

CSPA COVID-19 HISTORIC RETROSPECTIVE (WAVE TWO)

DESTINATION MARKETING AND BUSINESS ADVOCACY UNDERTAKEN ACROSS THE SECOND PANDEMIC PERIOD (JULY -TO- DEC 2020)

This below summary outlines in stages what the Chapel Street Precinct Association (CSPA) did to support our members through the second pandemic period.

The CSPA was clear it was there to create calm instead of panic, share correct community information, find gratitude instead of anger and drive a sense of community instead of isolation again across wave two.

During the Victorian COVID second shut down, a high percentage of our businesses again reported a harrowing drop in turnover between 70% to 100%. The additional State and Federal Government support packages were integral to limiting the number of businesses that otherwise would have been forced to close or lay off employees. In particular, the extension of JobKeeper helped enable many businesses to retain employees and survive the second wave. This was the most important initiative that saved thousands of jobs in our local economy.

The CSPA marketing calendar and all communication was revised dramatically a number of times as the state of emergency and state of disaster information changed almost daily.

PHASE ONE - CSPA EMERGENCY RESPONSE (MOVED BACK INTO THIS PHASE JULY 2020)

Quickly re-established a detailed wave two COVID-19 Crisis Communication Management Plan. This was devised with key learnings from wave one.

Closely monitored the evolving second wave and continued to work in partnership with The City of Stonnington and DHHS to inform our Chapel Street Precinct community. This involved quickly sharing important pandemic information around the second shutdowns via our trusted digital platforms.

Re-established the CSPA pop up PR office for continued member support and to spotlight key sector issues in the press.

Further engagement with local MPs to lobby as a united front for much needed extended rental relief. Revised budgets (taking into account new COVID wave two campaigns and media advocacy).

The [CSPA member microsite](#) was completely revamped to reflect important COVID business updates and resources.

Communicated critical Victorian Government press conference outcomes (minutes shared daily with key major stakeholders).

Gave guidance to members on non-essential closures and assisted with information sourcing.

Lobbied for softening on parking fines and tickets.

Promoted a range of free COVID-19 support services and mental health wellbeing programs to our members. Used our on-street digital billboards to convey critical state government COVID messages.

All CSPA digital platforms were revised to be reflective of wave two campaigns.

CSPA shared various grant information with members (including reminders).

CSPA shared information with members pertaining to the rules governing the extended JobKeeper payment, explaining the eligibility criteria for both employers and their employees.

Pushed back our Chapel Champions Awards to mid 2021 so we could focus on coronavirus support measures.



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Re-launched **PROJECT RAY OF SUN**, which saw CSPA identifying negative stories (as quickly as possible) and using our contacts to include a positive quote (to add balance) and a *ray of sun*. Adding a silver lining where we could, to build authentic hope.

The State Government's Commercial Tenancy Relief Scheme extension was absolutely critical to businesses surviving. A very high percentage of our businesses have stated that without this key piece of legislation they would have been forced to close their businesses permanently.

PHASE TWO - SUPPORT RESPONSE | BUSINESS AS (UN)USUAL (AGAIN)

Despite the varied approaches, one common thread was that all our members were pivoting again as rapidly as the COVID-19 second wave was spiking. Only this time, we had a dress rehearsal. Businesses were prepared to once again alter their practices accordingly, encouraging customers to make the most of their online shopping and delivery services.

Below outlines some of our wave two support response initiatives and marketing campaigns.

The strong #supportlocal message was the clear key messaging in all communication during the second phase. Our aim was to educate Melburnians on how to support local Chapel Street Precinct businesses and how easily it could be done while living in a COVID-19 world.

Launched our integral campaign TWO WORDS, SUPPORT LOCAL as an umbrella for CHAP-DRIVE-THRU & CLICK & COLLECT. This tied everything together with one simple but bold cut-through creative. This campaign aimed to increase our economic rebuild and drive hard the Support Local message so it was firmly entrenched into the DNA of our community.

Promoted all businesses who were offering CLICK & COLLECT given that stage four lockdown meant retail had to close.

Re-launched CHAP-DRIVE-THRU 2.0 (to encourage people to again order direct and collect) instead of using delivery apps. New digital content was shot to extend this comedic (yet serious) CHAP-DRIVE-THRU campaign. Video views for this whole campaign totalled 300,200+ and **gained a 1.08 million audience reach** from all the free media press it gained.

To support our quickly evolving local community, we re-launched our daily updated blog LEMONADE OUT OF LEMONS 2.0 promoting Chapel Street Precinct businesses



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who were doing takeaway, delivery, or had new online offerings. Members were asked to participate and send info to be included in this high profile digital marketing.

Advocated for a 0% rate increase in response to the City of Stonnington's proposed budget that noted a 2% rate increase (during a recession). CSPA vehemently opposed this for our members as a united front and succeeded with this advocacy quest.

CSPA sent daily news alerts to relevant media promoting our members and driving key advocacy messages. These media alerts contained information on how our businesses had evolved, the human interest stories that put a face to the crisis and how CSPA was speaking out on behalf of our businesses for a better deal. A significant amount of press advocacy was done for every business sector.

Continued to lobby Stonnington for the relaxed enforcement of parking infringements and succeeded.

The stress of wave two meant we started to celebrate the little things happening in our lives to keep sane. [Dessert To Your Door](#) listed all the sweets you could get delivered straight to your lounge from CSPA members.

Commissioned an artist to install [QUARANTREES](#) (masked Chapel Street Precinct trees) around the precinct to spark joy during the uncertain time and to support the arts sector.

CSPA commissioned two new street-art murals for the precinct that reflected the COVID period in time and to again support the hard hit arts sector.

[DOLLY DOES CHAPEL](#) from home 2.0 was relaunched and with most Victorians staying home, we again enlisted Melbourne Megastar, Dolly Diamond, to educate Melburnians on how to #supportlocal and to demonstrate how to enjoy the best of Chapel Street Precinct from the lounge room (under stage four lockdown).

"Watching all of your shows disappear overnight was absolutely heartbreaking. Having that immediate lifeline from CSPA was enough to get me out of bed and back in front of the cameras. It brought life to the area....and me," said Dolly Diamond.

CSPA continued to promote [Fitness From Your Futon](#). This was a drive for our community to stay on top of mental health and fitness during the second lockdown. CSPA made it simple with contributions by over 30 members with the likes of skateboard pilates, Zoom personal training and digital yoga.



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When the Victorian Government made masks mandatory, we were first to market with a [Where to Buy a Mask](#) in Chapel Street Precinct listicle. This gained 6,000+ pageviews in the first 24 hours and members highlighted were sold out in the same amount of time.

We again promoted free external *Open For Business* media listings to our members i.e. Broadsheet, The Herald Sun etc.

Shared important negotiating information with those members who had not yet negotiated rent relief with their landlord.

[Father's Day Iso Love](#) digital marketing was shared promoting iso-appropriate gifts to keep Dad feeling entertained and loved across the second lockdown (promoting 27 different CSPA members).

CSPA wrote an emotive letter to all Stonnington Councillors to request help for small businesses and outlined what clear, tangible support they could give our community at this harrowing time.

Sought feedback and ideas to 'turn Chapel Street inside out' from businesses pertaining to outdoor dining.

Undertook a night-time hospitality sector survey to understand what kind of support this sector might like to see from CSPA as they began to reopen (so we could be truly industry led).

Launched our [CHAPEL INNOVATION](#) campaign that told the stories of many businesses that pivoted over the pandemic. This campaign also shared important COVID-related business resources and advice to help businesses get through the second wave.

[SHOPPING SOCIAL DISTANCING STYLE](#) digital marketing content was created to see CSPA lead the way with social distancing protocols and reinforce this important message using a comedic and light-hearted digital creative. Seven videos total were shared across our digital channels to cut-through a COVID-fatigued community. **Video views totalled a massive 144,008.**

CSPA launched the integral [PROJECT SPINIFEX](#) that was produced to tell the story of the bleak reality and devastating impact of the pandemic. This content was our most successful of the year (most views from the last 12 month period). [This historic COVID Chapel Street imagery](#) of the once-awake metropolis was strategically executed to drive home the importance of supporting local businesses.

Listicles of all fitness members that pivoted to outdoor PT and group training offerings as restrictions eased were featured across our digital channels. This highlighted over 35 members.

Digital marketing promoting [Picnic Food Hampers](#) and a massive press push was executed promoting all members selling pre-packed picnic packs (ready for when it was announced outdoor gatherings were allowed). Media coverage promoted the social distancing crop circles for picnics in Prahran Square. This marketing profiled over 22 members.

The much-loved and high profile [HAMISH & ANDY](#) were engaged to promote Chapel Street Precinct via a partnership with their comical Loyalty Card. The boys mentioned a number of CSPA members in their podcasts and on their website.

CSPA conducted the Annual General Meeting 2019:20 digitally (via Zoom) for the first time ever with a record turn-out and support.

Meticulous planning was undertaken for campaigns to be part of CSPA's Recovery Response once restrictions were finally lifted.



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PHASE THREE - RECOVERY RESPONSE | "THE ROAD OUT" (FROM MID OCT - FEB 2021)

As businesses started to be allowed to re-open their doors again (with restricted numbers) CSPA were planned and ready for support every step of the way. During this last phase, we knew CSPA was absolutely key to the recovery of our iconic precinct.

KEY ITEMS OF CONSIDERATION FOR RECOVERY PLANNING

What habits do we need to break?
What key messages do we need to embed?
What messages have people become fatigued with?
What will cut through a cluttered Xmas retail market?
How do we compete with eBay, Amazon and the online giants to strategically educate consumers to make a better choice?
How will we quickly gain trust from the consumer that it is safe to shop?
How do we drive our local visitor economy?
How do we solidify the Support Local message and drive supporting Australian made and owned (continuing these trends)?
How will we reach the regional market to get them to holiday in our backyard over summer?
How will we compete this year creatively against larger budget centres?

The CSPA pop up publicity office proved extremely valuable to members in gaining leverage and exposure they would never be able to facilitate themselves. Some of our members were profiled globally on the BBC and many Australia-wide.

The above includes CSPA organising a midnight mega press-event for restaurant 'Angus and Bon' on Greville Street to celebrate the Chapel Street Precinct hospitality sector reopening post wave two. This captured the eyes of the world with international press and was covered by every Australian free to air TV channel.

The CSPA gained a massive 746 different media stories over the pandemic period. On average this is over two press pieces per day mentioning a member or the CSPA. No other shopping precinct (including the CBD) achieved this level of mammoth free media exposure.

Shared additional Shopping Social Distancing Style marketing to deliver the <-1.5-> social distance message to a fatigued audience in a hilarious cut-through manner as physical distancing was noticeably being forgotten (relaxed) in the precinct.

Shared important community information as to when business sectors could re-open (this also included community facilities like playgrounds/pool etc).

CSPA engaged NOVA 100's Chrissy, Sam & Brownly to drive the CHAPS BACK BABY! message. This activity plugged 65 CSPA members to over half a million people.

Major marketing and world wide press coverage was organised for the midnight re-opening of the hospitality sector.

A highly publicised SUPPORT LOCAL GIFT GUIDE showing where people could purchase presents was created to further drive the support of our local businesses during the key end-of-year quarter.



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GIVE MORE THAN JUST A GIFT was launched to focus on where people purchase from over the festive season and to drive support of local businesses, rather than overseas companies or giants like Amazon. Over 65 members were mentioned on SMOOTH 91.5 during this campaign.

The major digital campaign GET OFF THE COUCH (LEAVE LOCKDOWN BEHIND) launched on December 1st capturing iso-relatable moments in slo-mo whilst encouraging people to get out and experience life again in Chapel Street Precinct. Five videos covering the major business sectors were created for cut-through in a busy December ad-economy.

Sixty new Street Flag banners were installed on Chapel and Greville Street.

Planning was undertaken for an AO Tennis live-site at Prahran Square for the new year.

Xmas themed Roving Artists were commissioned in December to surprise and delight visitors.

Neon Xmas tree decorations were purchased for Prahran Square. These were commissioned by CSPA from a local artist.

Digital marketing was developed to highlight local offers and resident 'happy hours' and deals.

Unique Xmas animations were rolled out to drive the important *Support Local This Xmas* message in an amusing and eclectic fashion.

As the health and fitness sector re opened, CSPA engaged media coverage of the midnight reopening by filming a midnight class at Rise Nation at The Como Centre

in South Yarra. This was shown on every free to air TV channel. CSPA also undertook an Instagram takeover for this sector reopening with 20 fitness studios highlighted.

Announcements of restrictions easing were shared as breaking news on all CSPA social platforms to make sure our community was informed first (and fast).

Appointed two new CSPA Directors, both to represent the South Yarra and Forrest Hill Precinct.

Re-wrapped the Chapel Street digital billboards to give the street a fresh new look prior to transitioning into the re-opening.

CSPA commissioned two full precinct graffiti cleans. Note, this is not in our remit but we wanted to make sure the precinct looked its best for the reopening post wave two.

We celebrated the reopening of the personal services sector with an Instagram takeover. Over 30 members featured.

Assisted businesses in facilitating their outdoor trading permits (with Stonnington) and advocated for the removal of bureaucratic *red tape*. This included suggesting the idea of sharing shop fronts of non hospitality businesses, enabling neighboring businesses to quickly help each other extend their outdoor dining quickly with fast Council approval, whilst other measures were worked on.

CSPA drove the push to keep Stonnington accountable for making sure Prahran Square is highly activated in 2021. CSPA meticulously planned and filmed an emotive documentary featuring the heroes of Chapel Street Precinct, our business owners and operators titled 'SOUL OF CHAPEL'. Content shared in Feb/March 2021.



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Celebrated [A NEW DOOR A DAY](#) and the future of Chapel by turning the precinct into a digital advent calendar to hail brave new shop openings born during COVID-19.

Planned a fitness sector campaign for the new year that would drive membership uptake called, 'Burn Off The Banana Bread'.

Undertook a statistics evaluation report by Charter Keck Cramer (a full-service property advisory firm) to gain detailed insight into our local economy and the real impacts of COVID on Chapel Street Precinct.

Surveyed 1000 people living in Metro Melbourne to gain insight into how spending habits changed over COVID.

Launched the targeted destination marketing visitor campaign [CHOOSE CHAPEL](#) that was aimed at regional areas and executed to retain a Melbourne audience/visitor economy over the summer period as state borders began to open.

Launched new Alpaca maps software to create a main Chapel Street Precinct guide with easy accessible information on members as well as itineraries and trails to compliment all digital marketing.

OTHER IMPORTANT PANDEMIC HISTORICAL POINTS (WAVE TWO)

During all three phases of our above CSPA crisis management plan, we were clear on doing everything we could to strengthen and support our community during such a challenging time. Our aim was to get as many businesses across to the other side of the pandemic as possible.

Overall, we used a mix of emotive and light-hearted tones in our marketing and tried to create some happiness at a fearful time for many of our members, especially leading into the key Christmas retail period.

During the wave two pandemic period, our digital traffic almost doubled, proving our audience trusted and turned to us. We undertook a full website overhaul to be reflective of each stage and provided even greater media opportunities for our members during this unprecedented time.

Overall, we are proud to say our digital channels were the place our members and community came to for factual and timely advice. *As well as for hope and even a laugh sometimes.*

We feel humbled to have grown an even greater trust with our members, digital audience and major stakeholders. We also believe CSPA demonstrated our value in 2020 more than ever.

