

BEFORE CONSTRUCTION



- ☐ Stay informed about upcoming construction projects in your area.
- ☐ Subscribe to YourSay Charles Sturt and Western Business Leaders to hear about local project and business-related updates.
- ☐ Give feedback during consultation periods and get involved in shaping the area you trade in.
- ☐ Attend project meetings and provide feedback, raise concerns and opportunities at these meetings.
- ☐ Develop a marketing plan (include social media accounts and website), to identify how you will attract customers during this time.
- ☐ Consider what initiatives you can plan in advance to encourage and support your customers.
- ☐ Collaborate with neighbouring businesses, our Economic Development team and community groups in your area on marketing initiatives like advertising, social media or events that could attract visitors to the street or precinct.
- ☐ Plan staff levels during construction. You may need to discuss this with your staff, for example changed hours might be an option or discuss with neighbouring businesses how you can manage staff impacts/levels.
- ☐ Contact your bank and landlord to inform them of the construction time frames and potential impacts.
- ☐ Review your line of credit by discussing the situation with your suppliers.
- ☐ Rework your budget or look at your outgoings – can you make adjustments? How will you manage purchasing? Reviewing the budget allows you to plan, forecast and manage better cash flow where possible.
- ☐ Collect contact information for your customers and notify them of the project in advance.
- ☐ Having an up-to-date database has many benefits including providing accurate information to customers, project information, sales you're planning, events in the area and any changes to parking during the project.

DURING CONSTRUCTION

- ☐ Combine advertising and marketing resources with other businesses in your area or precinct.
- ☐ Stay informed and attend meetings about the project.
- ☐ Develop a friendly rapport with construction workers.
- ☐ Print signage to display at your shop front and discuss direction signage and alternative access point options with the Project Manager.
- ☐ Provide information and access directions for staff.
- ☐ Brief staff during team meetings.
- ☐ Use social media to keep customers informed, offer contests, vouchers, and more.
- ☐ Continue to work with local business groups through collaboration.
- ☐ Consider extending business hours.
- ☐ Deliver products to your customers or increase online business.

AFTER CONSTRUCTION



- ☐ Advise customers that roads are open, parking is easy to find, and promote with a new image.
- ☐ Celebrate with an event or promotion.
- ☐ Support other businesses undergoing construction work in their area.
- ☐ Acknowledge the benefits of the project to the precinct and thank your staff and customers for their patience.