

## Nowra CBD Revitalisation Strategy Committee Coordinators Report

Wednesday 20 January 2016

1. Media Releases and Coverage – See attached.
2. Best Dressed Window & Foyer Promotion – See attached.
3. Radio Schedule booked and signed off by Russ Pigg for 2016 for Nowra Alive.
4. Business Database – 200 businesses listed as at 20.1.16. Ongoing.
5. Business Survey –Ongoing.

Major Issues identified are:

- a. Beautification & Buildings
- b. Parking
- c. Promotion – events – Markets – major attractions – Shopping Hours
- d. Safety
- e. Splitting the Town
- f. A BIG shop
- g. The River
- h. Roads & Signage & Traffic Flow
- i. Trip Hazards – WHS
- j. Shellharbour
- k. Stocklands
- l. Business, Council, Business Chamber & Business Development
- m. Graffiti
- n. Customer Service
- o. Homelessness

Themes coming through are:

- Parking – timing (not long enough) - lack of all day parking - multistorey
- Security – safety - CCTV
- Promotion of CBD – signage – directional and shop location maps
- The River – underutilised asset – seen as primary attraction
- Reason to come to the CBD – shop hours – markets – events – greening of the cbd – closing off Junction Street – café culture – utilising the laneways as a feature (Melbourne).

- Stewart Place – underutilised – inadequate facilities, eg shelter and somewhere for bags – no signage of shops etc – men’s toilet needs screen. Green up.
- Splitting of the town – South Nowra, CBD and Stocklands – Rates (parity)

Areas identified in survey are:

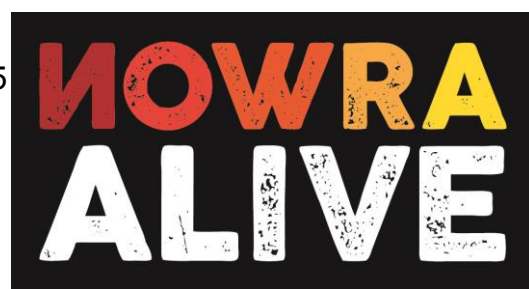
- No Mother’s Changing Room in CBD (especially near bus interchange). There is one in Coles (apparently unclean) and one in Stocklands (nowhere near bus interchange). Note the availability of a Baby Changing Table (with nappies etc) at The Hopper Café is attracting many young mums to the café.
- Bus Interchange is the gateway to Nowra for people travelling by bus. When you stand in the bus interchange and look around it is not a welcoming site for Nowra and there are no signs pointing to cafes, banks etc. Weather shelters are inadequate and the mens toilet has no vanity screen.
- Laneways in CBD seen as asset as well as boutique & range of individual shops.
- People are concerned with trips and falls. This has come through in a few areas and comments. Especially with our ageing demographic.
- Disabled access and amenities is an issue. Sean Burns is apparently working on it.
- Not just parking – but parking times are a big issue and relate to safety. 2 -3 hour parking is identified as not long enough to go to medical, hairdressers, appointments, have lunch and shop. Also for workers – fills too quickly. Not an issue of parking too far away – an issue of safety.
- Security – safety – CCTV cameras – incidences – police presence – repeatedly identified as an issue.
- Signage – plus the concept of having CBD maps around (like the Shopping Centres do). Perhaps a fixture in places such as: Stewart Place, Jelly Bean Park, Junction Street, Osborne Street.
- Shellharbour mentioned frequently and reasons why people go there. Comparisons with CBD.
- Greening the CBD. Stewart Place one big park and bus interchange – Junction Street into a mall.
- Rates and rent. Parity of Rates. Council owned buildings.
- Opening hours – especially of a weekend.
- The need of a department store in the CBD.

## 6. Recommendations

i. The report is released to the contributors of the information for engagement of CBD business owners and managers. This would involve inviting the contributors to a session with refreshments (say 5.30pm-7.00pm weekday or 2.30pm-5.00pm on a Saturday) where –

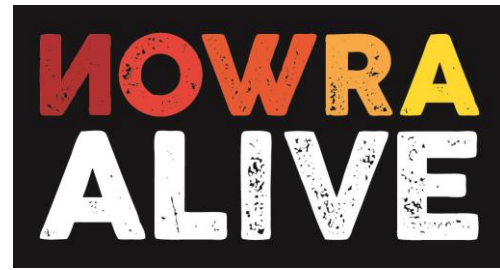
- a. The report is released in full.

- b. Arrange tables with chairs and have one issue per table. Invite guests to sit at a table where they feel they could contribute to that issue. People will be encouraged to talk at that table about the issue and identify actions that they could take responsibility and work on.
  - c. People will be able to move from table to table if they feel they are not contributing to the table they first sat on.
  - d. All opinions and thoughts are right and are contributions. Each table to allow full discussion on the issue and, if people have actions to write down, they are responsible for those actions.
- ii. Invite stakeholders including:
- e. Police
  - f. Council staff in planning, community services, community art, parks
  - g. Shoalhaven Business Chamber and the Ratepayers Association (now ?)
  - h. Sean Burns (disability access)
  - i. Homeless shelter and drug & alcohol workers
  - j. RMS
  - k. Stocklands Management from Sydney (great to get the connection of where Nowra fits into their vision for centres between Sydney and Victorian border).
  - l. Woolworths management from Sydney – same as above.
- iii. Someone to speak on experiences in other similar markets for CBD revitalisation – eg Wollongong.
- iv. A one page pictorial vision released for the CBD future by the Committee incorporating ideas in the feedback. The Future of Nowra ALIVE. Vision is displayed in the CBD, on the website.



## Media Coverage for Nowra CBD

<p>Nowra CBD Lights up!</p> <p>Released 17.11.15</p>	<p>2ST &amp; Power FM Interviews – Joanna Gash</p> <p>ABC Radio – Rhonda McGuire</p>
<p>Nowra CBD Windows &amp; Foyers Come Alive</p> <p>Released 24.11.15</p>	<p>South Coast Register interview – Annie Aldous &amp; Rhonda McGuire</p> <p>Radio 2ST – Power FM interview – Rhonda McGuire</p>
<p>Coming Alive - Nowra CBD turns on the water</p> <p>Released 1.12.15</p>	<p>Sent Council Media Release draft. Council completed a Media Release for Joanna Gash.</p> <p>Rhonda radio interview 1.12.15 – Radio 2ST</p>
<p>Upgrade of Street Corners – stencilling</p> <p>Released 8.12.15</p>	<p>Sent Council Media Release draft. Council completed a Media Release for Ben Stewart quote &amp; Joanna Gash Quote.</p>
<p>New Signage on Highway and how to get to CBD</p> <p>15.12.15</p> <p>Check date of completion with Ben Stewart</p> <p>Alternative media release on What’s coming Alive in the CBD talking about individual businesses</p>	<p>George Parker. Media release delayed due to the major large sign not being able to have an installation date confirmed.</p> <p>South Coast Register interview completed with Brendan Goddard, myself, two businesses (Knickerboxers &amp; Scruples) on Monday 21 December.</p>
<p>Winner of window display &amp; foyer display competition</p> <p>22.12.15</p>	<p>Radio competition announced. Live cross to winner in breakfast on Power FM with Hyams Florist.</p>
<p>Additional media release on Voices Coming Alive in the CBD.</p>	<p>Grant Gleeson</p> <p>ABC Radio interview with Rhonda on 23.12.15. Incorporated into South Coast Register article.</p>
<p>Survey results</p> <p>January</p>	<p>Grant Gleeson</p>
<p>Vision for the CBD</p> <p>February</p>	<p>Joanna Gash</p>



## **Best Dressed Window & Foyer**

## **Radio Promotion with 2ST & PowerFM**

### Overview

Radio promotion ran from 1 December to 21 December with weekly CBD shopping vouchers given out to listeners on both stations as well as two winning businesses gaining \$1,000 each airtime for advertising. Airtime for the promotion was from the CBD budget, \$1100 from CBD Revitalisation Committee budget reinvested back into CBD businesses the week before Christmas through the CBD Shopping Vouchers.

The promotion was successful. Businesses made a big effort to dress their windows where they would not have normally done anything. The designs looked great and business owners had favourable comments from their customers. The promotion added additional vibe and spirit to the CBD leading into Christmas.

### Recommendation

1. The promotion to run again in 2016 Christmas with greater lead-in time and business shops who are participating to have a CBD Comes Alive at Christmas poster with CBD Shopping Vouchers accepted here and another poster advertising the promotion with vote for me and the websites.
2. \$100 CBD Shopping Vouchers given away daily and no big \$500 voucher at the end. 21 days of Christmas Shopping would mean \$2,100 reinvested into CBD businesses prior to Christmas.

**2 winning businesses winning \$1,000 each advertising airtime on radio**

**7 winning people with cbd shopping vouchers spent in CBD businesses prior to  
23.12.15**

**\$1100 spent with CBD business**

**5 week promotion on radio for shopping in the CBD**

**Publicity generated in South Coast Register (x 2) and radio interviews on Power  
FM, Radio 2ST and ABC.**

<b>Business Winner</b>			
Hyams Florist	\$1,000 airtime	Existing business in Junction Street. Spent 12 hours decorating the shop.	
This Old House Studio	\$1,000 airtime	New business in Kinghorne Street, owner operator, been trading 6 months.	
<b>CBD Shopping Voucher Winners</b>	<b>Contact phone:</b>	<b>Redeemed at:</b>	<b>Forms given to Council for reimbursement</b>
Trina Stott - \$500 Shopping Voucher	0438-340545	Shady Fig Dymocks Shady Fig Priceline This Old House	22.12.15 22.12.15 23.12.15
Emily Williams - \$100 shopping voucher	0421-172336	Williams Psychology	15.12.15
Carol Merrick - \$100 shopping voucher	0427-495573	Dymocks	22.12.15
Jodi Donovan - \$100 shopping voucher	0411-955096	Tilly Lane	23.12.15
Serenity - \$100 shopping voucher	44436760	Aquatique	11.1.16
Belinda Hibbert - \$100 shopping voucher	0431-198529	Dymocks	22.12.15
Phoebe - \$100 shopping voucher	0432-335790	Priceline	22.12.15