

Noosa Business Association Newsletter:

### **Town Centre Officer Update– John Waterhouse**

#### **Noosa Junction Clean Up:**

As mentioned in the December newsletter, some clean up work has started and will continue over the months to come. As you know the spraying of weeds was done before Christmas with a second spray since then, and recent pruning has also taken place around the Junction. Mulching of the gardens is about ready to commence– Council is stockpiling mulch as we speak and will start work over the next couple of weeks. Additionally areas of poor maintenance have now been identified and inspected and work has started, on a priority basis to rectify them.

I would encourage you all to report anything that you feel might need attention (in particular tripping hazards) to the following number:  
CARs – 5449 5200

#### **Database:**

I've recently been doing a walk around to introduce myself and to you all to collect business cards and details of your businesses. With this information he has been able construct a detailed database that shows contact details, type of business, goods sold, opening hours etc. This is wonderful information that will help in our communications and future development work for the centre. Many thanks to you all for helping out with these details and if I happened to have missed you, please don't hesitate to give me a quick call with your details

#### **The Junction Story:**

As you are aware we are working with a plan of tasks to help promote Noosa Junction and firmly establish it as a retail, commercial and entertainment precinct. As recommended in the NJ Commercial and Economic Planning Strategy, part of this plan to develop a strong brand, to improve business performance, involves identifying the authentic Noosa Junction Story.

With the help of the community and the Noosa Journal, we'll call for stories to be submitted, these will be collected and published in the Journal and on the Journals' website. The process with the Journal will create positive media around the Junction and from this we hope to get some good material to document the Junctions authentic story, that will ultimately inform the development of the Noosa Junction Brand. Promotion starts Thursday 25<sup>th</sup> Feb

Do you or anyone you know have a great a story to tell about the Junction – where we came from, where we are now or what's in store for the future. If so tell us your story about the junction or something you love about our special part of town. The unique story we create from these will become a key element in the overall branding of the Junction.

I hope you will all, young and old, contribute your own story to help us on our way – Watch out for the details in the Noosa Journal on Thurs 25<sup>th</sup> Feb.

That's all from me - talk with you next month

Regards

*John*