

Retail Smart Training Update

Background and Objective:

The objective of the Retail Smart training program is to help business owners, managers and staff to strengthen and develop their business. The sessions play a key role in the first phase of the Ipswich City Council's city heart revitalisation program – the Ipswich Central Retailer and Office Market Engagement Project.

The project also includes series of presentations to local and national business owners, retailers and building owners, and the Ipswich Pride campaign to emphasise the Ipswich Central offer.

The presentations are designed to re-position Ipswich Central, promote its growth and emphasise its development opportunities. They will also highlight Ipswich Central's commercial competitive advantage for business and development. Preparations for these presentations is well underway.

Feedback:

The Retail Smart training sessions have proven popular, attracting interest and participation from a variety of Ipswich Central business owners.

The content for these sessions has been developed in consultation with traders to ensure the sessions are relevant and effective. Participants have been encouraged to suggest session topics. So far the three most requested topics include:

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|---|-----------------------------------|
| 1. Customer service | (held on 27 November, 2007) |
| 2. Visual Merchandising | (scheduled for 29 January, 2008) |
| 3. Communication skills – customer relations, team work | (scheduled for 26 February, 2008) |

Suggested dates for 2008:

A list of proposed dates for the 2008 training calendar has been developed for confirmation in consultation with Ipswich Central traders.

The schedule to date follows:

- | | |
|-----------------------|------------------------|
| - Tuesday 29 January | (Visual Merchandising) |
| - Tuesday 26 February | (Communication Skills) |
| - Tuesday 01 April | |
| - Tuesday 29 April | |
| - Tuesday 27 May | |
| - Tuesday 24 June | |

IPSWICH CENTRAL

Dine • Shop • Arts • Heritage • Play & Stay

Next session – 29 January

Visual merchandising

This session will encompass the skills, knowledge and attitudes required to merchandise products within a retail store. It will cover the arrangement and presentation of merchandise, setting up and maintaining displays and labelling or pricing stock.

It will be held at Riverlink and the session times will be confirmed on registration.

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