

OXFORD STREET SPRING FESTIVAL

MONDAY 1/9/25 TO SATURDAY 27/9/25

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 special offers online and we 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
- (Both in 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

COLLABORATIVE MARKETING

IT'S EASY GETTING STARTED

1. Start with Who You Know

Look around your neighbourhood. Is there a café you always visit? A hair salon next door? A gallery, a gym, a florist? These are your potential partners. You already trust each other, and chances are, your customers would too.

2. Keep It Simple

Collaboration doesn't need to be complicated. See some of the examples above.

3. Make It Mutual

Make sure all parties benefit. Agree on simple ideas and get started.

4. Celebrate the Wins

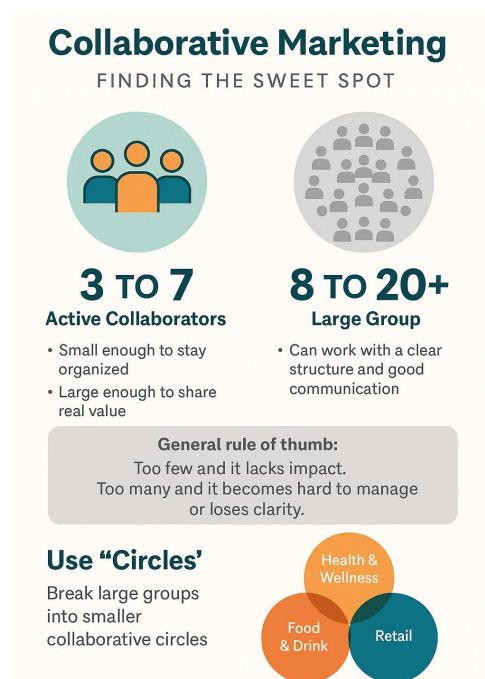
Take photos, thank your partner(s) publicly, and keep the good vibes going. When people see local businesses working together, it builds trust and gets attention.

5. Oxford Street Winter Festival makes it easy for you: -

- All participating organisations are in one directory
- It helps you find suitable partners and we can help too
- You can start with one partner and grow the number later
- We will promote all the offers in the 4-week Winter Festival
- The directory will promote your offers for a complete 6 Months
- Feature a draw prize from a fellow business and promote each other

6. By all means include special offers of your own, it adds to the fun

HERE'S HOW IT CAN GROW IN FUTURE



COLLABORATIVE MARKETING

AND HOW IT WORKS

In today's competitive world, small businesses can achieve more by working together than going it alone.

Collaboration lets you share audiences, reduce costs, and boost visibility. It can be between two businesses, or a whole street, and it can help you **get better results without breaking the bank.**

Here are some examples for an optometrist: -

1. Fashion Eyewear Stores

"Get 20% off frames with your prescription lenses."

2. Pharmacies

"Buy eye drops, get a \$10 voucher for an eye test."

3. Beauty Salons / Skin Clinics

"Bright Eyes & Fresh Face" – Book a facial, get 15% off an eye exam.

4. General Practitioners

Referral system for quick, trusted eye health checks.

5. Gyms & Wellness Studios

"See clearer, train better" – Free screenings for gym members.

6. Schools or Childcare Centres

"Back to School Eye Checks" – Offer flyers and in-school screenings.

7. Tech / Office Supply Stores

"Buy a monitor, get 10% off blue light glasses."

8. Cafés or Juice Bars

"See & Sip" – Free coffee with your eye exam receipt.

9. Driving Schools

"Eyes on the Road" – Free eye test with every learner package.

10. Local Newspapers / Newsletters

Sponsor a monthly "Eye Health Tip" column with a special offer.

Our Winter Festival is about working smarter, not harder. By working together everyone benefits - You, your customers, and the community.

Don't know your neighbours and don't know where to start? That's why we've built our smart directory. Help grow the directory and you're helping yourself - Need help finding people to work with?

We can introduce you to people we know!

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 free and the above details help members
work together and improves Google rankings

Just 4 Things To Do

Decide on your Special Offer(s)

Decide on your Lucky Draw Prize(s)

Invite Everyone You Know to Take Part

Help People Scan the “Lucky Draw” QR Code