

Ready Macleay 2024

Theme: CBD Activation CATCH UP MEETING

Date: 1 May

Venue: Echo Voice and Data

Facilitators: Kerry Grace

Attended by:

Tara Howard (Echo Voice and Data); Bruce Morris; Tania Riordan (Beaux Laidy); Trevor Martin (T&L Motors); Anika Malcolm (Benevolent Society); Jane Houghton (Six Cats Emporium); Robert Barnett (Kempsey Health Food Shop and Café); Karen Donaldson (Business Chamber Secretary and Resolute Bookkeeping); Renee Bubb Edwards (Valley Garden Centre); Annabelle Sneddon (Kempsey Shire Council); Tania Powick (Coastal Wealth Directions); Michael Kemp (Member for Oxley); Leanne McKay Davis (Ellerslie Florist); Father Jesse Poole (Anglican Church); Angie Baff (Offbeat Fashion and Homewares)

Apologies:

Chris Mowle (NRMA); Councillor Alex Wyatt (Kempsey Shire Council); Fay Eakin (K&A Boutique and Kempsey Workwear); Vanessa Kemp (Tracies Gifts and Homewares); Trudi Jeffery (Haircraft)

Next steps:

- A poll is now live online on our facebook page, Ready Communities. Please complete and share. We'll look forward to chatting further regarding this and the other projects introduced on the evening: [Facebook](#)
- Kempsey CBD Map – to be discussed further with Council, will provide further information at next meeting
- Introduce Why Leave Town to CBD Activation group and explore a local gift card idea for local businesses
- Next meeting: Kempsey Health Food Shop and Café from 5pm on 5 June. Include guest speaker on marketing for retailers

Notes from meeting

3 things we love about Kempsey and the Macleay



- **Ready Macleay:** Kerry presented Ready Macleay, concept and progress. All information is available online via [this link](#). Ready Macleay works closely in partnership with [Learning the Macleay](#).
- **CBD Activation theme:** Moving into action. Discussed suggestion of later trading every 3rd Saturday:
 - All agreed that something needs to change to activate the Kempsey CBD
 - Discussed several ideas and related pros and cons. General support for:
 - Further marketing of the Kempsey CBD including concept of a map (further info below)
 - Local gift card program (Kerry to share further information at next meeting)
 - Other trading alternatives including late night shopping and a monthly themed afternoon.
 - Agreed to distribute a poll online to gauge support in alternative trading options (NOTE: This is now live on the Ready Communities Facebook page)
 - Winter themed festival idea. Could this happen in July?
 - How can we bring home based businesses to the CBD? Kerry has been speaking with Elders re. peppercorn lease for pop-up shops aligned with CBD activation plans (update: provided public liability insurance is in place this will be possible in some of the empty shops)
- **Communication:** Discussion on local retailers finding information:
 - Some found information easy to find including engaging in Council's social media and newsletter.
 - Others found it more difficult to source
 - Annabelle from Council had dropped around all shops prior to street refurbishment and also the crazy day
 - QUESTION: How can we better engage in local news? What needs to happen? What platforms / resources are needed?
- **Main street atmosphere:** Discussion on need to make the streets safe and inviting:
 - Michael spoke to recent developments in alleviating anti-social behaviour in the main streets
 - Discussion on Council's Buskers licence rules, can this be relaxed?
 - Busking: Engage HSC students as performers
 - Flash mob in town on 16th May – more information coming
- **Social Impact in the Regions conference update:**
 - More information via www.socialimpactintheregions.com.au
 - Will be based in Kempsey CBD
 - Hoping to have local cafes open after hours to cater to delegates
 - Expecting 300 delegates, this will be the first experience of Kempsey for many

For further information please contact Ready Communities:

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And don't forget to connect with the Learning the Macleay team: Facebook [link](#)