

BUSINESS CONTINUITY GUIDE

How to support your business during street development projects



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A message from the Mayor

Your business makes an important contribution to the Sunshine Coast community and its economy – and Council thanks you for your continuing efforts in this regard.

With your help, by 2033 our region will reach our goal of a \$33-billion economy, and one that is healthy, smart and creative.

Sunshine Coast Council's Capital Works Program also plays an important role in improving the liveability of our Sunshine Coast and the productivity of local businesses by:

- upgrading infrastructure and facilities
- providing work for local trades and other businesses
- generating employment opportunities for local residents.

Our Council's capital projects are critical to supporting the growth of local businesses – whether it be through creating better access to storefronts, improving precinct aesthetics or providing access to parking and amenities. These are all examples of how our capital projects bring more customers to your business.

At the same time, Council recognises the construction and delivery phases for some of our projects can be stressful for some local businesses and the way in which they are accessed by their customers. We are also conscious that without the right support or in the absence of early planning by both Council and impacted businesses, some of these works can have a detrimental impact on business operations while projects are being delivered.

This guide has been designed to help your business prepare when capital projects are being delivered in your locality. It highlights the support you can receive, the actions to take in your own business, customer communication strategies and how to take advantage of the completed project.

Please take the time to familiarise yourself with this guide and make use of it in a way that best suits the needs of your business.

Mayor Mark Jamieson

Why are we upgrading?

The Sunshine Coast region is growing, and we want your community to grow with it.

Upgrades to infrastructure, improvements to existing community facilities, streetscape and place making projects are some of the positive initiatives that Sunshine Coast Council is delivering to help business precincts maintain and grow customer traffic.



How council plans for projects

Council begins the planning process well before construction begins by undertaking community consultations.

Performing consultations allows council to ensure that the community's identity and values are retained in the project's delivery.

Guided by community feedback, planning and design is then completed. Budget is then allocated, and construction is scheduled.

The community receives ongoing communication about the project's schedule and progress while having regular opportunities to be involved in consultations.

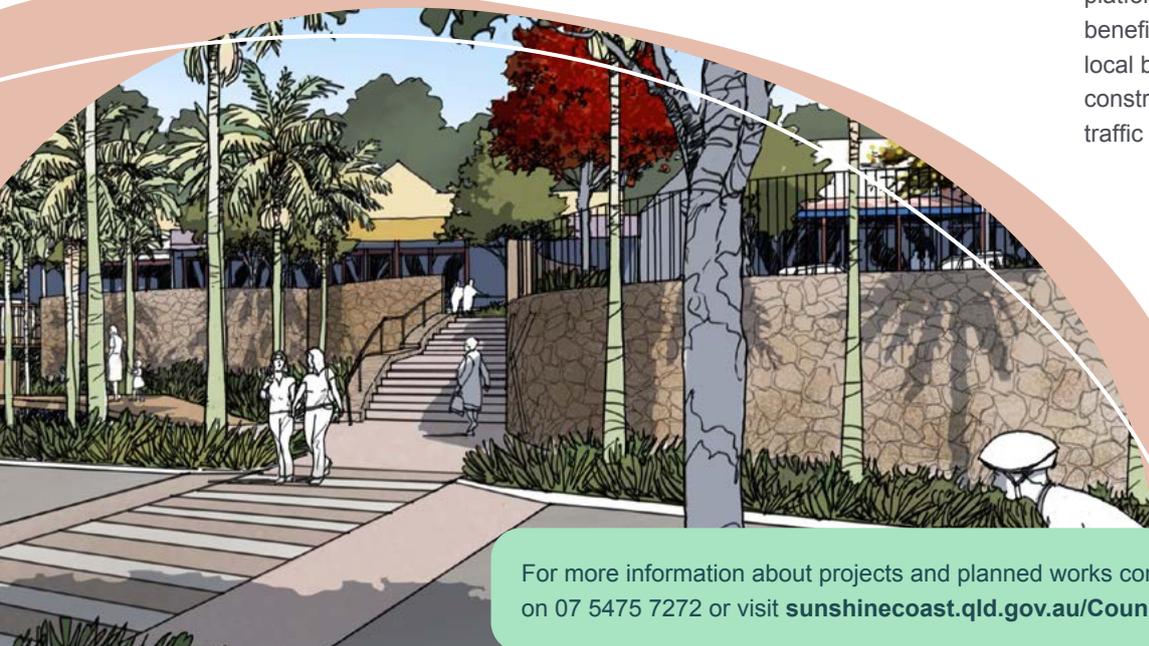


How council helps support a community during construction

Council's project teams and contractors make every effort to reduce the impact of major construction projects to nearby businesses including:

- Wherever possible, avoiding planned work during peak holiday periods (such as Christmas and Easter)
- liaising with local organisations such as the local Chamber of Commerce or community groups prior to construction to identify ways to help mitigate project impacts

- informing businesses of timeframes of upcoming work so they can plan ahead
- providing regular, detailed construction updates to local businesses and community members through project newsletters, emails and face-to-face liaison
- once work is underway, retaining access for customers and vehicles during standard trading hours (wherever practicable and safe to do so)
- providing advice and guidance from council's Economic Development team to assist businesses to help mitigate construction impacts, and
- providing project information on council's website and social media platforms including the project benefits for residents, visitors and local businesses through to specific construction details such as changed traffic conditions.



For more information about projects and planned works contact council on 07 5475 7272 or visit sunshinecoast.qld.gov.au/Council/Planning-and-Projects

Get involved early

At each phase of the project there will be a number of considerations and suggestions that will help you plan for your businesses ongoing success as the upgrade is delivered. Take your time to read through these to ensure that your business is not disadvantaged during construction.



Roadmap to delivery

BEFORE Construction

- Customer communication
- Partner with other businesses
- Project communication
- Stock, suppliers and line of credit
- Landlord involvement
- Customer communication
- Extend business hours
- Make the construction work for you
- You could be eligible for a grant or funding

- Stay informed
- Create friendly rapport with construction workers
- Engage the public

DURING Construction

AFTER Construction

- New promotions and advertising
- Celebrate and host a reopening event
- Compensation



BEFORE Construction

Key Actions

What actions will you undertake?

To assist in this process, we've started with a few actions.

- Partner with other local businesses to provide communication and support.
- Be active on your social media pages to stay connected with customers.
- Create fresh incentives to bring customers into your store.
- Take advantage of council and local business chamber programs for support.
sunshinecoast.qld.gov.au/Business
- Make sure your Google Business listing is updated so customers can easily find you.
- Make sure that you are up to date with any project announcements.

Planning considerations

Partner with other local businesses

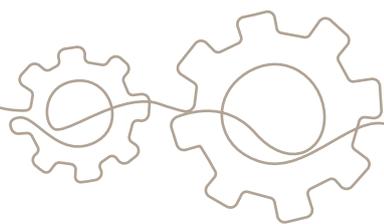
- Convene a group of businesses from your area that can share support through sharing information with council and the community.
- Appoint a representative to liaise with council and the project team. That person can attend planning meetings and share that information with the group.
- Connect with community groups and neighbourhood associations to widen your communication audience. These organisations could help you to coordinate communications to the community, updating them about promotional activities, road closures and other relevant information.
- Alert key stakeholders and influencers (the local Police Station, the local School and other professional offices) with a fact sheet explaining that shops are still trading and providing key information and seeking their ongoing patronage and support. Make it personal. Tell a story.
- Working together has benefits in understanding considerations and developing ideas to deal with future issues.
- Work with your business neighbours to run special promotions such as BBQs, pop-up markets, street parties or prize draws.

Project communication

- Sign up to project updates and regularly visit the project's webpage to ensure that you have the most current project information so that you can plan for your business accordingly.
- Be aware of how each construction phase will impact your business. For example, will customer access be affected? Will there be changes to parking? Should you inform your suppliers?
- When a project starts in your area you'll be supplied with contact details of the project team, including email address. This will be your point of contact during the project.
- Discuss the project with your staff as they may be impacted by changed hours, traffic changes or changes to parking. Having an open discussion provides staff with information and sets their expectations.

General project information can also be found at **sunshinecoast.qld.gov.au**





Business and industry support networks

Chambers of Commerce and industry groups

A Chamber of Commerce is a member organisation that organises and promotes the common interests of a business community. Chambers of Commerce work across various sectors: trade, industry, advocacy, as well as national and international mobility.

The benefits of joining chambers of commerce can be immeasurable. While actively promoting members, chambers also endorse their local and broader communities. By facilitating relationships, chambers of commerce ensure that businesses are able to collaborate in creating opportunities for themselves, their partners, and their clients.

The **Sunshine Coast Chamber Alliance** is the peak body for the chambers on the coast. The Alliance is a not-for-profit / for-purpose organisation committed to providing a platform of unity, a central focus and united voice for regional benefit, in alignment with the needs and goals of Chambers of Commerce, Industry bodies and community organisations.

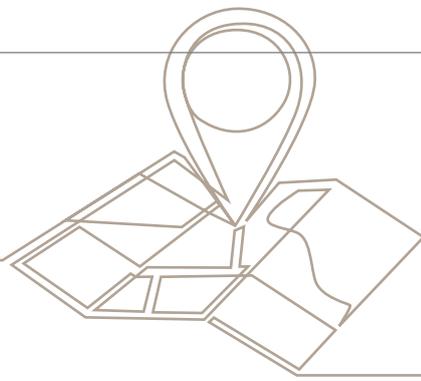
To connect with the Sunshine Coast Chamber Alliance go to: sunshinecoastchamberalliance.com.au

- **Buderim 4556 Chamber**
4556chamber.com.au
- **Caloundra Chamber of Commerce and Industry**
caloundrachamber.com.au/community/caloundra
- **Coolum Business and Tourism**
coolumbusinessandtourism.com.au
- **Eumundi Chamber of Commerce**
eumundichamber.com.au
- **Glasshouse Country Chamber of Commerce**
glasshousecountrychamber.com.au
- **Kawana Waters Chamber of Commerce and Industry**
kawanachamber.com.au
- **Kenilworth and District Chamber of Commerce and Citizens**
kenilworthqld.org.au
- **Maleny and District Chamber of Commerce and Industry**
malenycommerce.org.au
- **Maroochydore Chamber of Commerce**
maroochy.org
- **Montville Chamber of Commerce**
montvillecommerce.com.au
- **Mooloolaba Chamber of Commerce**
mooloolaba-chamber-of-commerce.business.site
- **Nambour Chamber of Commerce Inc.**
nambour.com
- **Yandina Chamber of Commerce**
yandinachamberofcommerce.com.au
- **Sunshine Coast Young Chamber of Commerce**
scoyoungcommerce.org
- **Chambers of Commerce Industry Queensland**
cciq.com.au

Industry groups

- **Cleantech Industries Sunshine Coast**
cleantechsunshinecoast.org.au
- **Education Sunshine Coast**
educationsunshinecoast.com
- **Food and Agribusiness Network**
foodagribusiness.org.au
- **Housing Industry Association Sunshine Coast (HIA)**
hia.com.au
- **Master Builders Association**
mbqld.com.au
- **Property Council of Australia**
propertycouncil.com.au
- **Regional Development Australia (Sunshine Coast)**
rdasunshinecoast.org.au
- **Silicon Coast**
siliconcoast.org.au
- **Sunshine Coast Business Council**
scbusinesscouncil.com.au
- **Sunshine Coast Business Women's Network**
scbwn.org.au
- **Sunshine Coast Creative Alliance**
creativealliance.org.au
- **Sunshine Coast Screen Collective**
sunshinecoastscreencollective.com.au
- **Sunshine Coast Tech Industry Alliance**
sctechia.com.au
- **SunCoast Angels**
suncoastangels.com.au
- **Urban Development Institute of Australia**
udia.com.au
- **Visit Sunshine Coast**
visitsunshinecoast.com
- **Manufacturers Excellence Forum**
mefsc.org.au
- **Study Sunshine Coast**
studysunshinecoast.com.au





Stock, suppliers and lines of credit

- Consider how you will manage your stock levels or orders prior to/during construction. How will you handle deliveries? Do you need to plan for changes in visitation patterns and deliveries?
- Inform current suppliers of the upcoming construction project and see if there are opportunities to involve them in the construction activity. Do they want to be part of a special product promotion? Can they assist in providing deliveries when it suits you? Do you need to ask them to review your line of credit and payment schedule aligned to new customer visitation patterns?
- Communicate with your suppliers any changes to access and modify delivery days and schedules to suit.

Landlord

- Advise your landlord of the upcoming construction project and be sure to keep them informed of all construction information.
- Think about how the landlord could be part of your planning? Can they provide assistance/support to businesses as they are likely to see an upside in assets and rents in the medium and longer term when the project has finished?

Customer communication

- Define what information your customers will need to know during construction. What they should expect, where to park and how to reach you.
- Update your social media pages and Google Business page to ensure your customers know that you're still operating during construction.
- Post regularly to your social media pages and Google Business page to keep connected with your customers and answer any online questions.
- Put up posters in your store to inform customers of any changes during the different phases.

Promotion ideas

- Develop coupon books for local businesses and distribute them regionally. Make them available through businesses' and chamber of commerce websites/ social media sites.
- Emails and social media notices to potential customers with daily lunch and dinner specials of the week.
- Feature a business and restaurant of the week.
- Reach out to a local radio station to develop a campaign to welcome them and their vans to your area to give out prizes to encourage visitors the area. Ask them to let their listeners know that you are very much open for business.
- Use prize draws to attract customers. Do something above and beyond what you would usually do in your business to attract and retain customers.

- Work with local Chambers of Commerce and business groups.

Extend business hours

- Consider staying open later in the evening after construction crews have finished for the day or opening a little earlier to take advantage of construction teams in the area (particularly if you are a food related business).
- Be flexible to accommodate customer demands and other perceived needs where possible.

Make the construction work for you

- If you've been considering a business remodel/refurbish, why not do it during the construction period? Use this period to get things done that you haven't had time to address.

What grants can you access

- Grants and funding are provided through all levels of government and the private sector for many different purposes. Your business could be eligible for a grant or line of funding depending on your model or situation. Find all available opportunities through sunshinecoast.grantguru.com.au



DURING Construction

Handy tips once construction begins

Stay informed

- Attend meetings held by council, business associations (such as the local Chamber of Commerce), or others relating to the project.



Create a friendly rapport with construction workers

- Consider offering 'construction specials' for coffee, breakfast or lunch if you are a food related business.
- Engage public
- Hand special deal flyers out at near by high foot traffic areas.
- Encourage customers to upload photos of them in store or using product to their social media.
- Welcome customers to leave reviews on Google.
- Reward customers that continue to regularly visit your business during construction.

Here are some examples of what other communities have done to encourage people to continue to visit the area.

- **Outdoor cinema** – this can be as simple as screening a movie on a blank wall using a projector.
- **Temporary markets.**
- **Information booth** explaining the construction work, parking options, changed retail hours, etc.
- **Murals/artwork.**
- **Construction specials** for construction workers and customers.
- **Mini festival.**
- **Kids activities** – face painting, mini golf, art and craft, etc.
- **Yoga or Tai Chi** in the park or other open/unused space.
- **Temporary pop up gardens**
- **Photography display** – historic images of the town/competition to capture unique images of the area.
- **Storytelling** – through words, images, artwork.
- **Buskers.**

Some of these activities may even become regular events after the construction project has finished, creating a new tradition for your area. Ideally, best practice is to adapt events and activities prior to construction to create and build on momentum.



POST Construction

You made it!

New promotion and advertising

- Let customers know that the project is finished, roads are open and it is 'business as usual'.
- Promote the new image and convenience of the completed project.

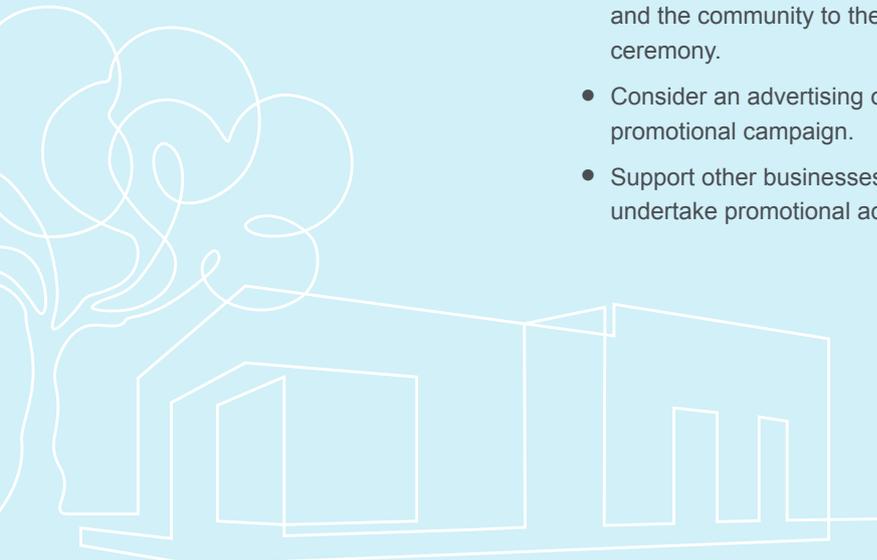
Celebrate and host reopening event

- Talk to your local project staff or Chamber of Commerce or business association or join with other local businesses to hold a ribbon-cutting ceremony, grand celebration or community event and invite the local news media, council, customers and the community to the event/ ceremony.
- Consider an advertising or promotional campaign.
- Support other businesses that undertake promotional activities.

Compensation

Council appreciates that there are many challenges for all types of businesses during construction activity. The law recognises that it is in the greater public interest that government be able to carry out public works. Other than under compulsory acquisition, this generally entitles federal, state and local government organisations and departments (such as Transport and Main Roads) to construct works including streetscape and place making projects without providing financial compensation.

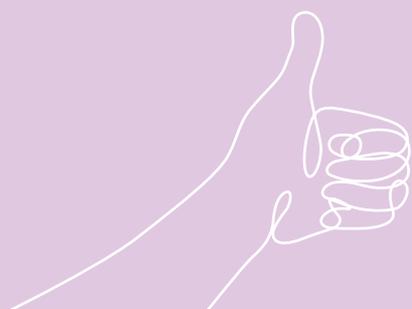
Some businesses may have clauses in their insurance policies to cover lost trade/income or landlords may agree to provide rent abatements or reductions for a period.



Your business continuity checklists

Before construction

- Stay informed about upcoming construction projects in your area.
- Attend project meetings and provide feedback, voice any concerns you may have during these meetings.
- Prepare your online platforms including social media and website to regularly communicate with your customers. Plan what content you will be posting and who will be managing those platforms.
- Collaborate with businesses, Chambers of Commerce and other community associations in your area on marketing initiatives like advertising, social media or events that could attract visitors to the street or precinct.
- Plan staff levels during construction. You may need to discuss this with your staff, for example changed hours might be an option or discuss with neighbouring businesses how you can manage staff impacts/levels.
- Contact lenders and landlords to inform them of the construction timeframes and potential impacts.
- Review your line of credit by discussing the situation with your suppliers. You may be able to amend the terms and conditions of your arrangements, which may allow for greater cash flow.
- Review your inventory. Do you need to stock-up or manage a just-in-time model? For example, will you still need the same amount of fresh produce or general stock levels?
- Rework your budget or look at your outgoings – can you make adjustments? How will you manage purchasing? Reviewing the budget allows you to plan, forecast and manage better cash flow where possible.
- Plan new incentives to attract customers to your store that can be shared online and in store.
- Make sure you have your Google Business listed on Maps and that your profile includes as much detail as possible.



During construction

- Pool advertising and marketing resources with other businesses in your area.
- Stay informed and attend public meetings about the project.
- Develop a friendly rapport with construction workers.
- Signage at your shop front and discuss with Project Manager about direction signage and alternative access point options.
- Provide information and access directions for staff.
- Keep a script about the construction work next to your phone.
- Use social media to keep customers informed, offer contests, vouchers, etc.
- Continue to work with local Chamber of Commerce or business groups through collaboration.
- Consider extending business hours.
- Deliver products to your customers or increase online business.

Post construction

- Advise customers that roads are open and promote the new image.
- Celebrate with an event or grand reopening event.
- Support other businesses undergoing construction work in their area.
- Acknowledge the benefits of the project and thank your staff and customers for their patience.

For more information about projects and planned works contact **Sunshine Coast Council** on 07 5475 7272 or visit sunshinecoast.qld.gov.au/Council/Planning-and-Projects

Additional resources

Business Development Facilitators

Council's business development facilitators work directly with local businesses to provide easy access to relevant information and offer the tools needed to successfully manage and grow their business on the Sunshine Coast.

Under the business development program, the business development facilitators coordinate and support the delivery of key initiatives and workshops that inform, educate and connect local businesses.

Contact council's business development facilitators by email businessdevelopment@sunshinecoast.qld.gov.au

Placemaking Facilitators

For updates and queries on Council upgrades in your area email placemaking@sunshinecoast.qld.gov.au

Sunshine Coast Chamber Alliance

The Sunshine Coast Chamber Alliance provides a platform of unity, a central focus and united voice for regional benefit, in alignment with the needs and goals of Chambers of Commerce, Industry bodies and community organisations.

The Sunshine Coast Chamber Alliance has its focus on advancing regional development and business advocacy. Addressing issues that impact on all chambers, small business, regional development, economic sustainability, attracting investment and more family businesses to the whole or to specific areas, and fair trading conditions and consideration of the commitments of small business.

Contact Sunshine Coast Chamber Alliance at sunshinecoastchamberalliance.com.au or info@sunshinecoastchamberalliance.com.au

Community Grants Program

The Community Grants Program provides support to community groups for one-off projects, events and activities that benefit the Sunshine Coast Council area. Before applying for funding, applicants should read both the Community Grants Program Guidelines and Community Grants Program Fact Sheet which provide an overview of the program. The program is subject to annual budget allocations and are offered at different times during the year so forward planning is encouraged. You must be a not-for-profit to apply for the community-economic development grants.

For more information including timeframes, program guidelines and fact sheet visit sunshinecoast.qld.gov.au/Living-and-Community/Grants-and-Funding/Grants-Programs



Sunshine Coast
COUNCIL

Our region.
Healthy. Smart. Creative.

sunshinecoast.qld.gov.au

07 5475 7272

