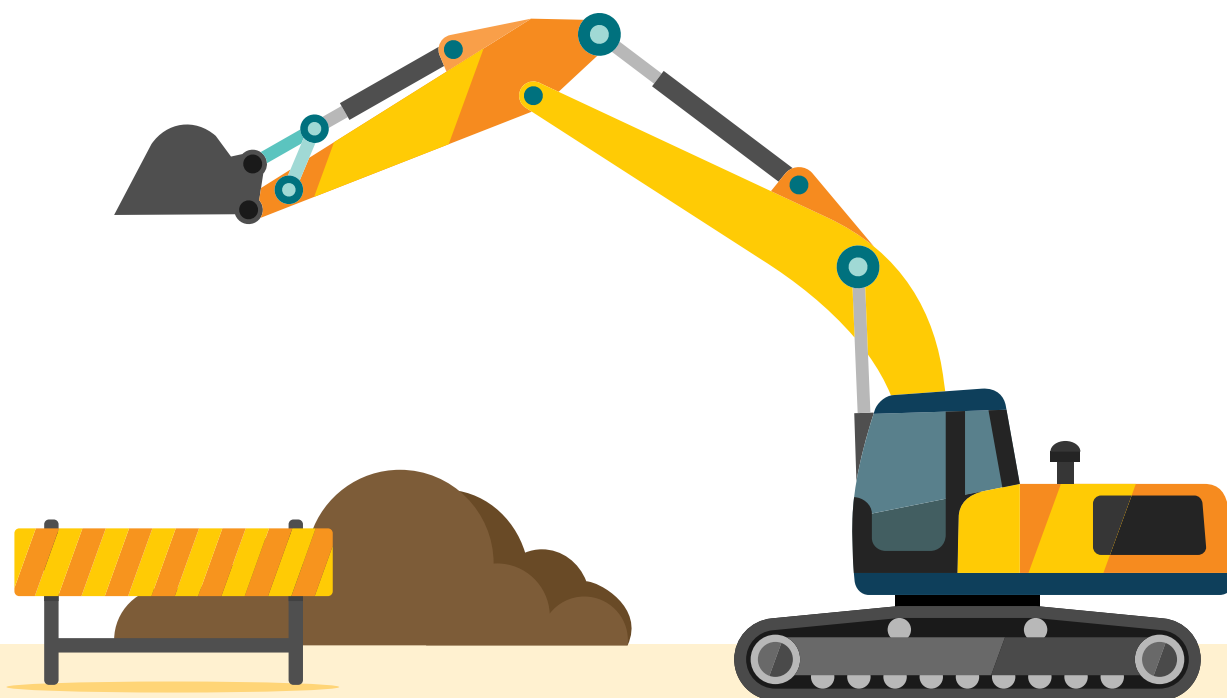




City of **Perth**

Business Continuity Guidelines





Introduction

Upgrades and improvements to streetscapes, parks and community facilities aim to enhance the social, environmental, economic and cultural setting of the city.

The City understands that construction work may impact small businesses. We have prepared this guide to help small business owners plan and prepare for construction work near their premises.

Construction work can be frustrating, however its very important to remember the positive outcomes the project will have on your precinct, ultimately supporting your business in the future.

How does City plan for infrastructure works?

The City plans major infrastructure projects several years in advance of construction works, including community consultation to ensure the City can achieve what the community most values during its upgrades and improvements, with a view to enhance our capital city.

It is important to keep informed of community consultation and upcoming works in your area. Keep a look out for emails and mailouts which may inform you of upcoming works and ways you can get involved.

How will the City support businesses during construction

The City's project teams will make every effort to reduce the impact of construction projects on businesses, including:

- Avoiding peak periods (where possible)
- Informing businesses of schedules of upcoming works
- Providing regular project updates on engage.perth.wa.gov.au
- Retaining access to businesses during standard trading hours (where possible)
- Providing updates through project newsletters, emails and face to face liaison
- Implementing social media and marketing campaigns to support businesses impacted
- Offering advice from the City's Economic Development and Business Support teams
- Providing a project phone number in preparation for construction, so you can contact the project team

How can you be proactive BEFORE CONSTRUCTION



Communication

Construction works can be impacted by numerous factors including, weather, underground services and traffic management, staying informed will ensure you can plan for when construction is nearby or directly in front of your business. Ensure you have the most up-to-date project information by reading weekly updates and checking the project website engage.perth.wa.gov.au

Resources and financial planning

You may need to consider changes to trading hours, staff rosters and adjust your expected customer numbers once construction begins. This is unfortunate, however good planning may also allow for opportunities.

Promotion and marketing

Keeping your customers updated is vital, provide them with up to date information, what to expect and highlighting the benefits of the works. You could also take the opportunity to offer promotional specials to not only keep your existing customers, but also encourage new ones.

Key moves

- Discuss the works with your staff as they may be impacted
- Communicate with your customers, keep them focused on the end product and the benefits for the area as a whole (such as better access, new seating, public art and increased shade)
- Distribute any project flyers or postcards provided by the City to customers, encouraging them to visit the Engage Perth website
- Speak to suppliers to notify them of any changes to access for deliveries
- Discuss the works with your landlord. Can they provide support as they are likely to see an upside in assets and the longer term?

Key moves

- Discuss concerns with your staff and plan ahead
- Consider altering your trading hours, taking advantage of construction workers arriving earlier than your standard hours
- Be flexible, try to respond to the change in customers
- Review your stock, do you need to plan for changes in customer numbers or customer type during construction
- Understand your cash flow, review your budget and think about additional budget items such as, signage, cleaning and general upkeep
- Have you been planning a refurbishment? Can you use the construction period as a time to undertake these works

Key moves

- Utilise social media to advertise your business and the great things happening in the area
- Talk to your staff to see if they have any promotion or marketing ideas
- Start a customer loyalty program
- Consider offering promotions
- Approach similar affected businesses to see if you can work together to develop area promotions
- Communicate with the City's project team to see if the City can promote your promotions and offers on the City's social media platforms
- Send weekly emails to customers, encouraging their ongoing support
- Speak to suppliers to see if they want to be part of a product promotion

How can you be proactive DURING CONSTRUCTION



Stay informed

The City will continue to provide updates throughout the entirety of the project, however you should consider:

- Following and subscribing to the project page on engage.perth.wa.gov.au
- Attending any project related council meetings
- Looking out for community information sessions
- Taking note of any updated project sign boards located on site and project related materials issued
- Following the City of Perth on social media platforms
- Participating in the construction reference group

Stay positive

Remember to stay positive to ensure customers keep coming back, people may be put off coming to the area if they only hear negative things. It's important to remember the construction works are occurring to improve the streetscape, parks and community facilities, ultimately the works will support your business.

Promotion & Marketing

Construction work is underway. Continuing to promote and market your business is critical.

Key moves

- Continue to utilise social media to advertise your business and the great things happening in the area
- Keep your customer loyalty program
- Consider offering promotions. Potentially approach similar affected businesses and work together
- Be flexible. Try to respond to the change in customers, including taking advantage of the increase in construction workers in the area

POST CONSTRUCTION

Construction work has finished and it's time to celebrate the project's completion. In some cases your business may still find customers are slow to return to the area. At this time, you should consider:

- Celebrating the project's completion and benefits with your customers and other businesses
- Letting your customers know the project has finished and it's 'business as usual'
- Promoting the new image, highlighting the benefits and potentially undertaking promotions and advertising
- Reviewing your amended business plans. Has anything really worked and could be useful in the longer term?

City Grants and Sponsorship

The work is complete but there may be more opportunities to enhance your business. The City offers a wide range of grants to businesses and the community. Please visit the City's grants and sponsorships page to see what opportunities there are to support your business.
perth.wa.gov.au/grants

Your business continuity checklist

Before and during construction

- ☐ Stay informed. Check engage.perth.wa.gov.au
- ☐ Attend community consultation sessions and voice any concerns you have early.
- ☐ Communicate with your customers. Provide them with up to date information on promotions you're planning and events happening in your area.
- ☐ Develop a promotion and marketing plan. Can you and you're staff think of any initiatives to encourage customers?
- ☐ Speak to suppliers, discuss deliveries and review inventory.
- ☐ Discuss the works with your landlord. Can they support you?
- ☐ Review trading hours. Can you take advantage of construction workers in the area?
- ☐ Plan your staff levels. You may need to discuss changed hours.
- ☐ Utilise social media. Can similar affected businesses have a joint strategy to encourage customers?

Post construction

- ☐ Celebrate the project completion.
- ☐ Advise customers that work has finished. Utilise social media to promote the area.
- ☐ Acknowledge the benefits of the project. Thank staff and customers for their patience.

Contact Us

This document is available in other formats or languages on request.

(08) 9461 3333
27 St Georges Terrace, Perth WA 6000
GPO Box C120, Perth WA 6839



perth.wa.gov.au