



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



Social media opportunities

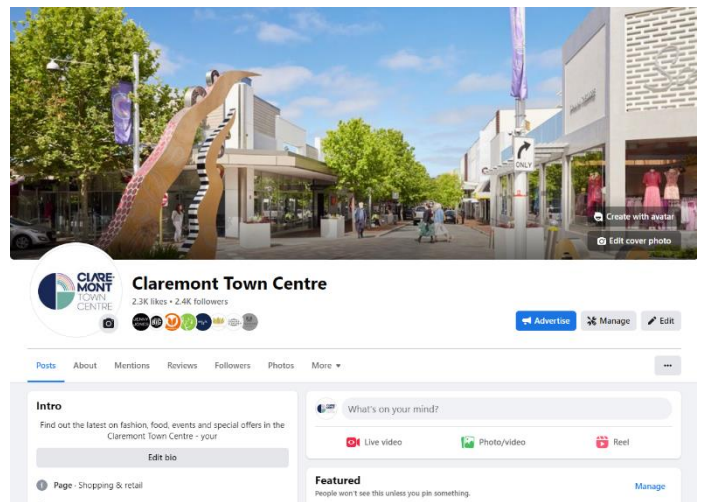
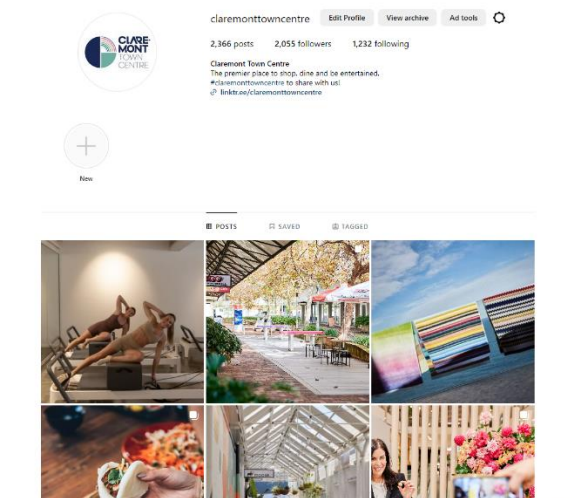
The CTC has two official social media accounts:

- Facebook @claremonttowncentre
- Instagram @claremonttowncentre

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

We encourage businesses in the CTC to tag the CTC social media accounts and utilise our hashtag #claremonttowncentre so we can re-share your social media content.

If your business has upcoming events, specials or promotional offers coming up then we encourage you to get in touch and make us aware of these as we would love to share this information on our social media. The CTC Destination Marketing and Events Officer does try their best to keep up to date with offers and events however encourage your support in making us aware of these.

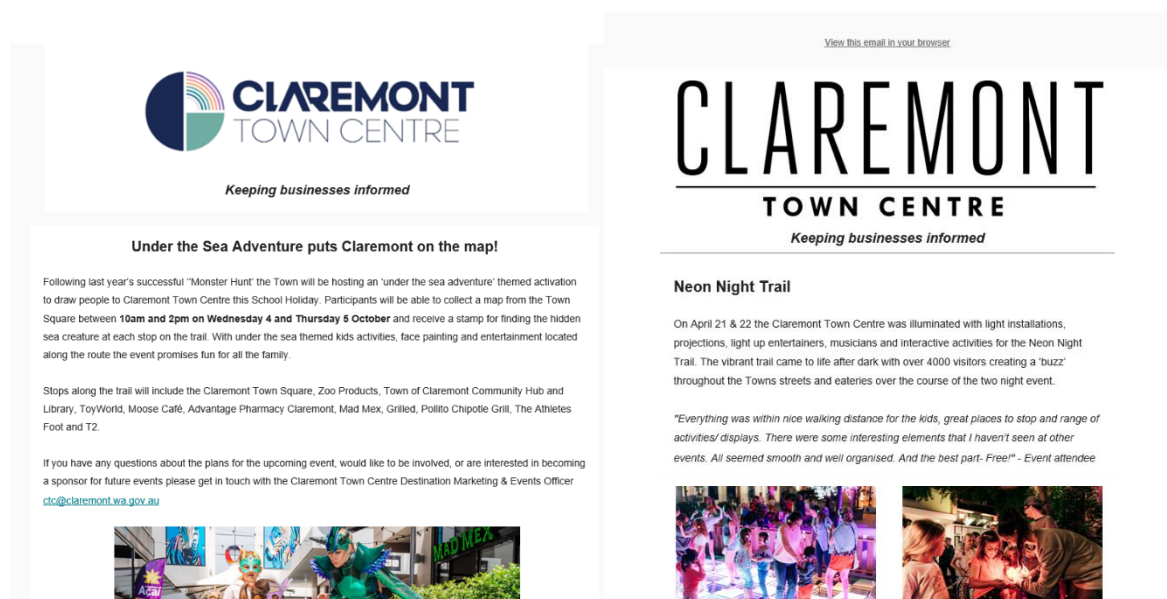


Monthly business newsletter

Sign up to our CTC business mailing list to receive our monthly e-newsletter. This newsletter aims to provide CTC businesses with helpful information to improve their 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 to ctc@claremont.wa.gov.au to be signed up.

We encourage businesses to get in touch with us know what information they would like to hear from us that is useful to them.




CLAREMONT TOWN CENTRE
Keeping businesses informed

Under the Sea Adventure puts Claremont on the map!

Following last year's successful "Monster Hunt" the Town will be hosting an 'under the sea adventure' themed activation to draw people to Claremont Town Centre this School Holiday. Participants will be able to collect a map from the Town Square between **10am and 2pm on Wednesday 4 and Thursday 5 October** and receive a stamp for finding the hidden sea creature at each stop on the trail. With under the sea themed kids activities, face painting and entertainment located along the route the event promises fun for all the family.

Stops along the trail will include the Claremont Town Square, Zoo Products, Town of Claremont Community Hub and Library, ToyWorld, Moose Cafe, Advantage Pharmacy Claremont, Mad Mex, Grilled, Polillo Chipotle Grill, The Athletics Foot and T2.

If you have any questions about the plans for the upcoming event, would like to be involved, or are interested in becoming a sponsor for future events please get in touch with the Claremont Town Centre Destination Marketing & Events Officer ctc@claremont.wa.gov.au




CLAREMONT TOWN CENTRE
Keeping businesses informed

Neon Night Trail

On April 21 & 22 the Claremont Town Centre was illuminated with light installations, projections, light up entertainers, musicians and interactive activities for the Neon Night Trail. The vibrant trail came to life after dark with over 4000 visitors creating a 'buzz' throughout the Towns streets and eateries over the course of the two night event.

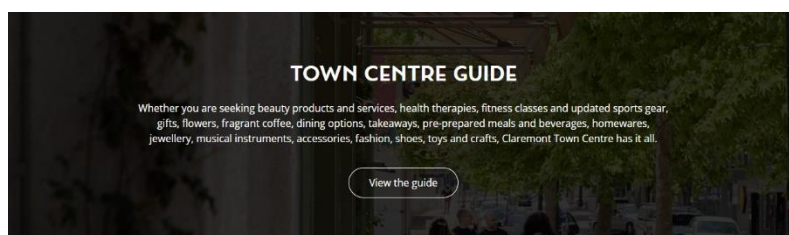
"Everything was within nice walking distance for the kids, great places to stop and range of activities/ displays. There were some interesting elements that I haven't seen at other events. All seemed smooth and well organised. And the best part- Free!" - Event attendee



Town Centre Guide

All businesses within the CTC are eligible to be listed in our online [Town Centre Guide](#). New businesses or existing businesses with changes in opening hours or store details can submit their business listings by emailing their changes or providing their business details to ctc@claremont.wa.gov.au

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



TOWN CENTRE GUIDE

Whether you are seeking beauty products and services, health therapies, fitness classes and updated sports gear, gifts, flowers, fragrant coffee, dining options, takeaways, pre-prepared meals and beverages, homewares, jewellery, musical instruments, accessories, fashion, shoes, toys and crafts, Claremont Town Centre has it all.

[View the guide](#)

Annual event and activation opportunities

The CTC hosts annual activations throughout the year. 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

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