



The following initiatives have been suggested so far. Do you have any further information or input on any of the initiatives? If so please email kerry@readycommunities.com.au

Initiative	Date	You said...	What's happening so far
Activate water activities, activate the river	28/2	River festival and dragon boat activities, markets, Council open riverbank spaces	?
Address social problems together	28/2		Learning the Macleay – mapping social and community services (3/5) Update from The Hon. Michael Kemp Member for Oxley on 1/5 at CBD activation meeting
More local events	28/2	Store owners and staff shared what has happened in the past	Interest in running farmers market, (3/5) Dave Davis has applied for a Council permit to run in Clyde Street Mall
Improve condition of shops	28/2	Potential main streets program	Last activation highway bypass (3/5) Mainstreets Australia can advocate for mainstreet funding in regional Australia
Enhance windows in empty shops, murals etc	28/2		?
Improve the atmosphere in the CBD	28/2	Resources needed to support shop owners	Clyde Street Mall activation (3/5) first flash mob on 16/5
Improve communication with local shop keepers	28/2	Engage empty businesses to offer free or reduced rents. Consistency and support needed for people giving it a go.	(3/5) Agreed to meet on first Wednesday of each month, next meeting 5 June
Improve branding for local shops and Kempsey community	28/2	Use our history to attract attention (shop facades)	? (3/5) discussed idea of local map to promote CBD, what next?
Enhance opening hours	28/2	Business as usual is a challenge need events as a reason to stay open	(3/5) poll currently open to vote on trial times/days
Encourage pop up shops	28/2		Access to some local shops as Pop-ups (3/5) Elders will support pop-ups (with insurance) in some shops. Now we need to source people for the pop ups
Develop cultural tours	28/2		?
Explore new designs for CBD shops with services	28/2		?

Improve cohesion between local precincts so people know where to shop	28/2		?
More signage	28/2		?
Opportunities for more training for local retailers	1/3	Mainstreet conference – Melbourne. Is this of interest?	
More links to support programs for business	1/3		Kerry will be at Lou's Café Wednesdays in April 10am-12pm (3/5) Lou's Café meetups were successful; Connected with MainStreets Australia, have an upcoming conference. Have introduced them to Council and the Chamber and shared link in socials. Will get guest speaker on marketing at next CBD Activation meetup.(Booked! Julie Humphris)
Networking and social events for local business	1/3	Chamber of Commerce meetings	(3/5) CBD Activation group will continue to meet monthly and determine what the structure looks like in time
Official group for retailers to connect	25/3	Sub-committee of Chamber of Commerce	?
Shop local card	1/5		(3/5) Kerry has invited Ash to speak to the group More info soon