

OXFORD STREET WINTER FESTIVAL

MONDAY 28/7/25 TO SATURDAY 17/8/25

You're warmly invited to join the Oxford Street Winter Festival, a fun event to chase winter away and bring more people to Oxford Street.

It's an "In Store" event where traders each publish a month-long special offer and promote all the special offers at the same time. Traders may also donate prizes to be drawn on the last day of the event.

By coordinating activities with other traders you can get better results, attract more shoppers and engage the whole community.

The event will be promoted: -

- With 6,000 A5 flyers for shopfronts, counters and customers
- In a 4-page Liftout in Eastern Suburbs Life
- (Published both Hard Copy and Digital Format)
- On www.oxfordstreetnews.org (See QR Code)
- On the OxfordStreetNews Facebook Group
- By all participating businesses using social media
- By community Groups e.g. Holdsworth and Uniting Church
- Promotion on Woollahra, Waverley and City of Sydney events pages



Each flyer lists all the participating businesses with details of their offers and draw prizes - Attracting shoppers and causing them to stay longer.

In addition each business will continue to be featured for 6 months on www.oxfordstreetdirectory.au continuing promotion after the event. The Oxford Street Directory ranks #1 in Google searches - See example overleaf.

We know you are busy so all we need is a business card and details of your special offer and lucky draw prize (if you have one) - In addition we will provide you with a QR code that allows people to register for the lucky draw.

Participating businesses are asked to pay \$200 for this 4-week campaign. This will cover the following costs: -

- Design, printing and delivery of 6,000 A5 Flyers
- A Four-page hard copy promotion in Eastern Suburbs Life
- Additional promotion in Digital Format that can be shared
- Creation and optimisation of Oxford Street Directory entries
- Time to organise, promote and manage the 4-week event

This event is an initiative of Eastern Suburbs Life, a local community paper since 2014 – To register call Greg on 0408 998 058

OXFORD STREET DIRECTORY

EXAMPLE OF DIRECTORY ENTRY

Aroney Art Gallery

Email

feliciaaroneyart@icloud.com

Phone

0451 972 243

Address

84 Oxford Street, Paddington, NSW 2021, Australia

Website

www.feliciaaroney.com

08. Contact Name

Felicia Aroney & Sarah Field

10. About Us

Felicia Aroney is a distinguished contemporary artist whose work bridges the elegance of European antiquity with the raw beauty of the Australian landscape. Born in Western Australia and now based in Sydney, she draws inspiration from classical architecture, evoking the timeworn charm of aged façades through her distinctive sculptural technique. Working in oils and acrylics, Felicia layers paint with a palette knife, creating depth and texture that seem to lift from the canvas. Her floral and abstract compositions are imbued with a sense of history — whispering of sun-drenched European streets and the untamed Australian coast. Each piece is a testament to her mastery, offering collectors a refined balance of heritage and contemporary sophistication.

11. Keywords

Textured floral abstract paintings European-inspired Australian art Contemporary art with classical architecture influence Palette knife floral paintings Sculptural oil and acrylic artwork Art blending antiquity and modern style Elegant abstract art with historical themes Felicia Aroney coastal and floral art Sydney-based artist layered painting technique Greek heritage artist inspired by European and Australian landscapes

6 Months Membership is Free to Participating Members
Setup is also free and the above detail improves Google Rankings

Just 4 Things To Do

Decide on your Special Offer

Decide on your Lucky Draw Prize

Invite Everyone You Know to Take Part

Help People Scan the “Lucky Draw” QR Code