



BUSINESS CONTINUITY

KILCOY CHAMBER OF COMMERCE



business solutions



October 2018

A guide to doing business during construction and road upgrades



Kilcoy Chamber of Commerce

serving the Kilcoy business community since 1987

The Kilcoy Chamber of Commerce is available to all district businesses providing advocacy and promotion of business interests.

This guide will assist you with understanding what actions you can undertake to help you manage during the construction process.



OUR COMMUNITY IS GROWING

FOCUS, FOCUS, FOCUS

Kilcoy is poised to to be the fastest growing town of the Somerset Region. Population growth of 57% is expected by 2043. As our community grows so does the need to upgrade local infrastructure to support the future needs of our region. During these upgrades there can be short-term impacts experienced by businesses.

HOW YOU CAN BE PROACTIVE

The early stages of a planned project is the perfect time to brainstorm ideas with other businesses to identify possible activities and events which could help drive business and attract customers before, during and after the construction period.



Key Steps

1. Seek out information
2. Stay informed
3. Take action

As a business owner, you're always planning and improving your business. When you are informed ahead of time, project construction is something you can prepare for.

Here are some best practice suggestions to help you manage during the construction process.

SOURCE: SUNSHINE COAST COUNCIL



ACTIONS

WHAT ACTIONS WILL YOU UNDERTAKE?

1. Talk to your staff and make them aware of the construction period and potential impacts on your business.
2. Brainstorm ideas with staff about how they can give even better customer service to your wonderful customers.
3. Talk to your neighbours and see what plans they have to promote their business/products/services and identify if you can collaborate on any initiatives or share costs on initiatives?
4. Can you take your products and services offsite to new locations/businesses/Yowie Markets to expand business?
5. Ensure your signage and wayfinding to your area is easy to understand and clearly communicates that you are open and your hours of trade.
6. Ensure all staff know where customers park when visiting your business.



Partner with other local businesses, connect with your local Chamber of Commerce to widen your communication audience. Alert key stakeholders and influencers (local school and other professional offices) with a fact sheet explaining that shops are still trading. Provide key information and seek patronage and support. Make it personal. Tell a story.

planning and communication is key

- Resources planning (Allow employees to share any concerns)
- Stock (consider how you will manage stock)
- Suppliers (Inform current suppliers, involve them)
- Landlord (Advise your landlord and keep them informed)
- Budget Review (Understanding your cashflow is critical)
- Customers (keeping customers updated is vital)
- Marketing (Staff ideas, share information, positive messaging)
- Social Media (Well structured, quality visual components)
- Special Promotions (Work with your neighbours ie pop up)

SOURCE: SUNSHINE COAST COUNCIL



COLLABORATIVE MARKETING INITIATIVES NOW IS THE TIME TO BRAINSTORM

- Develop coupon books for local businesses and distribute them regionally. Make them available through businesses and the Chamber of Commerce websites and social media sites.
- Engage local traveller's in the overnight camping areas.
- Emails and Facebook notices. Utilise your Kilcoy Chamber of Commerce for their support.
- Feature a business and restaurant.
- Reach out to local radio networks to develop a welcome campaign.
- Use prize draws to attract customers. Do something above and beyond your norm.
- Work with your local Chamber of Commerce and business groups.
- Check with Somerset Regional Council permits team for any events and activities.

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During Construction

Stay informed by attending meetings held by council, Chamber of Commerce or others relating to the project.

Create a friendly rapport with construction workers by offering coffee, breakfast or lunch if this relates to your business.

Be positive. Encourage and generate a positive healthy working environment with staff and customers. This will ensure retention of valued employees and customers.

Have a positive attitude, especially when dealing with the public and customers.

Tell the truth about the situation in an upbeat way. Do not apologise for the construction situation.



examples of incentive to visit

Temporary Markets - utilise Kilcoy Yowie Country Markets

Information booth

Murals Artwork - Kilcoy Art Society, Kilcoy High School Art Students

Construction specials for construction workers and customers

Mini festival

Temporary pop up gardens - Kilcoy Backyard Bling

Photography Display - Tyson Purdie(Kilcoy local)

Buskers

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Business Continuity Checklist Before Construction

Stay Informed

Attend project meetings (proxy)

Contact others who have experienced trade during construction

Develop a marketing plan to identify how you will attract customers to your business during this time.

Collaborate with businesses, Kilcoy Chamber of Commerce and other community associations.

Plan staff levels.

Contact Landlords.

Review your inventory.

Rework your budget or look at outgoings-can you make adjustments?

During Construction

Pool advertising and marketing resources

Stay informed

Develop a friendly report with construction workers

Visible signage

Keep a script close about the construction work

Use social media

Work with Kilcoy Chamber of Commerce through collaboration

Consider hours of operation

Consider deliveries or increase on-line presence.



Post Construction



Advise customers that roads are open and promote the new image
Celebrate with an event or grand opening event - eg: New Bridge

Support other businesses undergoing construction work in the region
Acknowledge the benefits of the project and thank staff and customers for their patience.

The Kilcoy Chamber of Commerce mission is to create opportunities for business within our district and provide a collective voice on behalf of members, by lobbying and advocating issues affecting business enterprise.

In Conclusion

This basic guide is developed from a review of the Small Business Friendly Projects of the Small Business Development Corporation, Business Continuity by the Sunshine Coast Council, Kempsey Bypass Impacts Study, Somerset Regional Council Policies, Economic Development and Futures Plans.

The Guide is intended to provide insight into key initiatives that address issues that impact all businesses, regional development, economic sustainability and attraction of investment during construction periods.