

Collins Street

PRECINCT

Melbourne's Premier Destination

2023-2024

BURBERRY



About the Collins Street Precinct Group

The Collins Street Precinct is Melbourne's most prestigious address, stretching from Parliament House in the east to Docklands in the west. Celebrating the old and the new, Collins Street aims to be Australia's number one destination for international visitors to discover traditional and modern experiences.

The Collins Street Precinct Group (CSPG) was established in 1993 and represents the businesses, traders and members in Melbourne's premier street including Little Collins Street and Flinders Lane.

A representative group, led by a volunteer committee, with support from professional agencies, our members share a passion and purpose to position Collins Street locally and internationally as Australia's premier destination to visit and do business.

Situated in the heart of the World's Most Liveable City, the CSPG advocates for an esteemed collective of global businesses, luxury retail brands, premium accommodation, renowned dining destinations.

With a mission to deliver value to these businesses who call Collins Street home, the CSPG aims to support its evolving community and maximise business development and growth opportunities.





Our Vision

Collins Street Melbourne is Australia's premier destination to visit and do business.

Our Mission

The Collins Street Precinct Group's mission is to deliver value by working creatively with our members, strategic partners, destination champions and evolving neighbourhood to support the Collins Street brand, community and experiences.

About the Collins Street Precinct Group Membership Program

Become a Collins Street Precinct Member today.

Becoming a Collins Street Member entitles you to a range of exclusive benefits that will enhance your brand exposure, connect you to the local business community and grant you access to new experiences. These include;

Networking:

- Being a member gives access to the business to grow their network within the precinct. This includes invitations to networking opportunities, events and partaking in numerous campaigns throughout the year – both B2B and B2C events.
- The opportunity to host Collins Street Precinct Group events at your venue. This opens doors for partnerships with hotels and other businesses on Collins Street. It also allows for cross business activities.

Promotion and Marketing:

- Featured on the www.collinsstreet.com.au directory with recommendations for visitors and residents of Collins Street.
- Listing of business events being hosted on the website.
- Participation in the PR and Communications strategy throughout the year, including media outreach, media familiarisations and City of Melbourne supported opportunities. This year the CSPG will be focusing on food offerings and how this integrates with retail and entertainment.
- Amplification through dedicated posts across the CSPG social networks. (FB and Insta)
- Inclusion in fortnightly newsletter sent through eDM database. Members share news and upcoming events with other CSPG members. This newsletter is also distributed to Melbourne media.

Special Offers:

- Time Out will offer all new Collins Street Precinct hospitality businesses who take up membership with the CSPG a 50% discount as a welcome on any digital packages (this includes a listing and eDM deal) as well as 50% off print advertising within the magazine.
- Kreate (CSPG Marketing, PR and Events agency) offers all members reduced rates on any campaigns including PR, social media and in-store events.

Pricing (Annual 2023)

- Major commercial business, building owners, workspaces, retail centres and arcades: \$1,700
- Hotel/Accommodation: \$600
- Business: \$250

How to become a member:

Visit <https://www.collinsstreet.com.au/members/become-a-member/> and register your details. The CSPG will then approve your listing and start promoting your business and events.

For more information visit <https://www.collinsstreet.com.au/> or contact:

Lauren Parkin

Email: onlyoncollins@kcreate.com.au

Mobile: 0411 641 052





Let's Talk

We would love to welcome you to the Collins Street Precinct Community and discuss how we can work creatively together.

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President

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Tammy Watson

Vice President

Secretary/Treasurer

James Temelli

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