

Gold Coast Light Rail Stage 3

Broadbeach to Burleigh Heads



Business handbook

October 2022

About this handbook

This handbook has been developed to support businesses with understanding and leveraging the *Love Your Local* campaign and third party business support services on offer. As construction of the Gold Coast Light Rail Stage 3 continues, additional promotions under the *Love Your Local* campaign will launch, along with Appendices to this Handbook.

For the most up to date information, please use the QR code below to visit the website.



About the project:

Gold Coast Light Rail Stage 3 (GCLR3) a 6.7-kilometre extension of the light rail network from Broadbeach to Burleigh Heads is funded by the Queensland and Australian Governments in partnership with City of Gold Coast.

John Holland is GoldlinQ's chosen contractor to design and construct GCLR3. This city-shaping project will support more than 760 jobs and cater to the Gold Coast's expected population growth in the coming decades.



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About the Love Your Local campaign

LOVE YOUR LOCAL

The Gold Coast Light Rail Stage 3 (GCLR3) project team have developed a *Love Your Local* campaign, delivered by design and construction contractor John Holland, to encourage Gold Coast residents and visitors to shop local during construction of Stage 3. This campaign is active from September 2022 with the intention of ensuring all Gold Coast residents and visitors 'love their local' and shop local throughout the construction period and thereafter.

The campaign will include newsletters, digital marketing, radio advertisements, pop-up events, scavenger hunts, an internal workforce shop local campaign for the GCLR3 project team, as well as stickers and posters for local businesses and retailers to display in their shop windows. Suburb specific collateral has been prepared, with a focus on Mermaid, Nobbys, Miami and Burleigh.

Businesses can play a key role in marketing the program and supporting programs. See page 7 for details of how you can leverage this campaign.

One of the first promotions under the *Love Your Local* campaign will be the *Shop Local and Win* competition, which will inject \$30,000 back into the local business economy through the pre-purchase of vouchers and store credits for people to win monthly throughout the competition period.

How will the Shop Local and Win competition work?

The *Shop Local and Win* competition offers prizes to redeem along the Gold Coast Highway and surrounds from Broadbeach to Burleigh Heads. The competition aims to support small business via the pre-purchase of vouchers and store credits, which will form a monthly prize pool for those who enter the competition each month. Businesses along the corridor must be registered in the **Trader Directory**, on the GCLR3 website, in order to have their goods or services pre-purchased by the project team.

The *Shop Local and Win* competition is available to Gold Coast residents and visitors over the age of 18 (or have the approval of a parent or guardian if under 18 years of age), who spend \$10 or more at a local business*.

For the duration of the competition (21 months), entrants will have the chance to share in a prize pool of up to \$1,800 each month. To enter the competition, entrants must electronically submit a purchase receipt for purchases of \$10 or more via a webform on the GCLR3 website.

Scan to enter



Residents and visitors may enter the competition multiple times. Every \$10 spent at a local business will qualify for one (1) entry in the competition. Entrants can submit more than one entry each month with a maximum of ten (10) entries per person, per month. If an entrant spends \$100 at a Local Business/Retailer in one transaction, they will receive ten (10) entries in the draw for that month. If an entrant spends \$20 at one Local Business/Retailer, and another \$30 at another within the same month, they will receive five (5) entries for that month.

Entries for each competition month will accept transactions from the 1st of the month until 11:59pm on the last day of the month. The total prize pool for each month, as well as opening and closing dates, are published on the GCLR3 website.

Entrants must be aged 18 and over or have the approval of a parent or guardian if under 18 years of age. The prizes will be drawn and published on the website on the first Monday of the following month (for example, July's winners will be announced in August), unless it is a public holiday, in which case results will be published on the Tuesday. Winners are selected at random and will be notified via email and phone each month.

The competition begins at 9.00am AEST on Monday 10th October 2022 and will end on 11.59pm AEST on Sunday, 30th June 2024, with the last publication date of winners on 5th August 2024.

*A local business or retailer is defined as a business located within a 300 metre radius of the GCLR3 project boundary (located on the Gold Coast Highway, between Hooker Boulevard, Broadbeach to Brake Street, Burleigh Heads). Please note that major retailers and shopping centres are excluded from the competition.

Shop Local and Win customer journey

Step 1

The customer makes a purchase of \$10 or more at a local business (as defined above) between the 1st of the month until 11:59pm on the last day of the month. The competition duration is 21 months, from Monday 10th October 2022 to 11:59pm AEST on Sunday 30th June 2024.

Step 2

The customer completes a webform via the GCLR3 website www.gclr3.com.au and uploads a picture or screenshot of their receipt / proof of purchase.

They will receive an automated response confirming their entry has been received. Entrants who make multiple transactions within the competition month are required to submit more than one entry - each transaction must be submitted via a unique and separate webform for each transaction.

When an entrant completes a webform and the transaction is for more than \$10 at a single Local Business/Retailer, multiple entries will be counted automatically by the project team. For example, a single transaction of \$30-39 will be three (3) entries.

Step 3

Entrants will have the chance to share in a prize pool of up to \$1,800 each month for the duration of the competition. The prize pool by month is detailed in the Terms and Conditions on the GCLR3 website.

The number of winners each month will vary and be determined by the prize pool. It is expected to be between 1 and 10 winners each month. Winners will be notified via the email address and phone number detailed on their entry webform and can redeem their prize up to one month after the results are published.

Step 4

The winners use their voucher or store credit at the local business or retailer defined.

Customers SCAN here to WIN



How will it work for my business?

Businesses within the GCLR3 construction area, located on or within a 300m radius of the Gold Coast Highway, between Hooker Boulevard, Broadbeach to Brake Street, Burleigh Heads can sign up to the Trader Directory on the GCLR3 website www.gclr3.com.au

The Trader Directory will allow businesses to promote their goods and services and encourage residents and visitors to shop local.

Only those businesses that are signed up to the Trader Directory may be contacted by the GCLR3 Project Team to arrange the pre-purchase of vouchers or store credits for competition winners. The prize pool for the competition is made up of those pre-purchased vouchers and store credits.

Register for the Trader Directory



Businesses should visit www.gclr3.com.au/business to request printed posters and stickers that the project team will deliver to you. Businesses can also download social media templates from this address.

The *Shop Local and Win* competition will be launched on 10th October 2022 for residents and visitors who make a purchase of \$10 or more at your business during the competition period. The competition ends at 11:59pm AEST on Sunday 30th June 2024 and is a monthly competition. Any resident or visitor who makes a purchase of \$10 or more during this period and is over 18 years of age (or has approval from a parent or guardian if under 18), is eligible to enter the draw for the monthly prize pool.

Businesses along the corridor must sign up to the Trader Directory to be eligible for the Project Team to pre-purchase their goods or services as a part of the competition. Signing up to the Trader Directory does not guarantee that your goods and services will be pre-purchased for the competition, however the project team is committed to making the process fair and equitable, with the *Shop Local and Win* competition just one of the many promotions that come under the *Love Your Local* campaign.

Register for the Trader Directory



Other business considerations

1

Sign up to the Trader Directory.

Register for the Trader Directory



2

Share this Business Handbook with your teams and provide an overview of the *Shop Local and Win* competition to encourage customer purchases and competition entries.

3

Bookmark the GCLR3 website at www.gclr3.com.au so you can easily request social media, stickers, posters or fact sheets.

4

Keep a printed copy of this Business Handbook near the point of sale for easy reference.

5

Get in touch with the Project Team if you'd like to be involved in any *Love Your Local* activations and events.



How to leverage the *Love Your Local* campaign

Gold Coast businesses in the GCLR3 construction area can leverage the *Love Your Local* campaign in several ways to maximise sales.

These include:

- **Register your business on the Trader Directory.** You can share your goods and services here, as well as any promotions you are offering. Anyone can access the Trader Directory via the GCLR3 website, especially those residents and visitors who want to find out more about GCLR3 construction, changed traffic conditions and those who want to find out how to support local business.
- **Download the social media** once you've registered.
- Request stickers, posters and fact sheets from the **GCLR3 website**.
- **Use the your social media captions** from the *Love Your Local* campaign in your own marketing activity (see page 8).
- Use the program hashtag **#loveyourlocalgc** when posting about your business on social media.



Your social media captions

These messages can be used on your social media platforms when posting about the program, just copy and paste the text below straight into your Facebook or Instagram post:

- Hey Gold Coast - here's your chance to support local businesses (like ours) and go into the draw to win part of a monthly prize pool of up to \$1,800 until June 2024! **#loveyourlocalgc**
- The GCLR3 project can be disruptive to businesses like ours, but you can help us by shopping local. When you spend \$10 or more you go into the draw to win prizes and vouchers worth up to \$1,800!! **#loveyourlocalgc**
- Want to win cash and prizes while supporting local businesses? When you shop local you are directly investing in the future of small business, and we really appreciate it! Whenever you spend \$10 or more you can go into the monthly draw to win prizes and vouchers up to \$1,800! **#loveyourlocalgc**
- When you shop with local businesses like ours, you're investing in creating job opportunities, and increasing community connection – thank you! Right now, whenever you spend \$10 or more you can go into the monthly draw to win prizes and vouchers worth up to \$1,800! **#loveyourlocalgc**
- We're spreading the love as part of the *Shop Local and Win* competition! Whenever you spend \$10 or more you can go into the monthly draw to win prizes and vouchers worth up to \$1,800! **#loveyourlocalgc**

Social media templates and images

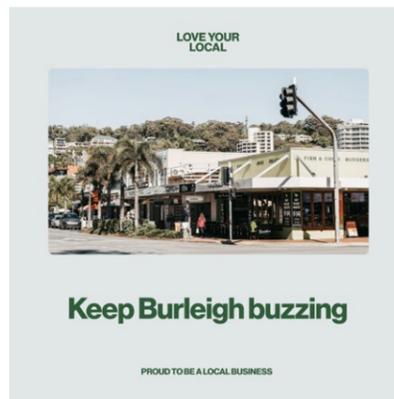
We've created a suite of *Love Your Local* campaign collateral for your business to use. If you'd like to share the media templates across your own channels to align with campaign activity and increase exposure, please feel free to order these via the GCLR3 website under *Information for Businesses*.

Please note that templates must only be used in the positive promotion of the *Love Your Local* campaign, *Shop Local and Win* competition and related promotions.

The creative campaign templates have been designed to suit specific channels. Each template will be most effective if used in the intended way.

The below will be printed and mailed (or delivered) to you by the Project Team:

1. Fact Sheets and Posters: these have been designed and printed for display in shop windows or counter tops, with some information about GCLR3 construction and *Love Your Local* precinct-based calls to action such as "Get more from Mermaid", "Make Nobbys your next stop", "Keep Miami moving" and "Keep Burleigh buzzing"

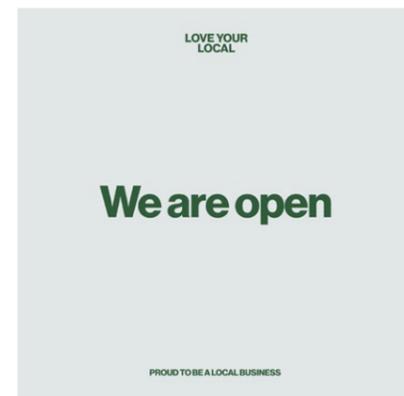


2. Stickers: these have been designed and printed for display in shop windows or counter tops, with the Shop local, Support local, Love local call to action and a QR code linking to the GCLR3 website.

The below social media templates can be downloaded via a link once you've registered on the Local Trader Directory.

Various Social Media tiles: square images used for posting on your Facebook and Instagram feeds. Portrait images used for posting on your Facebook and Instagram stories. Info on how to add your own image into the tiles will accompany the download link.

Please follow the labelling to ensure templates are used correctly across your own channels.



Your business on display

If you need help with how your business is being promoted on the Trader Directory, please contact the Gold Coast Light Rail Project Team via contact@gclr3.com.au



Help

How do I ask a question or provide feedback?

If you have a question or you'd like to provide feedback, you can contact the GCLR3 Project Team via: contact@gclr3.com.au

Contact us

Gold Coast Light Rail 3 Project Team

Website: www.GCLR3.com.au

Email: contact@gclr3.com.au

Phone: 1800 312 600

Business Support Services

Did you know that your business can access third party support services at low or no cost?

Head to www.gclr3.com.au/business for the most up to date information.

City of Gold Coast

Start & Grow Your Business via Gold Coast Libraries.

- workshops and events delivered by industry experts
- research support
- online business courses with LinkedIn Learning
- dedicated business eLibrary

Sign up to the **monthly business e-news** to stay up to date with the latest business reads, industry insights and upcoming business events by visiting: <https://www.goldcoast.qld.gov.au/libraries/Explore/Business>

Queensland TAFE and the Department of Employment, Small Business and Training (DESBT)

Queensland TAFE and the Department of Employment, Small Business and Training (DESBT) are providing a series of workforce development opportunities to assist small business operators and their staff during COVID-19 and the construction phase of the stage 3 Gold Coast Light Rail extension.

Subscribe to **Small Business Connect**—your monthly newsletter to keep you up to date with the latest information for Queensland small businesses.

Register for a free **Mentoring for Growth** session – get help from an experienced mentor to help address your business challenges.

You can find more information online at <https://go.tafeqld.edu.au/supportingbusiness.html>

Business Station – Digital Solutions

Digital Solutions is a business advisory program for small business owners in Australia. Over the course of three months, you'll be paired with expert advisors, attend world-class workshops and watch online content designed to grow your business.

As an Australian Government initiative, Digital Solutions gives small business owners over \$1,000 in consultation time, workshop access and online resources for only \$44.

From October 2022, the Gold Coast Light Rail Stage 3 Project Team will pay for the first 100 businesses to register through the GCLR3 website.

To register via GCLR3 visit the Business Support tab at www.gclr3.com.au/business

For more info on Digital Solutions, please see <https://www.businessstation.com.au/digital-solutions-landing-page/>