

Editors: Elena Gomas and Darlene Chin



KEY DATES

in April

- 01** April Fool's Day
- 02** Daylight Saving Time ends
- 14** Good Friday
- 15** Lord Mayor's Easter Egg Hunt
- 17** Easter Monday
- 22** Territory Taste Festival
- 25** ANZAC Day
- 28** Darwin City Boutique Market



QUARTERLY MEMBER MEETINGS

Thank you to all who attended our general meeting on 14 March.

The next open meeting is scheduled for Tuesday 06 June, 2017.

At the meeting we heard reports from the Chairman and Treasurer, as well as progress reports on Easter and Cruise ship activities.

We discussed the success of the Mindil Market pilot in the Mall, and confirmed City of Darwin have asked DCWRA to manage further events, and have generously granted funding for our own inaugural market, which will be held on Friday 28 April from 3pm to 8pm (more on that later).

WELCOME NEW COMMITTEE MEMBERS:

Paul Arnold - Photographer
Fiona Knox - Miilan Hair Studio
Kate Staples - Viva La Vida

NEW MEMBERS:

Darwin Newsagency
Sarah Lyn Lingerie & Fashion Boutique
Little Miss Korea



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/

The Tourism Digital Express

Travelling Through the Top End Between April – June 2017

Do you want to have a one on one session with an on-line marketing or web development specialist, in your place of business?

Delivered by well-known on-line marketing experts Lynne Hocking and Linda Saunders from Webnoise, the Digital Express will be visiting the following locations between June and April: -

- Ngukurr
- Batchelor/Litchfield
- Mataranka
- Adelaide River
- Darwin
- Nhulunbuy (by air!)
- Katherine
- Mary River/Kakadu

Do you need one on one help with: -

- Managing your online reputation
- Website design
- Online reservation systems
- Free on-line tools
- Search engine optimisation & marketing
- Google Analytics & Google AdWords
- #Hashtags
- Digital newsletters
- Domain management
- Yield Management
- International Marketing

To **BOOK** or find out more information about when the **DIGITAL EXPRESS** will be near your business, go to <http://bookings.becnt.com.au/public/topend>

This project has been supported by the ASBAS Northern Australian Tourism Initiative, an Australian Government Initiative



April 20th – Claude Tranchant “Boots to Bliss” book signing 11am-1pm.

April 21st – Toni Tapp Coutts “My Outback Life” book signing 11am-1pm

April 29th – Diana Cumberland “Be Your Own best Friend” book signing/ launch 11am-1pm. Children’s picture book. Colouring in activities available.



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/

Lord Mayor's Easter Egg Hunt

Thank you to the Lord Mayor for her generous contributions to DCWRA for the Easter Hunt, and also to the businesses who volunteered to give away Easter Eggs on Saturday 15 April. We are excited to have shops involved from Mitchell Centre, Knuckey Street, Star Village and throughout the Mall. Registration and kids activities will be in Raintree Park, as well as games and entertainment in the Mall, a sausage sizzle and fun stuff in Civic Park, and the incredible Waterfront festival.



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

DARWIN CITY *boutique* market

After the success of the Mindil Market in the Mall, we conducted a survey of City Traders, to ask how they felt about the event, and whether we should continue to hold a market in the City. If you have not seen or responded to our questionnaire, you are welcome to ask Renee for a copy. The results were overwhelmingly in favour of future markets in the CBD, and the preferred day was Friday.

So, when the City of Darwin offered DCWRA an opportunity to manage another market, and funding to boot, we went straight to work! The Committee settled on Friday 28 April as a suitable date, as the cruise ship

Voyager of the Seas will be in port, with more than 3000 passengers and crew on board.

A call for expressions of interest has been circulated, firstly to DCWRA members and CBD traders, and then to other market associations, seeking submissions from stall holders. If you are interested, and have not received the registration form, please email info@dcwra.com.au for a copy, as a matter of urgency.

A further survey conducted by City of Darwin indicated social media as the most successful means of promotion, so we'll be following suit, as well as asking NT News to spruik

for us - surely they'd like a good news story from the CBD for a change?!

Make sure you 'like' the DCWRA Facebook page, and when you see our Facebook posts, please share them on your business or personal pages, to maximise our reach.

The inaugural market will be from 3pm to 8pm, so we'd love you all to trade late on Friday 28 April - let's show we are a united and positive force, with a diverse and quality product to offer! Also, please let us know if you want to out-trade in front of your shop, so we can make the necessary City of Darwin permit arrangements on your behalf.



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/



BUSINESS SECURITY

Business owners and employees can play an important role in preventing and reducing the risk of crime occurring in the work place. Consider these simple crime prevention tips:



Check your lighting - Ensure laneways, car parks and other external areas are well lit.



Install bollards, heavy planters or large rocks to act as a barrier to ram raids.



Don't make it easy to hide around your business - prune all trees and shrubs.



Secure external doors and windows with quality, regularly maintained locks and padlocks.



Ensure safes are securely fixed to a floor, wall or similar solid object.



Install a monitored alarm system, mirrors, CCTV or perpetrator marking technology (which can greatly assist police identifying offenders) and prominently display signs indicating the presence of any security measures on the premises.



Make sure all staff adhere to lock-up procedures.



Secure the property - All boundary gates and fences should be well maintained, secured and cleared of any potential climbing aides.



Keep a clear view - Advertising material, posters and curtains should be kept at a minimum to provide a clear view of the premises from both within and outside.



Retrieve keys and access cards from ex-employees.



Never leave large amounts of cash on premises overnight.

If you see any suspicious activity in your local community, report it to Police on **131 444** or call Crime Stoppers on **1800 333 000**
For further information contact your local police station or visit www.pfes.nt.gov.au/police

PAUL ARNOLD GALLERY EXHIBITION

The new year has brought new and exciting changes to the Gallery.

Paul has been working tirelessly to produce some fresh and exciting images and the great news isLimited Editions are back.

To celebrate the release, the gallery will be putting together an exhibition 'Attrition' which will host an opening night by letter of invitation on Thursday 27th of April.

Friday 28th April the exhibition will be open to the public and will run throughout the months of May and June.

If you are interested in attending the opening night please send an email to darwin@paularnold.com.au to receive an invitation. Limited spaces available, otherwise Paul looks forward to catching up with you during the course of the exhibition.



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/

Cruise ships coming in April 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.

Mon 03 Apr 2017 0600	Mon 03 Apr 2017 1800	Azamara Journey	694
Wed 05 Apr 2017 1500	Thu 06 Apr 2017 1300	Pacific Pearl	1578
Thu 06 Apr 2017 1710	Fri 07 Apr 2017 0900	Coral Discoverer	72
Sun 16 Apr 2017 0645	Sun 16 Apr 2017 1800	Silver Discoverer	128
Thu 20 Apr 2017 0635	Fri 21 Apr 2017 0900	Coral Expeditions 1	50
Thu 27 Apr 2017 0710	Fri 28 Apr 2017 0845	Coral Discoverer	72
Fri 28 Apr 2017 0730	Fri 28 Apr 2017 2000	Voyager of the Seas	3138



The Australian Trucking Association (ATA) is holding its premier annual event, Trucking Australia 2017 at the Darwin Convention Centre from Wednesday 21 to Thursday 23 June 2017.

Trucking Australia is held in a different state and location all around Australia

annually. The event attracts about 280 – 300 delegates who come to attend the conference but also to network and catch up with industry peers from all over the country.

The ATA invites DCWRA members to contribute toward an 'enjoyment goodie bag' which extends coupons, vouchers, gifts/souvenirs or any other incentive to have Trucking Australia delegates dine, drink, shop and play within the City and waterfront facilities.

To incentivise people to stay longer, share their trip with family and make

the most of their visit, the Vibe/Adina has provided delegates with discounted accommodation rates valid from 20 June to 24 June 2017.

All contributions will be publicised to delegates in the pre-event promotion taking place via the ATA newsletter which goes out to 6,000 people, and on their social media platforms.

If you have vouchers or items you want to provide (up to 300), please drop them off to DCWRA office in West Lane Arcade before 01 June, so we can give them to the ATA organisers.

Do you have a story you think is newsworthy?

Please send all content to info@dcwra.com.au by the 20th of each month to make the following months newsletter.



info@dcwra.com.au



www.dcwra.com.au



facebook.com/DCWRA/