



WOOLLAHRA village

Website and email newsletter
for the Woollahra business community



Introduction

If you have a business in the Woollahra area you are invited to join the Woollahra Village website and email newsletter to promote your business and services.

The purpose of this service is to cooperatively market Woollahra as a shopping, business and entertainment destination, offering services to local residents and bringing visitors to the area.

The website

You will be listed on the website www.woollahravillage.com.au, an extensive directory of businesses in the area that includes hotels and restaurants, galleries, homewares stores, fashion boutiques, food outlets, florists and book stores, as well as health and wellbeing, financial, real estate, travel and medical services.

The website can be viewed at www.woollahravillage.com.au.

An electronic newsletter to thousands of shoppers

In addition to the website, an electronic newsletter is mailed to thousands of subscribers eight times each year, and every edition can include an article about your business.

Recent copies of the newsletter can be viewed at the website www.woollahravillage.com.au.

Promote your business on our Facebook page

You will have access to the Woollahra Village Facebook page at www.facebook.com/woollahravillage to promote your sales, special offers and any other news about your business.

Membership benefits

- Business membership of the Queen Street & West Woollahra Association, with voting rights in the Association's Business Group.
- Listing on the www.woollahravillage.com.au website (100 words of text plus your contact details and a photograph or logo).
- A promotional article about your business in the newsletter eight times a year (also 100 words of text plus your contact details and a photograph or logo).
- Woollahra Village Facebook page access to promote your business whenever and as often as you like.

Area covered

The area covered by this service is the Queen Street & West Woollahra Association precinct bounded by Jersey Road, Ocean Street between Jersey Road and Edgecliff Road, Edgecliff Road between Ocean Street and Leswell Streets, Leswell Street and Oxford Street between Leswell Street and Jersey Road. Both sides of the streets forming the boundary are considered to be within the precinct.

Any questions?

Call Peter Gibson (website and newsletter manager) on 0425 211 313 or email newsletter@woollahravillage.com.au.

About the Queen Street & West Woollahra Association

The Queen Street & West Woollahra Association is an action group formed to promote the interests of local business people and residents.



One of its aims is to encourage appropriate businesses and services in the area and to foster in those businesses a sense of community involvement that will benefit the businesses, local residents and visitors.

For more information about the Association's business and community activities visit its website at www.qswwa.com.au.

Any general enquiries about the Association can be emailed to business@qswwa.com.au.

How to join

You can become part of this service by completing the form at the end of this document.

Membership cost is \$500 per year. \$100 of that covers your membership of the Queen Street & West Woollahra Association.

Membership fees are due at the start of each year and can be paid in two instalments. You can join at any time of the year. Businesses joining after 1 April can pay adjusted rates for the portion of the year remaining.

Keeping in touch

We send newsletter reminders and other information to the email address you give us when you first join the service.

If you wish to get the reminders sent to additional email addresses, e.g. another staff member, or a PR person, just send us the contact details and we will add them to the list.

How to submit your information

Once you join, you need to email the following information to newsletter@woollahravillage.com.au.

For the website

- Name of your business
- Description or profile of your business, maximum of 100 words.
- Street address
- Telephone number
- Email address
- Website address
- Opening hours
- A single photo or logo as a JPEG or GIF file. This picture will be used at a maximum size of 200 pixels, i.e. 200 pixels wide or 200 pixels high, whichever is the largest.

To see examples of how other businesses show this information, go to the website at www.woollahravillage.com.au.

For the email newsletter

The newsletter is sent eight times a year. You will get a reminder by email a week or so before each deadline and you will need to send the following:

- Name of business
- Headline of newsletter item
- Newsletter item text, maximum of 100 words, containing news, coming event, sale, promotion, etc.
- Street address
- Telephone number
- Email address
- Website address
- Opening hours
- A single photo or logo as a JPEG or GIF file. This picture will be used at a maximum size of 200 pixels, i.e. 200 pixels wide or 200 pixels high, whichever is the largest.

To see examples go to www.woollahravillage.com.au and view some of the past editions of the newsletter.

Note that we will not run the same news item repeatedly in newsletters.

Social media links

We can include links to Facebook and Twitter in the website and newsletter items. Send us the URLs of your social media if you wish to have those links included.

Supplying text

You should supply all the wording for both the website and newsletter, including headlines for articles.

Text should be typed in upper and lower case. Please check your text carefully before sending. We will proofread it for grammar, spelling, etc, and correct it if necessary. If you supply more than 100 words we may edit it to shorten, although we try to be flexible.

Supplying pictures

Pictures (photographs and logos) should be supplied as JPEG or GIF files. They will be reproduced at a maximum of 200 pixels wide or 200 pixels wide. Pictures that are supplied bigger than that will be resized.

Picture files should be sent to us as separate attachments to your email, NOT embedded in the body of the email and not embedded in a Word file.

Help

If you have any queries please email Peter Gibson, at newsletter@woollahravillage.com.au or call 0425 211 313.

Membership application

Your details

Your name _____

Business name _____

Postal address _____

Telephone _____ Email address _____

Additional email address for notifications and reminders _____

Membership cost

Membership cost is \$500 per annum and includes Woollahra Village website, newsletter and membership of the Queen Street & West Woollahra Association.

Membership is from 1 January to 31 December and can be paid in two instalments: \$300 on 1 January, \$200 on 1 July.

Businesses can join at any time of the year. Businesses joining after 1 April can request adjusted rates for the portion of the year remaining—enquire at business@qswwa.com.au.

Payment options

By cheque

Enclose a cheque payable to 'Queen Street & West Woollahra Association' for amount of \$500 or \$300 (instalment)

By credit card

Visa \$500 or \$300 (instalment)

Mastercard \$500 or \$300 (instalment)

Cardholder name _____ Signature _____

Card Number _____

Expiry date _____

By direct deposit

Direct deposit to 'Queen Street & West Woollahra Association', Westpac Paddington, BSB 032 255, Account 760219. Please use payment description 'mship fee'.

**Mail this form to
Queen Street & West Woollahra Association
PO Box 16
Woollahra 1350
or fax to 02 9327 8595**