



# Jackson Court Traders Association

**STRATEGIC PLAN 2024-2026**



Your one stop local  
shopping destination with  
over 90 speciality stores



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## What is the purpose of the JCTA? We are here to...

- Represent and provide support to the Jackson Court traders
- Promote and grow the centre to benefit all businesses
- Elevate Jackson Court above all other centres by providing an exceptional experience
- Work with Council to make the centre safe, inclusive and inviting
- Promote and grow the centre with the community, for the community
- Liaise with relevant authorities to minimise disruption to business when works are being delivered in the centre

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## What is the function of the JCTA? We will commit to...

- Building an effective committee with strong governance processes
- Advocating on behalf of traders regarding issues impacting your business and the centre
- Delivering a program of events and initiatives to increase visitation levels
- Forming a strong partnership with Council to achieve shared outcomes

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## We will build a partnership with Council by...

- Having an open line of communication with key staff who support development of the centre
- Meeting with key staff to ensure trader views are included in future plans and projects
- Meeting with key staff regularly to identify centre issues which need repairing or updating
- Working with key staff to gain support for marketing and promotional activities
- Supporting the delivery of projects that benefit the traders and the centre

### STRENGTHS

- Doncaster East location
- Mixture of businesses
- Experienced business owners
- High number of car parks available

### OPPORTUNITIES

- Grow partnership with Council
- Better use of Doncaster Reserve
- Build community networks

### CHALLENGES

- High number of competing centres
- Growing influence of on-line shopping
- Poor condition of some business premises
- Outdated public infrastructure
- Absence of vibrancy and colour – art, public realm
- Lack of funding to support business development
- Traders need to come together and support each other
- Absentee property owners don't invest in their premises

# We will set Goals for 2024/25 and 2025/26 and deliver for our members...


## GOAL 1

### MARKETING, PROMOTIONS AND EVENTS

- 1.1 Deliver Jackson Court's major annual event – Halloween Spooktacular
- 1.2 Investigate further promotional events which can be implemented
- 1.3 Engage with members to understand if a new logo better represents Jackson Court
- 1.4 Engage with members to understand if a new brand better represents Jackson Court
- 1.5 Increase customer and community reach through use of various social media platforms
- 1.6 Design and deliver a Jackson Court website

## GOAL 2

### LOOK AND FEEL OF THE CENTRE

- 2.1 Advocate Council for increased levels of cleanliness
- 2.2 Advocate Council for infrastructure upgrades throughout the centre
- 2.3 Implement initiatives to eliminate graffiti
- 2.4 Encourage business owners to upgrade their business signage, exterior and interior
- 2.5 Partner with Council to upgrade the business signage on Doncaster Road 

## GOAL 3

### BUSINESS SUPPORT AND DEVELOPMENT

- 3.1 Deliver member events bringing traders together to increase levels of cooperation
- 3.2 Write and distribute a bi-monthly newsletter updating traders on news and training
- 3.3 Advocate to state and local government regarding issues affecting their businesses
- 3.4 Investigate options for the first Jackson Court Business Awards

## GOAL 4

### BUILD THE GOVERNANCE AND OPERATIONAL CAPACITY OF THE JCTA

- 4.1 The committee will undertake training on effective governance procedures
- 4.2 JCTA meeting minutes will be distributed to all members for viewing and transparency
- 4.3 Build membership base of traders
- 4.4 Seek funding and alternative revenue sources to increase future opportunities



## Contact

Jackson Court Traders Association

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