



**Event and campaign ideas you can use for your Main Streets of Australia Week celebrations:**

NOTE: Although Main Streets of Australia Week runs from May 15 - May 21, your event or campaign can be the whole week, one day or even a few hours. If you are lucky enough to already be running something within that week you can absolutely also make it part of the Main Streets of Australia Week celebrations!

If you end up deciding not to do anything in 2023, we'd love it if you would still support the event through the sharing of social posts or printing of posters, flyers, decals and more and popping them up your street.

As soon as you know what you're doing, make sure to submit information on your event here: <https://www.surveymonkey.com/r/THQKR3X> so we can list it on the national listing and promote it! You can see the national listing here: <https://mainstreetaustralia.org.au/main-streets-of-australia-week-events/>

## ON-STREET/OFFLINE IDEAS

Run a street fiesta with loads of activities like face painting, balloon twisting, kids activities and more dotted about. If you have a larger budget, you could also hire in some carnival rides.

Hire buskers to play in different areas of your street the whole week through or on one day. Alternately, contact local schools and give kids a chance to busk or entertain on the street.

Have an on-street market one day where traders all bring tables out front of their businesses and sell. Maybe they could even bring out all their sale items so it's a big sale day. You could fill out the market with service businesses on the street taking stalls and promoting themselves, running competitions to get subscribers or offering fun games for families to get involved in.

Offer a treasure hunt in shop windows where families have to find and record a hidden item and then, when the treasure map is completed, they swap it for a prize.

Get businesses to donate prizes, % off vouchers etc and then sell raffle tickets in stores, culminating in a big draw on the Sat or Sun where people have to be in attendance to claim. Perhaps money raised could be donated to a local school, charity or sports group and then they could also help promote.

Run a colouring competition celebrating your main street, or an art competition.

Run a pet parade.

Print a shopping magazine for the street listing businesses, sharing specials and offers and profiling business owners, especially those who have been on the main street for a long time.

Have an outdoor dining event and hire in a whole lot of tables and chairs or get the tables and chairs out of the restaurants and onto the footpaths/streets.

Close off the street and have a movie viewing night.

Set up a light display - either showing on the buildings or projected onto the footpaths.

Set up a 'get money back' offer where, if someone spends over a certain amount in one store, they get a voucher to then spend a certain amount in another store. This would most likely need to be funded by organisers.

Offer tours of your street for locals giving them an insight, not only into the history of the street and buildings, but also of the businesses and anything special they may do or offer.

Run a late-night shopping event.

Turn the street into an art gallery with art hosted in the windows of businesses.

Set up a fun photo background or similar - with Main Streets of Australia Week messaging - to encourage people to take photos and share on social media.

Run an antique car show on the main street to draw crowds and potential shoppers.

Decorate the street with flags or decals promoting the value of shopping local, ie jobs for the kids, ensure businesses are available close by.

Invite local celebrities, dignitaries or residents to share stories of their experiences/history with the area .

Run a lucky 'something' promotion ie. lucky seat - where people who dine in the main street during the week or on a particular day can find gift vouchers or gift cards hidden under seats. This can transfer to other items ie. lucky hanger.

Do a [Jane's Walk](#) - guided walk - to meet local traders and characters and hear stories.

Host a local business Sundowner.


<b>ONLINE IDEAS</b>

Run an online or social media competition where people have to nominate their favourite store on the main street and, if they are drawn, they win a voucher to said business.

Run a photography competition on Instagram where people have to take a picture of their main street, a business, an item in a business, a business owner etc and to enter, they upload with a hashtag of your choice. You could then share these images on your social also.

Profile businesses on social media - particularly those that have been on the main street for a very long time. You could even interview them and ask them how things have changed over time.

Set up a QR code tour where people can scan a QR code at different locations and hear information on the history of the street, the buildings and also, the businesses and anything special they may do or offer.
