



Business Continuity Guide

How to support your business
during street development projects





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Message from the Mayor

Welcome to the Business Continuity Guide

Sunshine Coast Council is a huge supporter of our small business community, and we proudly stand by our commitment to be a Small Business Friendly Council to help local businesses thrive.

Your business makes an important contribution to the Sunshine Coast community and its economy, and we thank you for your continuing efforts.

With your help, we aim to achieve the 20-year vision of sustainable economic growth as mapped out in the Sunshine Coast Regional Economic Development Strategy (REDS).

The REDS fosters an environment where businesses of all sizes can flourish and positions the Sunshine Coast as one of Australia's strongest regional economies.

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

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

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 door.

At the same time, we recognise that construction works can be stressful for you, your staff and your clients.

We also know that without the right support, or without enough early planning by both Council and impacted businesses, some of these works can have a negative effect on your bottom line.

Please use this guide to familiarise yourself with the actions to take in your own business, customer communication strategies you can employ and ideas on how to take advantage of the completed project.

Please reach out if we can help you in any way.

Thank you for choosing the Sunshine Coast as the place for your business to thrive.



Mayor Rosanna Natoli



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.



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

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

After Construction





Before construction



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.

- Buderim 4556 Chamber
4556chamber.com.au
- Caloundra Chamber of Commerce and Industry
caloundrachamber.com.au/community/caloundra
- Coolool Business and Tourism
cooloolbusinessandtourism.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
scyongcommerce.org
- Business Chamber Queensland
businesschamberqld.com.au

Industry groups

- Cleantech Industries Sunshine Coast
cleantechnetwork.com.au
- 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.

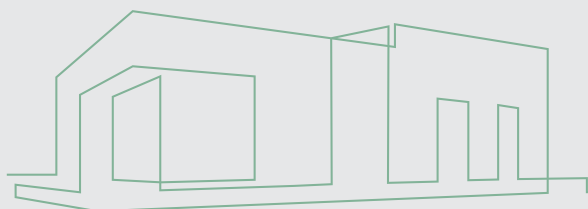
During construction

- 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

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





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