



**SWAN HILL**  
*Region* HEART OF THE MURRAY

SWAN HILL INCORPORATED

# Shopfront Initiative

Expression of Interest

# Welcome to the Swan Hill Inc.

## Shopfront Initiative

**The shopfront initiative aims to activate the Swan Hill CBD while providing the opportunity for non CBD businesses to have their product on display.**

After successfully gaining the support of property owners and Real Estate Managers, this initiative is set to revitalise, re-energise and re-activate the empty shopfronts inside the central business district in Swan Hill.

The Shopfront initiative will improve vacant shops' appeal, showcasing their potential while also keeping our street looking fresh and 'alive'. Businesses engaging in the program will be able to install their display for a maximum of 3 months before rotation.

Please note: this is a display store only and access will be granted monthly to change or remove the display.

This initiative aims to create a low-cost, high uptake program that will allow growth within the central business district in Swan Hill by giving participating businesses a low-risk opportunity to see the benefits of a central shop front.

As a partner, Swan Hill Rural City Council will be providing a display merchandiser to help create cohesive displays for the program.

### **Why participate in this initiative?**

- A chance to showcase your product in a high-exposure window display within the CBD
- Reduced need for physical staffing (compared to a pop-up shop).
- The possibility to drive new consumers to your business or online store and helping to create new opportunities for shopping locally.

### **Is my business eligible?**

This initiative is open to businesses that:

- Are a Swan Hill Incorporated Member
- Are located in the Swan Hill and Lake Boga area.

### **Fees and charges?**

Fees and charges will be negotiated on a case-by-case basis.

### **What's required?**

Businesses will need to provide proof of the following

- A brief description of the business and products on display.
- Proof of Insurance for the product on display.
- URL for your website/online store.

### **What if the building is leased while my product is installed?**

Swan Hill Inc. will provide you with support to vacate the building and if available, find a new display site.

# Empty Shop Front Initiative Application

Applicant Name:

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Business/Organisation:

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Contact Email:

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Contact Number:

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Are you a member of Swan Hill Inc.?

Yes     No

Are you able to provide proof of insurance?

Yes     No

Please provide your online store site address:

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Please provide a brief description of your business and the products that will be on display: