

Melton Town Centre

LOVE
your
LOCAL

Campaign

Traders Toolkit

Go to town and support
our local town heroes.

Discover more at
[melton.vic.gov.au/
meltontowncentre](https://melton.vic.gov.au/meltontowncentre)



mtc melton
town
centre

Revitalising Melton Town Centre

Locals supporting locals is about working together. When we support local, every member of the community gets to enjoy the benefits now and in the future.

To help make this happen, Melton City Council has created the Melton Town Centre – Love your Local (**MTC – LYL**) campaign.

Key to its success is business and Council collaboration to encourage our community to spend locally, keeping small business going, people employed and local communities thriving.

This toolkit provides information and resources for businesses based in Melton Town Centre to join the campaign and help extend its reach.

By working together, we believe we can stimulate pride and appreciation for Melton Town Centre and inspire long term connections and loyalty to ultimately drive revitalisation and business growth.



Together

we can make
a difference to
local business

In this traders toolkit you'll find:

- Key campaign information
- How Council will be promoting the campaign
- Ways you can get involved

About the campaign

In November 2021, we launched the Melton Town Centre and Love your Local logos. Building on this, we have developed a tactical campaign that is being rolled out throughout 2022.

The campaign, while primarily focussed on driving short term outcomes for local business by encouraging people to shop local, is also aimed at ultimately increasing awareness of Melton Town Centre, driving visitation and longer term loyalty outcomes.

A range of marketing activities will be implemented across print, digital and social media channels, supported by collateral, signage, competitions, events and activations all designed to drive people to BUY LOCAL.

Funding for this campaign comes from the Victorian Government's Suburban Revitalisation Program to help our business community recover from the economic effects of the COVID-19 pandemic.

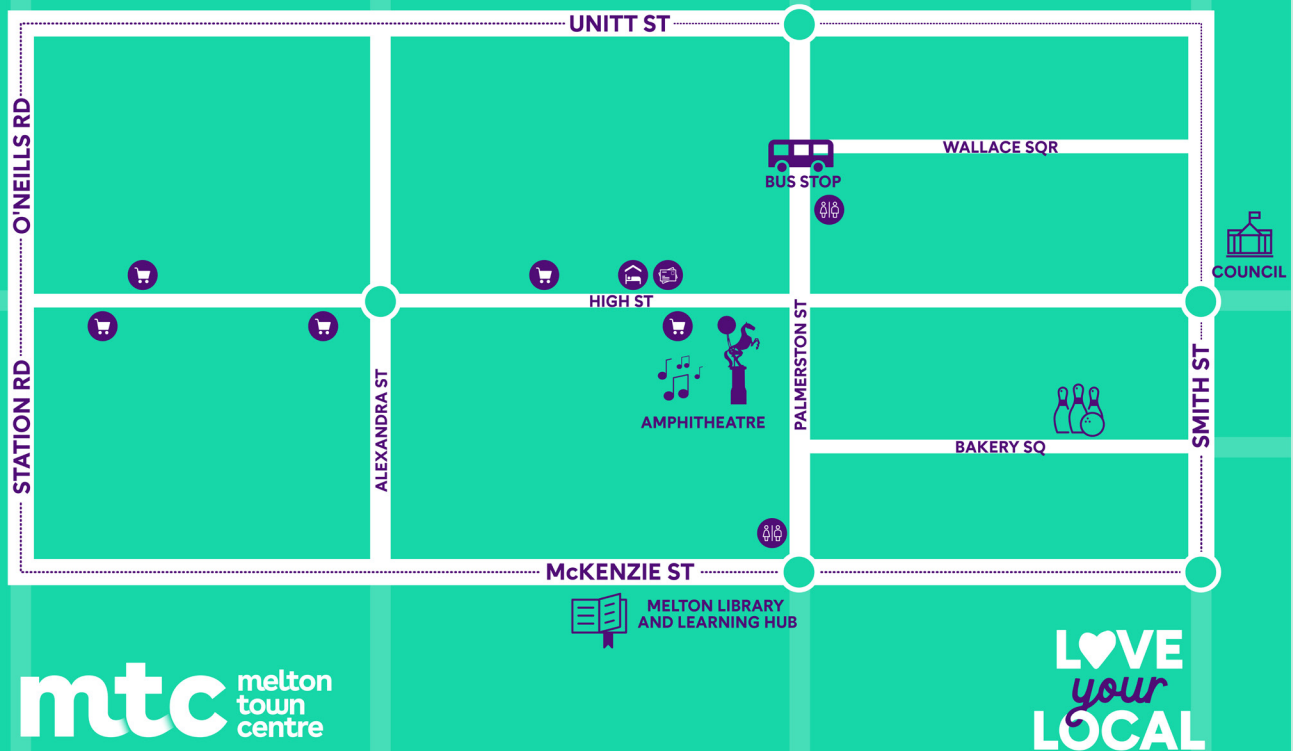
The key to success is a collaborative approach from Council and local business, and this is where we need your help.

You can benefit from the campaign by sharing the marketing tools and information through your own shop or office fronts and networks such as social media, newsletters, blogs and website. We'll supply you with the capabilities and support to utilise the **MTC - LYL** campaign, and most importantly, it's all completely **free**.

GETTING INVOLVED

Melton Town Centre is proudly regarded as one of the City's oldest shopping precincts dating back over 150 years. It's vibrant and diverse precinct is currently occupied by over 200 businesses ranging from hospitality, retail and speciality trade services – and we want every single one to participate and benefit from this campaign.

Melton Town Centre



NOT TO SCALE

Participation
is free and open
to all MTC based
businesses.

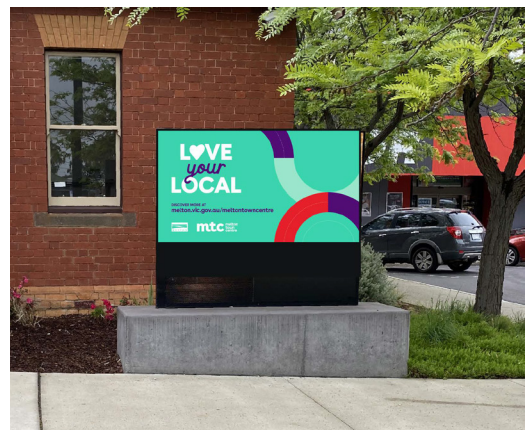
How the campaign works

What Council is doing to support the campaign

Council has already begun implementation of promotional activities and materials for the MTC – LYL campaign.

Creating a brand vibe

We have, and will continue to roll out, a range of permanent and temporary installations and collateral in the town centre to reinforce the MTC – LYL brand such as street banners, posters, signage, recyclable shopping bags, with more to come.




Building an online presence

We've created a dedicated Love your Local landing page on **Council's website**. This includes a listing of all current operating businesses in the **Melton Town Centre**. While our listing platform is not transactable, links to local business websites and social media platforms are provided to encourage purchases.

We'll use the **Melton City Much More Facebook** and **Melton City Council Instagram** pages to share campaign related posts.



If you're not listed on our Melton Town Centre business directory – let us know. 

Generating loyalty through activations and competitions

Our streets are being enlivened by outdoor musical performances from local entertainers. We'll be running a series of activations and competitions to bring people to the town centre and encouraging sales. Many of these will be linked to traditional occasions of celebration or seasonal promotions such as school holidays, Father's Day, Spring Racing Carnival, Christmas and much much more.

At times we will seek content from traders (such as special deals, news items, gift ideas) to support the activations and competitions. Opportunities to contribute content will be communicated to traders as they arise, so start thinking about your ideas and keep an eye out for us to be in touch.

Meet our local heroes video series

A series of videos sharing stories of a number of our remarkable local businesses and the people behind them, as well as highlighting the wonderful experiences on offer, help build stronger connections with community.



LINK to videos (videos will be released from June 2022)



Watch this space
- we have much
more planned!

Ways you can get involved

The more people see the **MTC-LYL** brand the more they'll support it, so we're encouraging you to use the tools we have developed and get involved in the campaign where ever you can. You can do this through a number of ways outlined below.

Branding Tools



Not sure how to apply these assets to your digital platforms? **Contact us for support.**

Logos

Add the logos to your own collateral and print promotions, website and social media posts.

Melton Town Centre logo



Love your Local logo



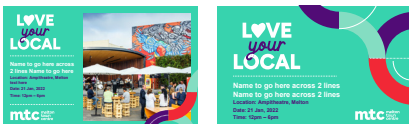
MTC Logo usage guidelines



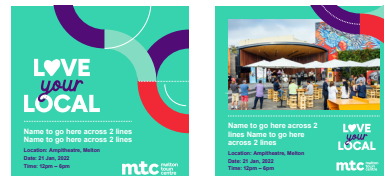
Digital Assets

Add the branded social media assets to your own posts.

Social media tile



Instagram frame



Find all your logo files here




Find all your social media templates here

*Note that spot checks of use will take place and Council reserves the right to request that posts are removed or changed if use of brand is inappropriate or incorrect.

Collateral

Posters

Personalise your promotions with the customisable poster that you can download, edit with text and images (such as special promotions, deals, events) and print off in-house as you need. Or for an easier option, simply download and print the generic A4 poster or email us to order A3 posters to display. 



CUSTOMISABLE POSTER

A4 Portrait: 210mm (wide) x 297mm (high)
– editable

Insert text here – tell your customers what's news – promotions, special deals new products, competitions or just drop in an image or fun quote for the week.

Insert your logo here



GENERIC POSTER

A4 Portrait: 210mm (wide) x 297mm (high)
– not editable

POSTERS

Request A3 posters and we will arrange delivery. Maximum 3 per business

CONTENT: NOT TO SCALE

 Download poster files here

 **FREE** for local businesses to display or give-away.

Counter wobblers

Designed to catch the attention of your customers and spread the buy local message, our counter wobblers are easy to attach to your counter with an adhesive tab.

Size: 100mm wide x 170mm high

Maximum 5 per business



Bumper stickers (give-aways)

Encourage your customers to share their love for MTC everywhere they go with the free car bumper sticker give-aways.

Size: 300mm wide x 100mm high

Maximum 200 per business



HOW TO ORDER: If you haven't already received some of our free MTC – LYL collateral, email us and we will arrange delivery.

Spread the word

Get us trending

Use the campaign hashtags across all your social media posts and help us trend!

#MeltonCityMuchMore

#MeltonTownCentre

#MTC

#LoveYourLocal

#SupportLocal

#BuyLocal

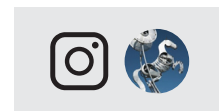
Leverage the messages

Use the key messages in your social media posts when promoting your products and services - for example.....

- Go to town and support our local town heroes.
- Get behind your Melton heroes – shop locally first.
- Support local and make a big difference to our community.
- Love your Local, love Melton Town Centre.

Follow us and share


Follow us on [Facebook](#) and [Instagram](#) pages and share our MTC - LYL promotions and event posts onto your business social media pages, and encourage your customers to do it too!



Tell us what's news?

Do you have something new or interesting to share? Perhaps a new product, experience, special promotion or deal, a fun fact or quirky story or point of difference. We want to hear all about it and help share it with our community. Email us and tell us what's hot with your business and we'll endeavour to promote it as part of the **MTC - LYL** campaign. Don't forget to include your name and provide an image (jpg) if possible.



Check out this great story in Good Food about Latin Foods and Wines we shared. 

LOVE *your* LOCAL

Need more information

We're here to help all the way through so you can make the most of the campaign.

Please check back on the MTC- LYL webpage throughout the year for the latest news and tools.

Still have questions or have an idea?

Contact the project manager:

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Melton City Council

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E susanb@melton.vic.gov.au

Find us



melton.vic.gov.au/meltontowncentre



[meltoncitymuchmore](https://www.facebook.com/meltoncitymuchmore)

The Melton Town Centre – Buy Local Project is being delivered by Melton City Council in partnership with the Victorian Government

