



Retail Development Strategy

*A 5-year Action Plan,
2014-19*

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Introduction:

This Action Plan proposes a blueprint for growth of the Kentish retail sector through the years 2014-2019. The plan assesses the current operating environment (see *Kentish Economic Profile*); proposes five goals; then proposes actions to achieve those goals.

Goals:

1. Increase profitability of Kentish retail businesses
2. Increase employment in Kentish retail sector
3. Maximise provision in local retail sector of goods and services regularly required by Kentish residents and visitors
4. Foster collaboration among Kentish businesses in procurement, market supply, marketing, administrative functions and freight
5. Council an active lobbyist on issues of importance to Kentish retail sector

Actions:

Goods and services:
Identify goods and service gaps and encourage new and existing operators to fill those gaps (Kentish Opportunities Register)
Encourage Kentish produce provision in local stores and delivery service to homes
Identify and promote retail & service business opportunities
Encourage later trading hours, particularly in the tourist season
Assist to attract more ancillary services (e.g. business services, legal services)
Establish a matchmaker program to identify imported products and services which could be provided by local businesses
Identify local consumer needs and buying habits, and disseminate results
Assist business owners to develop “customer focus” skills among staff – particularly customer service and skills with international visitors
Collaboration:
Buy Local campaign: Kentish-wide program to encourage local stores to stock local produce and residents to buy locally
Encourage networking, referrals, on-selling and cross-marketing between businesses
Collaborative events (e.g. maximise benefits to local food establishments and retailers from events)
Connect Kentish businesses to intrastate, interstate and international opportunities

Online opportunities:

Link Kentish businesses to online retail sales and marketing opportunities

Promotion:

Assist collaborative marketing of region and its businesses

Improve awareness of Kentish businesses and products within Kentish, within region and externally

Leverage unique and distinctive retail assets

Industry development:

Connect Kentish retail industry and businesses to skills development opportunities and government programs and grants

Identify and address barriers to retail growth

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