Encourage landowners to make improvements to buildings in the centre, particularly to the exterior facades.
- Investigate new signage opportunities.
- Assess the lighting in the car parks and around the centre to ensure it is adequate.
- Ensure the Traders Association is a part of the consultation for any new projects and streetscape to be undertaken in Diamond Creek.

---

## NO Special Rate Renewal!

With no special rate renewal, Diamond Creek will lose the \$120,000 funds. The website will come down, and there will be no social media presence. This would have a significant impact on local businesses and the community. Most importantly, there will be no one advocating to Council for Diamond Creek, which means there is a high potential that council funds will be allocated to other centres in Nillumbik.

*Please note, there will be NO increase in fees, and the rate paid will be based on Capital Improvement Value (CIV). The Diamond Creek Special Rate is up for renewal from 1st July 2022.*

## Promote Your Business and Support the Diamond Creek Community:

Let's Continue the Special Marketing Rate!

We encourage you to support the Diamond Creek Traders Association through the Special Marketing Rate. The activities and initiatives benefit your business and the local community by implementing marketing, digital marketing, advocacy, event support, and more.

Once again, if you have any questions regarding the Special Rate Renewal, please contact Anna Henderson or Yvette Standfield on ☎ 0401 042 194.

## Summary of Results

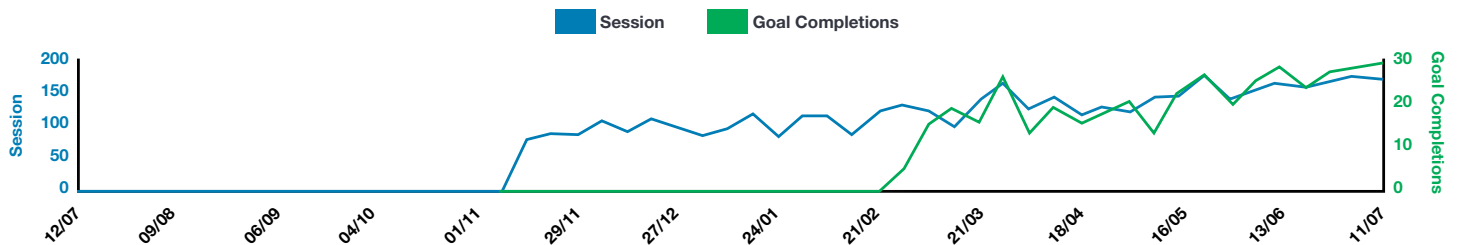
### Website Traffic

This graph below indicates how much traffic is coming to the Diamond Creek website.

The Blue Line shows the number of people who visited the Diamond Creek website. As you can see since the new website went live in November 202 there has been a steady rise.

The green line shows the number of people who have taken action when on the Diamond Creek website for example called a Diamond Creek business direct or gone to their own website.

### YEAR 1



### Conversions - Link Clicks

This table shows the number of people who have gone to the Diamond Creek website and then gone direct to a Diamond Creek business website. So essentially the Diamond Creek website has sent 308 people over 4 months direct to Diamond Creek trader websites.

Conversions		Goal 1: Outbound Link Click ▼
Outbound Link Click (Goal 1 Conversion Rate)		Outbound Link Click (Goal 1 Completions)
<b>7.12%</b> Avg for View: 4.04% (75.94%)		<b>308</b> % of Total: 76.24% (404)
<b>7.12%</b>		<b>308 (100.00%)</b>

## Telephone – Link Clicks

This table shows the number of people who have gone to the Diamond Creek website and then called a Diamond Creek business direct. So essentially the Diamond Creek website generated 99 calls direct to Diamond Creek businesses.

Conversions		Goal 2: Outbound Link Click ▼
Telephone Link Click (Goal 2 Conversion Rate)		Telephone Link Click (Goal 2 Completions)
<b>2.29%</b> Avg for View: 1.13% (102.18%)		<b>99</b> % of Total: 87.61% (113)
<b>2.29%</b>		<b>99 (100.00%)</b>

## Google Search Console – Top 20 Organic Queries

This list below shows the number of people coming to the Diamond Creek website and the Business pages people are going on. This is a very exhaustive list and we are happy to provide more detail if you are not listed below.

Top Queries	▼ Clicks	-	CTR	Positions
Diamond Creek Noodle Bar	86	4,615	1.9%	6.2
Diamond Creek Panels	84	3,437	2.4%	5.9
BCK Automotive	73	1,162	6.3%	4.2
Diamond Creek Shops	64	489	13.1%	2
Cignall Diamond Creek	61	459	13.3%	1.9
Diamond Creek Pharmacy	59	3,847	1.5%	6.8
Volumes Diamond Creek	57	1,078	5.3%	3.7
Suziworld	52	2,561	2%	5.3
Diamond Creek Shopping Centre	51	640	8%	3.3
Veronicas Panrty	49	6,068	0.8%	4.8
Diamond Creek Newsagency	48	792	6.1%	5
Noodle Bar Diamond Creek	39	1,729	2.3%	6.8
Nillumbik Cellars	33	6,653	0.5%	8.9
Diamond Creek Barber	31	2,588	1.2%	6.6
Noodles Diamond Creek	28	620	4.5%	6.3
Yellowtail Fish And Chips	26	4,343	0.6%	9.9
Pleasant Surprises Diamond Creek	26	79	32.9%	2.8
Massage Diamond Creek	25	1,087	2.3%	8.2
Bua JI	23	2,806	0.8%	10.6
Free Choice Diamond Creek	21	156	13.5%	1.9

The full list of businesses can be obtained by email @ [marketing@diamondcreekshopping.com.au](mailto:marketing@diamondcreekshopping.com.au)