



REDISCOVER LOCAL SHOP-ABLE WINDOWS

Rediscover Local is a Banyule Council initiative designed to help boost the local economy by encouraging residents and businesses to shop locally for their goods and services.

To help create vibrant shopping strips, Banyule Council is introducing Rediscover Local Shop-able Windows. Display boxes showcasing products ranged by small businesses in Banyule will be installed in vacant shopfronts across Banyule's shopping strips and retail precincts. Passersby will be able to purchase products through QR codes for a contactless shopping experience.

The Rediscover Local Shop-able windows has two goals:

- ✔ To highlight local makers, creatives, small business and entrepreneurs based in Banyule by offering them interactive shoppable windows to showcase their products.
- ✔ To showcase each vacant property as an attractive commercial opportunity, highlighting Banyule as an attractive area for small businesses.

LOCAL SMALL BUSINESS

If you are an artist, designer, maker or entrepreneur based in Banyule and do not have a physical store to showcase your products, Rediscover Local Shop-able Windows provides you with an opportunity to promote your products through a window display for shoppers and passersby.

The benefits to small business include:

- ✔ Gain free exposure for your products in a high foot-traffic shopping strip.
- ✔ Test out a shopping precinct before signing a lease.
- ✔ Completely contactless shopping experience so no requirement to set aside customer-facing time.
- ✔ An opportunity to test your business idea with real consumers.

WHAT WE NEED FROM YOU:

- ✔ You must have an e-commerce store/website for people to shop for your products.
- ✔ Current ABN registered in Banyule.
- ✔ You will need to make yourself available to install your display box and remove it.

WANT TO APPLY FOR THE REDISCOVER LOCAL SHOP-ABLE WINDOWS PROGRAM?

Please complete this [form](#) or email rediscoverlocal@banyule.vic.gov.au

REDISCOVER
LOCAL




banyule
business


Banyule
CITY COUNCIL



FREQUENTLY ASKED QUESTIONS

DOES MY BUSINESS QUALIFY FOR THE REDISCOVER LOCAL SHOP-ABLE WINDOWS?

This opportunity is open to businesses operating in Banyule that do not have a physical store but have an e-commerce platform to sell goods and services. You will need an ABN and any relevant insurances.

DOES IT COST ANYTHING TO BE PART OF THE PROGRAM?

No. This program it is free for small businesses to participate.

HOW LONG WILL THE REDISCOVER LOCAL SHOP-ABLE WINDOWS BE UP?

For as long as the property is vacant or until the Real Estate agent or Landlord requests that we remove the display. It could be 4 weeks, or up to 3 months.

CAN I WITHDRAW MY PRODUCT AT ANY TIME?

Yes. You can withdraw your product display with ample notice.

CAN I CHOOSE HOW MY DISPLAY LOOKS?

Yes. You will be responsible for setting up your display. Council will arrange a time for access to the property, you will need to bring all your product and any other items to style your display.

HOW BIG WILL MY DISPLAY BE?

While you will get your own display box, you will be sharing the window with other artists so the size will vary. It could be anywhere between 500mmx500mm to 800mmx800mm.