



ROSANNA TRADERS ASSOCIATION News

May, 2008



Mothers Day Winners

Congratulations to the winners of our recent Mothers Day competition.

Our first prize winner has been in Rosanna since 1959 so it was great to see it go to a very loyal and local customer.

The winners were:

1st Prize of Gold Coast Getaway

B. Pritchard

- entered at Post office

5 x \$100 Rosanna Shopping \$\$\$

J. McGrath

- entered at The Forgotten Woman

M. Henry

- entered at The Forgotten Woman

A. Petrani

- entered at Ritz of Rosanna

K. Fox

- entered at Medical Centre

M. Bedford

- entered at Scooters

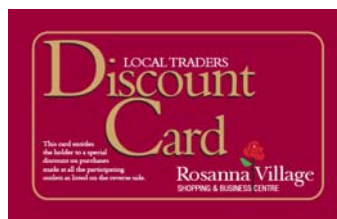
Congratulations to those businesses that had the winners. I know many of you really got behind this competition and gave away a lot of entries. Some used this competition very effectively in obtaining more sales. Well done!

Thanks to Meridian Travel for their support with this competition.

Staff Discount Card

Fifteen Rosanna Village businesses have advised that they wish to be involved with the Staff Discount or Special Offer card. This card will be printed with the promotional flyer shortly.

If you had not yet advised us you wish to participate please phone Noella on 9435 2200 and a form will be sent to you.



Special charge renewal

At the Banyule City Council meeting on 19 May 2008 the Councillors approved the notice of intention to declare the renewal of the Rosanna Special Charge. All businesses and property owners will receive a letter with regard to this charge shortly.

This fund is matched \$ for \$ by the Banyule City Council to support the businesses of Rosanna develop a stronger centre.

Without these funds in the past five years it would have been very difficult to market or develop the centre.

We have been very fortunate that the Banyule City Council has supported the special charge scheme to enable us to market Rosanna Village. We have been able to also support our businesses with competitions, branding advertising and subsidised advertising etc. The funds has allowed us to develop gardens, clean off graffiti and various areas of the centre so the centre is clean and presentable.



Hi

I have received many compliments from customers on the way our centre looked at Mothers Day.

The street balloons was an effective way of attracting people to our centre during this merchandising period.

Have you noticed that our seats, poles etc have been painted and our new rubbish bins installed. Big thanks to the Banyule City Council for their support.

Regards

Noella Jacobs

Centre Manager

Rosanna Traders Association

Phone 9435 2200 or 0403 502 348

Winning Business Tips

“Show the World”

Displays are used in retail to tell a story. We tell the story of the products that we sell, or the services that we offer. Here's the chance to create your own “Myer Window”

Points to consider:

Do

-Use displays to promote the business or a product or service

-Plan displays and use them for seasonal promotions

-Use displays to demonstrate and educate the public

-Use any opportunity to display your stock – if you have a glass-top counter display stock under the glass

-Use the right amount of merchandise. Too little or too much may reduce the impact of your display

-Use displays to create an idea/image

-Leave lights on at night to show your business