



Welcome to **DIAMOND CREEK**

Working together to build a healthy, vibrant, prosperous,
sustainable and connected community

Welcome to Diamond Creek and welcome to the growing and supportive community of businesses that choose to set up their business in Diamond Creek.

This booklet has been designed to provide information on operating a business in Diamond Creek and how, through our marketing program, the Diamond Creek Traders Association can assist your business. It will also outline additional resources available and explain some Nillumbik Council By-Laws that you and your staff need to be aware of.

Let's start with the value of Main Street Precincts and why Diamond Creek businesses are an important part of the community.

Main Street Precincts are the central hub of a town. They bring people together to work, shop and socialise. Main Streets act as a meeting place for locals and visitors. They provide space where many social interactions take place, not just shopping.

Main Street businesses are at the heart of these communities and their success is key to a healthy and vibrant main street and local economy. Much of our marketing and promotions are based on this philosophy and we encourage you to get involved.

Diamond Creek is a Main Street community stretching from the top of the hill in Chute Street through to and along Main Hurstbridge Road towards Hurstbridge. Below is a map of Diamond Creek, highlighting the business precincts.



The Diamond Creek Traders Association

MISSION STATEMENT

Working together to build a healthy, vibrant, prosperous, sustainable and connected community.

The Diamond Creek Traders Association (DCTA) is an incorporated association, formed over 20 years ago to unite local businesses and encourage collaboration. All businesses operating in the Main Street precinct contribute to the special Marketing Levy and are therefore automatically a member of our Traders Association.

The DCTA employs a Marketing Development Manager, Heidi Crundwell, in a part-time capacity. Heidi's role is to work with the committee, businesses, various stakeholders and Nillumbik Shire Council to promote Diamond Creek as a place to shop and visit.

Heidi can be contacted on M: 0417 580 009 or
E: heidi@diamondcreekshopping.com.au

How can you get involved?

The DCTA meets monthly and all traders are welcome and encouraged to attend. The meetings are a great opportunity to engage with fellow traders in a social capacity and to contribute thoughts and opinions. Along with general discussions, financials are reviewed and decisions are made on marketing and promotional programs for the centre.

Meetings are held on the third Wednesday of the month. The venues and times of meeting change from month to month. The dates are listed on our website – www.diamondcreekshopping.com.au.

DO YOU HAVE ANY PRINTING NEEDS?

Diamond Creek has a great printer who can provide you with all your printing needs - business cards, order forms, letterheads and brochures.

Struan of Saturn Graphics & Printing is located at

10 George Street Diamond Creek T: 9438 1199

struan@saturngraphics.com.au

The Diamond Creek MARKETING PROGRAM

Since 2001, the Diamond Creek Traders Association (DCTA) has had a Marketing Levy for businesses in Diamond Creek. These funds have enabled DCTA to deliver some important marketing initiatives for the Diamond Creek Traders that have helped to promote businesses and bring people into the centre.

Our marketing activities include, but are not restricted to:

- ▷ Local press advertising
- ▷ Website:
www.diamondcreekshopping.com.au
- ▷ Facebook
F: Diamond Creek
- ▷ Community engagement activities:
Mother's Day
Halloween – Trick or Treat
Easter Egg Hunt
- ▷ Competitions

DCTA informs local traders of activities and opportunities via:

- ▷ Monthly meetings
- ▷ Regular bimonthly newsletters
- ▷ Email updates
- ▷ Yearly forums

Sometimes traders do not know about events or promotions until after they have occurred. This is because they may not receive or overlook our newsletters or emails. Please read our communications regularly so that you don't miss out.



Biggest Morning Tea



Halloween Trick or Treat



Face painting in Diamond Creek

Enterprise Nillumbik BUSINESS SUPPORT

Enterprise Nillumbik is a dedicated Council service to support local businesses. It offers a unique mix of services and programs to assist small business owners and managers to:

- ▷ improve and grow their businesses into stronger and more sustainable enterprises
 - ▷ encourage and assist new business start-ups
 - ▷ foster local innovation
- Visit www.enterprisenillumbik.com.au for more information and to see what services are available to you.



Business Mentoring

Nillumbik Shire Council, together with the Small Business Mentoring Service, offer free bi-monthly business mentoring sessions for Nillumbik based businesses. The mentors can help you develop and grow your business. The independent mentor can assist with questions regarding marketing, management, planning, finance or legal matters. The advice is free and confidential. Sessions take place at Nillumbik Council Offices in Greensborough. Visit www.enterprisenillumbik.com.au for more information or to book a session.

There are also a number of businesses in Diamond Creek that can provide you with financial or business consulting advice.

Advice For Living

10B / 75 Main Hurstbridge Road,
Diamond Creek
T: 9438 5377

Bendigo Bank

Shop 8 , 75 - 77 Main Hurstbridge Rd,
Diamond Creek
T: 9438 4133

Commonwealth Bank

43 Chute Street, Diamond Creek
T: 9130 1001

Duncan Dovico -

Access, Accountants & Advisors
8 Chute Street, Diamond Creek
T: 1300 883 122

H&R Block

Shop C, 62 Main Hurstbridge Road,
Diamond Creek
T: 9438 6015

Marendaz Accountants and Business Consultants

10 / 75 Main Hurstbridge Road,
Diamond Creek
T: 9438 1899

Further details including website and emails can be found in our website [w:diamondcreekshopping.com.au](http://www.diamondcreekshopping.com.au)

KERBSIDE TRADING

The Diamond Creek Shopping Precinct is made up of public and private land. Rules regarding kerbside trading vary depending on where within Diamond Creek you operate your business.

Nillumbik Shire Council issued permits are required by traders who wish to:

- ▷ display goods on the pavement adjoining their property and/or
- ▷ provide outdoor eating for their customers

Nillumbik Shire Council issue these permits to ensure public access and safety.

An *Application for a Permit* form can be downloaded from the Council website. Visit www.nillumbik.vic.gov.au/livinginnillumbik/permitapplications

Some sections of Diamond Creek are privately owned and a permit is not required. The Diamond Creek Plaza and Diamond Creek Shopping Station areas are managed by private property owners or owners corporations. If you are unsure if a permit required, please speak to your landlord, owners corporation or a Nillumbik Shire Council representative.

Contact details can be located at the back of this booklet.



A Frames and seating makes for an attractive streetscape but ensure that you have the necessary permits to avoid hefty fines



Let's avoid unsightly goods displays such as this in our centre. Contact Heidi for suggestions on how you can display your goods that will attract attention and make our centre look appealing

PARKING

We all know that customer parking is critical to business survival. Please do your bit and do not park for extended periods at the front of your shop and take a car park from your or your fellow trades' customers.

Nillumbik Shire Council is no different to any other council and will fine people who exceed parking time restrictions. There are sensor cameras in Chute Street, Inglis Street and some parking bays along Main Hurstbridge Road. When a vehicle exceeds the signed time limit a Nillumbik Council Officer is alerted and a fine issued. The Diamond Creek Shopping Station and Diamond Creek Plaza car parks are patrolled by Council Officers.

At certain times of the day, street parking in Diamond Creek is at a premium. Please encourage your staff to park in the free, designated, all day areas in Waigo Way and the carpark in Diamond Street, behind the Shell Service Station. Doing this means they won't be fined and frees up parking for shoppers to the area, who are critical for your business to thrive.

Limited Trader Permit Parking is also available in Wensley Street and at the rear end of Coles which is managed by Nillumbik Shire Council. If you are interested in parking in this area, please download the form from the Nillumbik Shire Council website, www.nillumbik.vic.gov.au/livinginnillumbik/parking



PP Permit Parking

FP Free Parking

CRIME PREVENTION

How to protect your business

Businesses need to be extra vigilant with their overnight security. Offenders tend to look for cash and force front windows with jemmy bars or kick in windows to break doorframes. They will most likely target a business that is not alarmed. However there have been cases of alarm systems being tampered with, rendering them inoperable. Generally there is little evidence left at the scene and in the majority of cases, no CCTV camera footage is available.

Police urge businesses to consider the installation of CCTV attached to a monitored alarm system. Monitored alarms can detect if a system has been tampered with. Alarm systems can be purchased from retail stores, online or a professional security company can install. They are well worth the investment and your insurance premiums may also be reduced.

POLICE TIPS

- ▷ If you have a CCTV system or alarm, ensure that it is in good working order and that the sensors cover the front door or window. Sensors must be regularly cleaned to remove dust
- ▷ Do not leave large amounts of cash on your premises overnight
- ▷ Leave an empty cash tray visible and display signage in the window advertising that you don't keep cash on the premises overnight
- ▷ Install a properly fitted safe. Small safes are being easily jemmied from floors
- ▷ Glass windows and doors can be covered with a security film that holds the glass in place if smashed. Police also suggested that a shatter detector is attached to the glass so an alarm is activated once pressure is applied on the glass.

Solving commercial burglaries is a priority for police however we all have a role in preventing burglaries from occurring in the first place. For further information and tips, download the Business Security Kit from the Victoria Police website www.police.vic.gov.au Crime Prevention and Community Safety section.

The Diamond Creek Police Station is located at 83 Main Hurstbridge Road, Diamond Creek T: 9438 8000. For urgent police attendance, call 000.

GRAFFITI REMOVAL

Graffiti is ugly, creates a bad impression and needs to be removed as soon as possible.

We want to keep Diamond Creek clean. Graffiti can be removed in two ways:

- ▷ using a graffiti removal kit
- ▷ by a contractor

Nillumbik Shire Council have Graffiti Removal Kits available for free. These kits are available for businesses to use to remove graffiti immediately - if they are prepared to remove it themselves. Kits are located at Bendigo Bank, Darebin Travel and Wendy's Music School. These kits can be borrowed at any time or businesses can be supplied with their own kit free of charge by contacting Nillumbik Shire Council on T: 9433 3111 or your Marketing Development Manager.

Nillumbik Shire Council employs a contractor to remove graffiti from Council owned assets. In some instances, the contractor may be able to remove graffiti from businesses. If you would like to use this option, graffiti must be reported to the Marketing Development Manager via email, including location details, a brief description and a photograph.

If the graffiti is offensive, please report it to Diamond Creek Police immediately.



TIDY TOWN

Please help keep Diamond Creek tidy and pick up rubbish, and return trolleys that might be outside or near your shop. Every little bit helps.

Diamond Creek EVENTS

Diamond Creek host a number of events and we encourage you to get involved.

The Diamond Creek Rotary Town Fair takes place in September every year. Over the past 40 years, it has grown to be one of the largest suburban annual town fairs and is the major tourism event in the town. If you would like to be involved in the Diamond Creek Town Fair please visit the website www.diamondcreektownfair.org.au



Pet Expo, Marngrook Oval, Diamond Creek

Need a website?

Why not speak to Simon of practiceedge.
practiceedge is a Diamond Creek business operating from
47 Chute Street Diamond Creek T: 8418 8055
Simon can help you create a wow website
and assist you with social media too!

Emergency INFORMATION

The Diamond Creek Traders website has information on who to contact if you need help, such as your telephone line is down or your business may experience flooding.

Don't panic about a flood affecting your business, it does not occur very often, in fact every ten years or so, but it is best to be prepared.

Please refer to our website – www.diamondcreekshopping.com.au/tradershelp - as it has useful information and tips from emergency services authorities.

Consumer Affairs WHAT ARE YOUR RIGHTS?

All businesses have rights and obligations when dealing with customers however working through the legislation to identify which regulations apply to your business can be time consuming. Consumer Affairs Victoria has set up a Small Business Self Assessment checklist, designed to help businesses understand which Australian Consumer Law regulations apply to their business activities, and to better understand their obligations when dealing with consumers. The online checklist, together other resources related to Australian Consumer Laws, is available by visiting www.consumer.vic.gov.au/acresource

Let's STAY IN TOUCH

Membership to the Diamond Creek Traders Association is free if you are a member of the Diamond Creek Special Rate Levy. But to ensure that we stay in touch with you and you are aware of what is occurring in our town, please complete the attached Membership Form. Please include all your business information to ensure your business is correctly listed our website and other sites that we pass these details onto, including Nillumbik Shire websites and directories.

Other business in Diamond Creek can apply for membership. If you know anyone who is interested, please ask them to contact our Marketing Development Manager.

We're HERE TO HELP

The Diamond Creek Traders Association is here to help you every step of the way. If you have any questions or concerns, please contact any of the people listed below who will be happy to help you.

Phil Marendaz

President
Diamond Creek Traders Association
Marendaz Accounting
Ph: 9438 1899
E: phil@mabc.net.au

Cr Peter Perkins

Councillor - Ellis Ward
Nillumbik Shire Council
M: 0437 455 064
E: peter.perkins@nillumbik.vic.gov.au

Heidi Crundwell

Marketing Development Manager
M: 0417 580 009
E: heidi@diamondcreekshopping.com.au

Darko Popovski

Economic Development
Nillumbik Shire Council
Ph: 9433 3315
E: Darko.Popovski@nillumbik.vic.gov.au

Owners Corporations:

Various sections of our shopping centre are managed by owners corporations (formerly body corporations). The different areas are listed below, along with the contact details of the relevant Owner Corporations.

Fitzroys

Level 29, 367 Collins Street,
Melbourne T: 9275 7777
Diamond Creek Shopping Station
Intensive Massage Therapy through to
Platters

Melbourne Body Corporate

PO Box 607, Greensborough 3088
BWS through to Bendigo Bank Shops
1-8, 75-77 Main Hurstbridge Rd,
Diamond Creek

**Victoria Body Corporate
Services Pty Ltd**

64 Fennell Street, Port Melbourne
T: 8581 8100
Diamond Creek Plaza
Aksorn Thai through to Australia
Post 1-16, 72 Main Hurstbridge Rd,
Diamond Creek