



**CLARE-**  
**MONT**  
TOWN  
CENTRE

## **BUSINESS MARKETING TOOLKIT**

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## About Claremont Town Centre

The Claremont Town Centre (CTC) project is an economic development initiative of the Town of Claremont and its business community. It was established to improve the economic and social well-being of the Town Centre's shopping precinct and is guided by the CTC Advisory Committee, which has Council and business representation.

Based on a business improvement district (BID) model, the program is funded through a specified area rate for business properties located with the boundaries of Leura Avenue, Guger Street, Stirling Road and Stirling Highway, that is matched by the Town of Claremont.

This toolkit has been developed to assist businesses to leverage, promote and grow the Claremont Town Centre brand as we aim to make the Claremont Town Centre the premier place to shop, dine and be entertained.

For more information about the CTC and working with us please get in touch with the CTC Destination Marketing and Events Officer on 9285 4300 or [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au)





## Social media opportunities

The CTC has two official social media accounts:

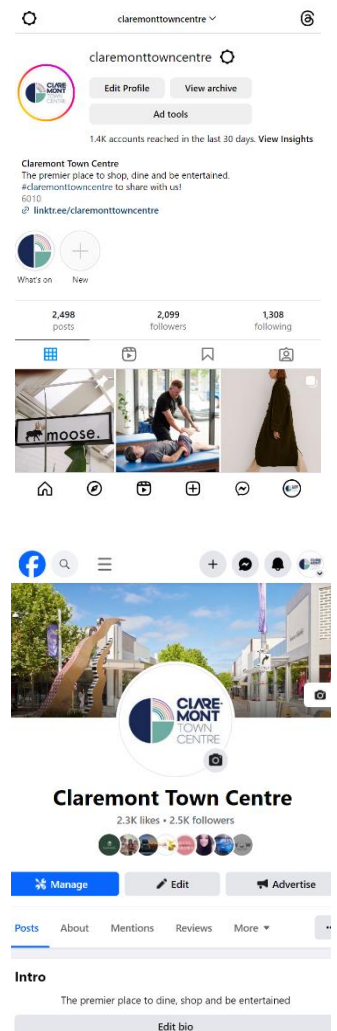
- Facebook @claremonttowncentre
- Instagram @claremonttowncentre

These social media accounts aim to promote the CTC brand as *The premier place to shop, dine and be entertained.*

Businesses are encouraged to tag the CTC social media accounts and utilise the hashtag **#claremonttowncentre** so your content can be re-share onto the CTC social media accounts.

If your business has upcoming events, specials or promotional offers coming up then it is encouraged to get in touch with the CTC Destination Marketing Officer to make the Town aware of these so details can be shared across social media accounts.

The Town is also interested in capturing video content at local businesses, if your business is interested in being featured in a social media reel then please get in touch.

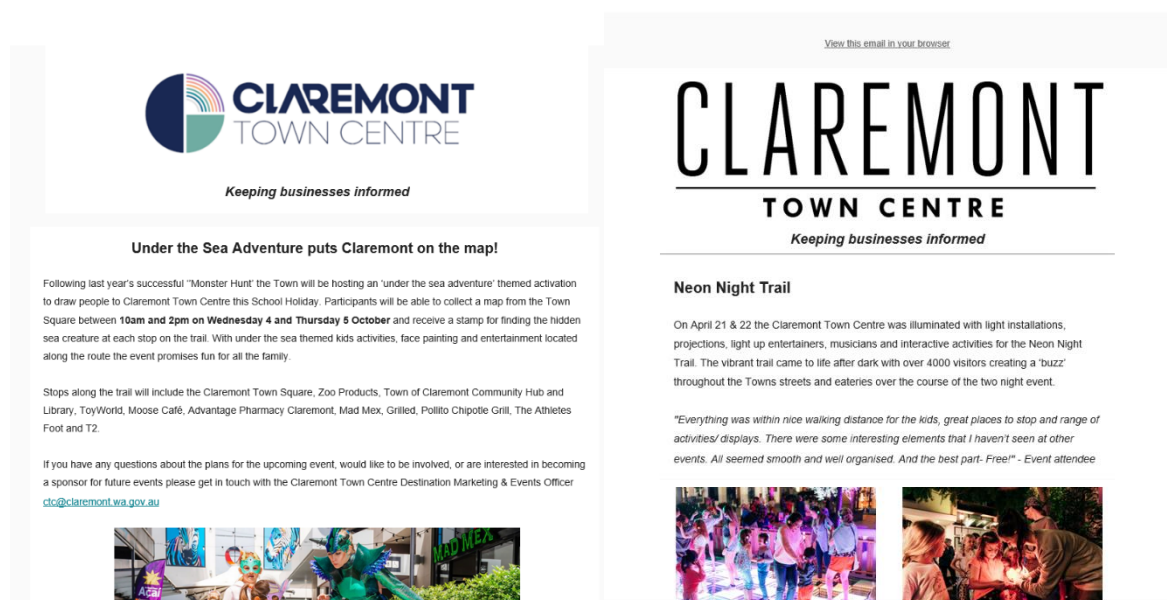


## Monthly business newsletter

Sign up to the CTC business mailing list to receive a monthly e-newsletter. This newsletter aims to provide CTC businesses with helpful information to improve your business, news, upcoming CTC events and opportunities to work with the Town of Claremont.

You can sign up via this link <http://eepurl.com/cY-1nP> or email [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au) to be signed up.

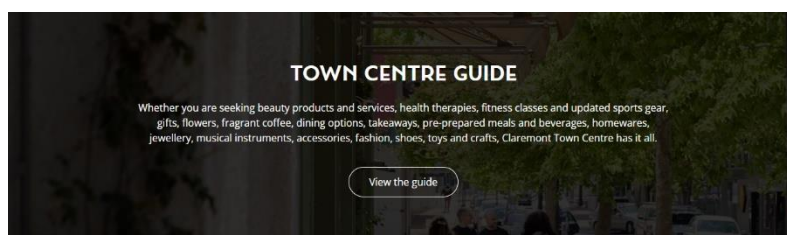
The Town encourage businesses to get in touch about what information they would like to be informed about in the e-newsletters.



## Town Centre Guide

All businesses within the CTC are eligible to be listed in the online [Town Centre Guide](#). New businesses or existing businesses with changes to business details can send details to [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au) where their business listing will be created / updated. Please send:

- Business name
- Address
- Contact number
- Opening hours
- Website
- Business blurb
- Image





## Annual event and activation opportunities

The Town hosts annual activations throughout the year in the CTC. These are typically but not limited to during the April and October school holidays and the beginning of December.

If you are interested in becoming a sponsor or being involved in future CTC events and activations then please get in touch with the CTC Destination Marketing and Events Officer.



## Grant opportunities

### Business grants

The Town of Claremont offers business grants to businesses within the CTC to support initiatives and projects that provide social, cultural, and economic benefits to the town. Funding up to \$1000+gst can be applied for.

For more information and to apply email [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au)

### Night-time Activation Grants

The Town of Claremont offers Night-time Activation Grants (NTAG) to businesses located within the CTC and outside to bring events into the CTC after 6pm. Funding of up to \$10,000 inc gst can be applied for.

For more information and to apply email [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au) or visit <https://www.claremont.wa.gov.au/business/supporting-local-business/night-time-activation-grants/>

# Flourish Magazine

The Town’s Flourish magazine is sent out at the start of each quarter to all Town of Claremont Residents. The magazine includes at least one article promoting the Claremont Town Centre including featuring Town Centre businesses.

The Town is open to expressions of interest for local businesses wanting to be featured and will take note of these for future possible inclusion, however please note features are not guaranteed and are dependent on the story ideas pitched by the Town’s Communication Team.

