

Editors: Elena Gomas and Darlene Chin



Christmas TV Campaign & Facebook

DCWRA ran the successful co-operative TV campaign again in December 2016.

[Click here to see the 30 second commercials.](#)

More than 40 individual businesses were featured in the series of TVC's produced by KIK Digital, and there were 2,364 placements across the 3 commercial networks.

A supporting Facebook campaign was also run in December to highlight the participating businesses with a number of prize give-aways to encourage 'likes and shares'.



SOCIAL MEDIA WORKSHOP

by Sharon Tomkinson to be held Free Of Charge for DCWRA members only

Date: 15 February 2017

Where: DCWRA Office

Shop 16 West Lane Arcade Darwin

Time : 5.30-7.30pm

Cost: Free



Lord Mayor's CBD Summit



Recognising us as key stakeholders, representatives of Darwin City & Waterfront Retailers Association were invited by City of Darwin, to attend the Lord Mayor's CBD Summit on 06/10/16.

As an association, we are heavily committed to the revitalisation of Darwin City.



As an association, we are heavily committed to the revitalisation of Darwin City, and it was great to see so many stakeholders come together, with the sole purpose of addressing challenges facing the CBD, with the Lord Mayor.

With 5 DCWRA representatives attending the summit, we provided a strong and diverse voice for members, and brought a number of ideas to the table through targeted working groups.

The immediate result of the Summit was the formation of a working group, comprised of: Property Council, AHANT, City of Darwin, NTG, Tourism, and CBD residents, to work towards revitalising the CBD.

We look forward to participating vigorously on your behalf, in the newly created forum, and invite all DCWRA members to put forward their suggestion and concerns before the Summit reconvenes on Thursday 09 March, 2017.

Savvy Social Magazine

Congratulations to our member, Mel Brautigam of Savvy Social on the inaugural issue of her Savvy Social Magazine, which is to be published monthly. If you are interested in advertising or have an event coming up which you'd like her to feature, you can contact Mel on 0439 868 748.



photo from www.facebook.com/savvysocial/



info@dcwra.com.au



www.dcwra.com.au



[facebook.com/DCWRA/](https://www.facebook.com/DCWRA/)

Easter Egg Hunt update and call for participants

Building on the runaway success of our Easter Egg Hunt in 2016, preparations are well underway for this year, in co-operation with the Waterfront Corporation, and with the generous support of The Lord Mayor, Katrina Fong Lim.

We're arranging activities and entertainment in Raintree Park, throughout the Mall, Civic Park and linking on down to the Waterfront, from 9am on Easter Saturday 15 April, 2017.

If you are keen to be a distribution point for Easter eggs, or have a special offer you would like us to include on the map, please email to info@dcwra.com.au and the organisers will be in contact with you.



Remind your customers that West Lane Car Park has **FREE** parking on weekends from 7am to 6pm.

Tourism Business workshops by BEC

The Business Enterprise Centre (BEC) are holding a training program for Tourism and Tourism related industries:

*A Terrific Tourism Program - Build Resilience,
Boost Profitability and Turn More Tourists into
\$\$\$'s for Your Business!!*



Commencing 28 February, the workshops are presented by Jurek Leon from Terrific Trading, and designed specifically for small tourism businesses to help you build resilience, boost profitability and turn more tourists into advocates for your business.

For more info contact Joanne Walters at BEC today!

Email: joanne@becnt.com.au

Tel: 8923 6144



COMMITTEE MEMBERS *required x 2*

DCWRA is looking for volunteers to join the Committee. If you want to be pro-active and be positively involved in improving trading conditions for you and your fellow traders, we'd love to hear from you. The Committee meets monthly, and other commitments may include volunteering for newsletter publication, organising events, implementing marketing activities etc.



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/

Website

The website is now live at dcwra.com.au
Please check it out and tell us if you have any constructive ideas for improvement on a shoestring budget. You'll find a handy link to cruise ship schedules, what's happening page, and the newsletter.



Any suggestions for marketing and events?

Please feel free to submit your ideas for promotions throughout the year ahead - we'd love to hear from you. We don't have a massive marketing budget, so we try to do things as effectively and economically as possible. You may think there is room for improvement on what we have rolled out so far, and we are happy to hear about that too! Keep in mind that the Committee acts on a purely voluntary basis, sacrificing many hours of their time, so please keep your criticisms constructive.

Your suggestions and contributions for newsletter content are also welcome.

Chinese New Year Ball Skycity Pavilion 11th February 2017 6:30pm

The year of the Rooster we are offering a Superb Chinese Banquet with a Premium 4 Hour Drink Package.

We are celebrating the New Year with our talented Chung Wah Performers. Musician Geoff Cussen along with Donna Quong our MC.

Members	\$150
Non Members	\$160
Kids under 12	\$60
Kids under 18-12	\$90

To reserve your tickets please email chins6g@westnet.com.au



info@dcwra.com.au



www.dcwra.com.au



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Cruise ships coming in February and what activation we provide

With the support of Tourism NT, for ships over 1000 passengers, we distribute helium balloons to member businesses. The intention is to create extra colour and movement in the precinct, and attract customers by identifying member businesses which are trading on the day.

For ships over 2000 passengers, we distribute balloons and provide musical entertainment in the Mall for at least 3 hours.

Sun 29 Jan 2017 0800	Sun 29 Jan 2017 1800	Norwegian Star	2348
Wed 08 Feb 2017 0600	Wed 08 Feb 2017 2100	Azamara Journey	694
Fri 10 Feb 2017 0900	Fri 10 Feb 2017 1900	Pacific Dawn	2052
Mon 13 Feb 2017 0800	Mon 13 Feb 2017 1800	Seven Seas Voyager	700
Fri 17 Feb 2017 0800	Fri 17 Feb 2017 2200	Radiance of the Seas	2496
Sun 19 Feb 2017 0800	Sun 19 Feb 2017 1900	Crystal Symphony	940
Thu 23 Feb 2017 0430	Thu 23 Feb 2017 1900	Albatros	812
Sun 26 Feb 2017 0800	Mon 27 Feb 1300	Legend Of The Seas	2076
Tue 28 Feb 2017 0630	Tue 28 2017 1700	Ovation of the Seas	4180

Key dates: Send us your special offers to promote on FB

- 11 February Chung Wah Society Lion Dance - Shop blessings
- 14 Valentines Day
- 19 Bombing of Darwin
- 24 Qantas Australian Tourism Awards
- 28 Ovation of the Seas



QANTAS Australian Tourism Awards

australianaward.com.au

We are working with Tourism Top End to welcome delegates to the QANTAS Australian Tourism Awards to be held in Darwin on 24 February.



info@dcwra.com.au



www.dcwra.com.au



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Economic Summits

YOUR INVITATION - TERRITORY ECONOMIC SUMMIT SERIES

Darwin City and Waterfront Retailers Association members are invited to participate in a workshop offered by the NT Department of Trade, Business and Innovation and industry partner Deloitte to deliver a targeted consultation on the Territory Economic Summits.

Consultations are being held across the Territory to engage on the following key topics:

- creating jobs in the economy
- the right place to invest in infrastructure spending
- stemming the population outflow
- innovation in the Territory economy
- regional growth
- Indigenous economic engagement.

From the summits, a co-designed Economic Development Framework will be developed.

More information can be found at: www.economicssummit.nt.gov.au

When: Wednesday 15 February 2017, 5pm – 7pm

Where: Darwin Convention Centre Stokes Hill Road, Darwin Waterfront Precinct

Who: Luke Bowen, General Manager, Northern Australia Development and Trade, Department of Trade, Business and Innovation

Hendri Mentz, Partner, Office Managing Partner Deloitte Darwin

RSVP: [Click here](http://www.economicssummit.nt.gov.au) to register or visit www.economicssummit.nt.gov.au

economicssummit.nt.gov.au



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