

Ready Macleay 2024

Theme: CBD Activation
Date: 28 February
Venue: Macleay Valley Country University Centre, Kempsey Central
Facilitator: Dr. Chad Renando
Notes: Kerry Grace
Guest speakers: Andrew Duck, Elders

Attended by:

Troy and Mirasol Irwin, Jane Houghton (Six Cats Emporium), Benn Farrawell (Subway), Alexandra Wyatt (Kempsey Councillor), Bruce Morris, Michael Kemp MP, Jo Kelly (Learning the Macleay), Vicki Kinnear (Beaux Lady), Tania Riordan (Beaux Lady), Tracie Kemp (Tracie’s Gifts and Homewares), Andrew Duck (Elders), Tara Howard (Echo Voice and Data), Dean Saul (Kempsey Bus Stop Café), Fay Eakin (K&A Boutique and Kempsey Work Wear), Narelle Wellings (Arcade Shoes), Father Jesse Poole (Anglican Church), Anika Malcolm (Benevolent Society), Sue Seager (Learning the Macleay)

Meeting notes

Existing and past initiatives	
Ideas for initiatives	<ul style="list-style-type: none"> • Riverside markets in town • Windows in empty shops, murals • Include local business when doing activations • How shops are utilised e.g. gallery design in front of service building increases retail and creative industries • Show and shine • Live music and art • Art walk e.g. port Macquarie • Water activities • Long table and food vans • Engage youth • Pop up in shops, artists • Vibrant live music scene • Christmas markets to main street • Laneway festival • Use empty spaces • Maintain buildings • Opening hours e.g. Slim Dusty closed

	<ul style="list-style-type: none"> • Once off events are good. How do we get people to come back? <p>Branding and placemaking ideas:</p> <ul style="list-style-type: none"> • Shopping • Art and music to keep people in town longer • Our river <ul style="list-style-type: none"> ○ Activate ○ Cultural tours • Whole community vibe • Rebrand yourself (business owners) • Gladstone example • OK in the Macleay example • Bunnings to retail all close, how do we promote that? Great day out • Other examples: Bowraville, Waucho9pe, Walcha, Bellingen, Uralla, Wingham • Sense of place and identity • Farm and agriculture into the community • CBD identity brand / hub: hive of activity • Quality and unique • Atmosphere, how can we improve? Retail, cafes, music • Laneway public art • Cohesion between different areas / precincts • Signage • How to capture visitors e.g. when they visit Crescent head how do we get them to Kempsey? • Accessibility • Proactive business owners • Social problems – how do we address this? <p>Stressless painless – why get 2 heads in Port Macquarie trying to get a carpark?</p>
Additional ideas shared out of session	
What contributes to a strong CBD	<p>Communication</p> <ul style="list-style-type: none"> • Communicate with business owners • ED database, send regular emails to business • Support for Chamber • Retail group in chamber sub-committee • Engage business owners • Business to business – business to organisation (e.g. Chamber) • Include everyone • Include local business • Ask the community what they want (survey) <p>Infrastructure:</p> <ul style="list-style-type: none"> • Landlords, where are they from? Are they invested? • Incentivise new business • Building and maintenance • Office space to retail ratio in CBD <ul style="list-style-type: none"> ○ Increasing diversity of retail • Flood mitigation • Report on building condition

	<ul style="list-style-type: none"> • Cooperative e.g. Wauchope • Can council staff write to shop owners? • Council contributions • Public roads in front of buildings (state of repair) • Shop hours
Linkages and support	

Why did people attend the session?

CBD business mix: New businesses and Mix of businesses in the community

To support Kempsey: Believe in the town, Support small business, (how do we) get back to how we were? See the town boom, Back to thriving, Busy full, exciting, vibrant, Improve things

Understand: Curiosity, Why are we here?

Actions and ideas to explore

(NOTE: Responsibilities and actions are not assigned to date, please respond to the survey via [this link](#) to assist us assign responsibilities, resources and timeframes)

Action / idea	What we heard
Improve condition of shops	Comments about many of the shops being in a poor state of repair and call to action for owners to improve
Enhance windows in empty shops, murals etc	Can there be more public art throughout the CBD?
Explore new designs for CBD shops with services	Example of disability service with gallery in the front of building, smart use of building that doesn't detract from
More local events	Long table, e.g. art walk
Activate water activities, activate the river	More activities on the river to attract people
Improve the atmosphere in the CBD	Live music and art, events
Encourage pop up shops	Artists and other ideas for pop ups in empty shops
Improve communication with local shop keepers	Include local business in decisions
Enhance opening hours	More consistent open hours and consider when people visiting town
Develop cultural tours	Opportunity for cultural tours utilising the river
Improve branding for local shops and Kempsey community	Update branding for CBD
Improve cohesion between local precincts so people know where to shop	Better understand how Kempsey precincts fit together
More signage	More signage throughout the township
Address social problems together	Find ways to address social challenges

NOTE: While care has been taken to capture and record the Community Conversation, the notes may not be an exact reflection of what was said. If you would like to add further information and/or provide other feedback please contact the Ready Communities team.