

CBD ACTIVATION

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 (updated 30 July 2024)

Progress

Already in place

Requires a local lead

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	No progress (30/7) no progress
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. Crime meeting 20/5 in SWR. (30/7) next update CBD Activation meeting 7/8
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 (30/7) significant events in Kempsey / Macleay in 2024 including Elders Olympics, Saltwater Freshwater Festival, Yuwa Nyinda Dream Academy and Social Impact in the Regions
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 (5/6) Tania and Tara have both had conversations with Andrew from Elders on different concepts for Centrepoint Arcade (30/7) Tara has taken lease in Centrepoint Arcade. Discussion with CBD Activation group re. Why Leave Town Program
Enhance windows in empty shops, murals etc	28/2		(30/7) some empty shops used for NAIDOC Week celebrations and local art exhibition
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 (5/6) waiting on local performers to confirm date

			(30/7) SIITR24 approached all local cafes to open through conference. Ongoing monthly meetings CBD Activation group
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 (30/7) have met monthly since. Learning the Macleay (Via Chonny) taken lead on this
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? (5/6) Tara has moved forward with map (30/7) prototype map has been developed by Tara in partnership with Council funded designer. Some local shops have contributed.
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 (5/6) poll concluded – no conclusive decision. (30/7) at June CBD Activation meeting agreed to collaborate on a NAIDOC Week celebration
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 (5/6) per above response (30/7) LTM arranged pop up shop during NAIDOC Week in old Williams Shoes building. This is still running
Develop cultural tours	28/2		(30/7) progress via LTM
Explore new designs for CBD shops with services	28/2		(30/7) no progress
Improve cohesion between local precincts so people know where to shop	28/2		(30/7) no progress
More signage	28/2		(30/7) no progress
Opportunities for more training for local retailers	1/3	Mainstreet conference – Melbourne. Is this of interest?	(30/7) have explored merchandising course with Community College.
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! Ashley Watt, Why Leave Town) (30/7) Ashley Watt delivering workshop in Kempsey 5/9. Pitchfest 22 August, Linked numerous businesses to local business support programs
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 (30/7) continued to meet monthly. Next meeting 7/8 at LTM office
Official group for retailers to connect	25/3	Sub-committee of Chamber of Commerce	(30/7) Tania exploring meeting with Chamber
Shop local card	1/5		(3/5) Kerry has invited Ash to speak to the group More info soon (30/7) Ash presented. Will visit Kempsey 5/9