

ATTACHMENT

3.

Workshop Presentations

Business Community Workshop

Workshop with Lismore Urban Area business community to ascertain level of support for proposed 5 year extension of the Additional Special Business Rate Variation Levy (SBRVL) which helps fund the Lismore Business Promotion Program

Lismore Council Chamber - Wednesday 13 February, 2013



Why are we here?

The outcome of this workshop will determine whether or not Council decides to make an application to the Independent Pricing and Regulatory Tribunal (IPART) to extend the current Additional SBRVL.

How were you selected?

Specialist company IRIS contacted property owners, business owners/managers across the entire Lismore Urban Area (LUA) to compile a true random sample for this workshop.

The business community representation here today covers multiple industry sectors and professions.

Lismore Business Promotion Program

Presentation 1:

Stephen Nelson
Consultant

Business Promotion Program

The over-arching purpose of the Program is to reinforce Lismore City's role as the business hub of the Region.

The key objective of the Program is focussed on promoting and activating the CBD, in order to achieve our Vision:

“Lismore’s City Centre will be a vibrant meeting place for locals and visitors seven days a week and the most desirable location for business and pleasure”

The product we're selling

The Lismore Business Promotion Program is based on a common sense approach. We need to ensure that an attractive and sustainable product exists that can be promoted effectively to our local community and wider afield.

This product is a combination of the amenity of the city centre, the range of goods and services to be found there, and regular activities and attractions that provide consumers with a reason to visit Lismore and shop.

Lismore Business Promotion Panel

Eight member peak business group appointed by Council responsible for governance and strategic direction of the Program and advice to Council

The Panel oversees the activities of the Lismore City Centre Manager, who is responsible for actioning Program components contained in a Business Plan approved by the Panel and Council

Program components

These have featured in successive annual or bi-annual Business Plans approved by the Panel and Council.

These components include:

1. **Marketing**
2. **Events**
3. **Placemaking**
4. **Business and Community**

Lismore



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Saturday 22 | Sunday 23
10am-2pm

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and explore all that the City has to offer.

Lismore is home to the largest retail precinct in the Northern Rivers, including chic fashion, homewares, electronics, collectables and vintage pieces. From speciality stores to the major retailers, Lismore is the perfect place to find the perfect gift. Each Saturday in December enjoy live entertainment in the streets, facepainting and jumping castles for the kids, markets and gift wrapping, then take time out with the family in one of our bustling cafes. Come to the heart this Christmas.



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Program achievements to date

- 'Lismore-come to the Heart' brand/collateral used in marketing campaigns linked to special events and retail promotions.
- Assistance for an average of 30 local events each year within CBD and Lismore Outer Urban Area
- Introduction of regular weekly and monthly attractions such as the CONcerts, the Makers' Market and the Lismore Produce Market.

Program achievements, cont'd

- Creation of city-wide 'Come to the Heart' website with 450 businesses listed to date.
- Securing \$115,000 in additional grant funding and sponsorships over the past two years and securing >\$30,000 in free publicity annually via PR efforts at local, regional and national levels.
- Working closely with partners (including LCOC, LCC Tourism and Events units, SCU and local media) to value-add to promotional activity.

Annual events, festivals, promotions and activities

- **Stocktake Sale**
- **Christmas Bonanza**
- **The Lantern Parade**
- **North Coast National**
- **Tropical Fruits NYE**
- **Back Alley Gallery**
- **Keen Street Truck Pull**
- **Queer Fruits Film Festival**
- **Mother's Day**
- **Business seminars**
- **Masters Games**
- **Lismore Cup**
- **Carols by Candlelight**
- **Art in the Heart project**
- **NAIDOC Week**
- **2012 Northern University Games**

Events and activities, cont'd.

- Summerland Classic Cars
- NR Vintage+Veteran Cars
- Regular CONcerts
- Family Fun in the Sun
- Youth Week
- Lifeline 'Walk the Walk'
- Our Kids Fitness Challenge
- NORPA -Namatjira
- NORPA - Little Big Shots
- In Good Company
- Lismore Produce Market
- The Art Station - LRG
- Young Songwriters
- Melbourne Heart (footy)
- CONartists market
- Peggy Pop Art - LRG

What will the extended funding be used for?

Panel will review proposed activities contained within DRAFT 2013-15 Business Plan at Friday 15 February Workshop.

1. Marketing

- Refreshing the 'Lismore-come to the Heart' brand
- Increasing advertising to local and regional markets
- Increasing the level of interaction and marketing support for Outer LUA businesses
- Reinforcing Lismore's role as the regional hub
- Expanded use of social media, incl. national retail blogs

Extended funding uses? cont'd.

2. Events

- Scoping potential new signature events such as a 'Taste of Lismore' food and wine festival
- Working to achieve a critical mass of quality events to ensure that scheduled attractions and activities take place in the city centre throughout the year.
- Continuing to support major sporting events with proven benefits to Lismore.

3. **Placemaking**

- Moving events and activities to proposed new Library Square central plaza in 2015
- Creating new directional signage throughout the city centre
- Investigating costs of new CBD toilet block in Keen Street
- Smartening street furniture, including planter boxes and tubs
- Extending the installation of power outlets for events around The Block and costing solar-powered fairy lights for the CBD

3. **Placemaking, cont'd**

- Activating spaces in the CBD with currently little or no vitality and identifying a section of the laneway network that could become a shared pedestrian zone, to host cafés, performance areas and other uses attractive to the public
- Setting up walking tours, wi-fi facilities and smart phone apps in strategic locations in the CBD
- Ensuring the city centre is kept clean and safe by Council

4. **Business and Community**

- Boosting funding for business educational seminars, skills development and emerging technology workshops, year round
- 'Shorter/smarter/quicker' communications with the business community on a fortnightly basis
- Obtaining support for and then publicising extended trading hours requested consistently by shoppers
- Regular audits from the new CBD 'people meters'

Funding implications 2013-14

SBRVL INCOME	SCENARIO A:	SCENARIO B:
	\$221,500.00	\$328,000.00
Budget item	(Return to existing SBRVL)	(Additional SBRVL: Year 1 of 5)
1. MARKETING	45,000.00	80,000.00
2. EVENTS	45,000.00	80,000.00
3. PLACEMAKING	16,000.00	32,000.00
4. BUSINESS & COMMUNITY	25,000.00	40,000.00
CONTINGENCY	2,580.00	8,080.00
Sub-total Program Costs	133,580.00	240,080.00
CCM Employment / Admin	87,920.00	87,920.00
TOTAL EXPENDITURE	\$221,500.00	\$328,000.00

Conclusion

If approved, the Additional SBRVL will equip the Program with sufficient resources to promote Lismore's businesses effectively and adapt to changing circumstances over the next 5 years.

It will also help consolidate the City Centre revitalisation process and enable non-CBD business areas in the Lismore Urban Area to be marketed more effectively.

lismore



come to the heart

SCU Review of the Program

Presentation 2:

Dr Peter Vitartis
Southern Cross University
Business School

**Lismore Business
Promotion Program
Review**

**Presentation to the Lismore
Urban Area Business
Community Workshop**

13 February 2013

Presentation by

Dr Peter Vitartas

Southern Cross Business School

Lismore Business Promotion Program Review

Report prepared by

Dr Peter Vitartas

and

Sarah Biersteker

Southern Cross Business School

Project Background

The purpose of the project was to review and seek input on;

- the extent to which the LBP Program was achieving its objectives
- ideas and potential future areas of direction for the program

Seek feedback from Businesses, the Public and LBP Panel

Investigate support for continuation of the Special Business Rate Variation Levy

Provide input from an extensive search of literature, both national and international on similar activities undertaken by regional towns to effect economic development and rejuvenation and to build pride within the community

Methodology

Used a Mixed Methods approach

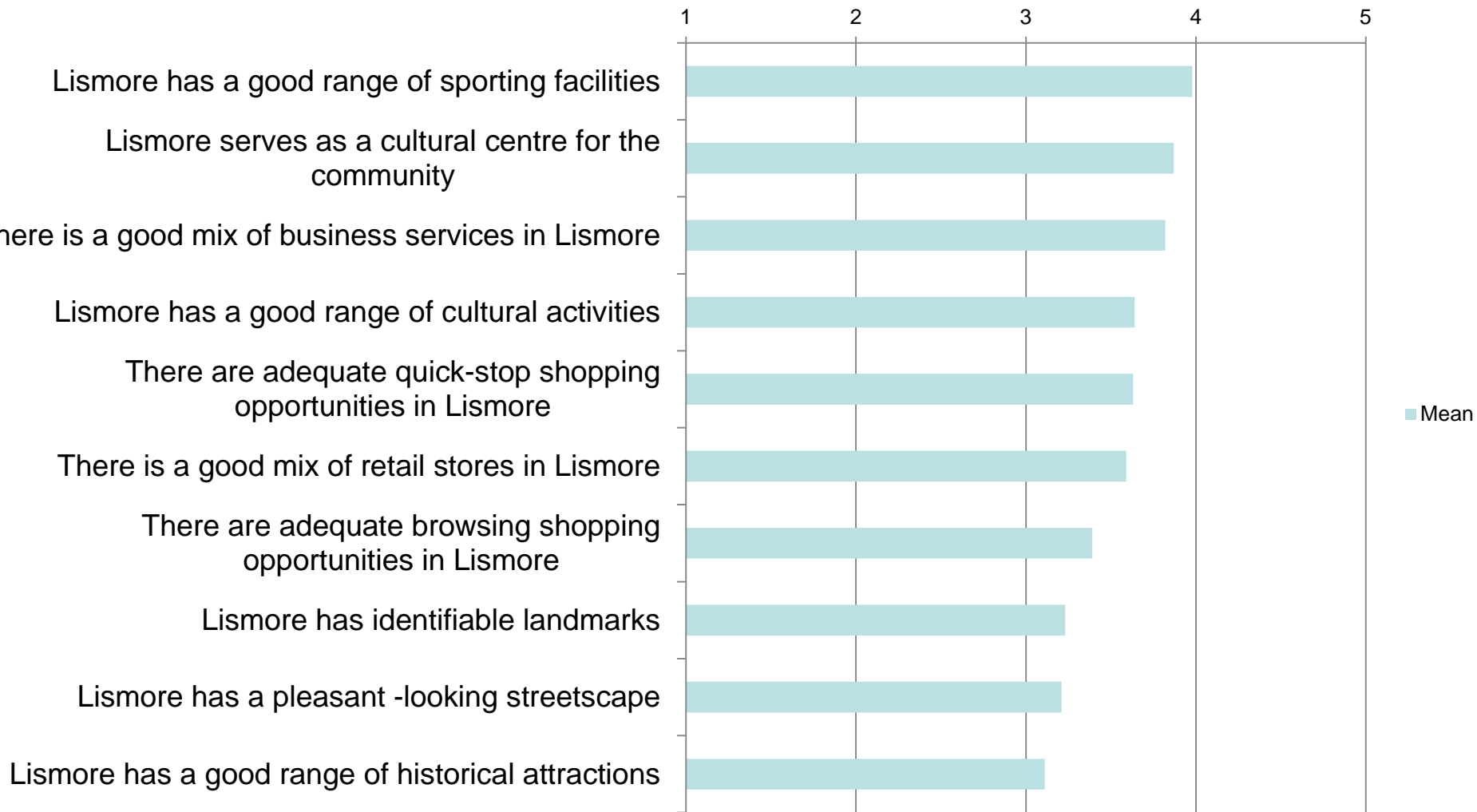
- Literature review
- Call for public submissions (8 received)
- In-depth discussion with Panel members
- In-depth discussion with LUA business people
- Online Survey of Businesses
 - 95 businesses
- Online Survey of Public
 - 118 public responses

The Findings

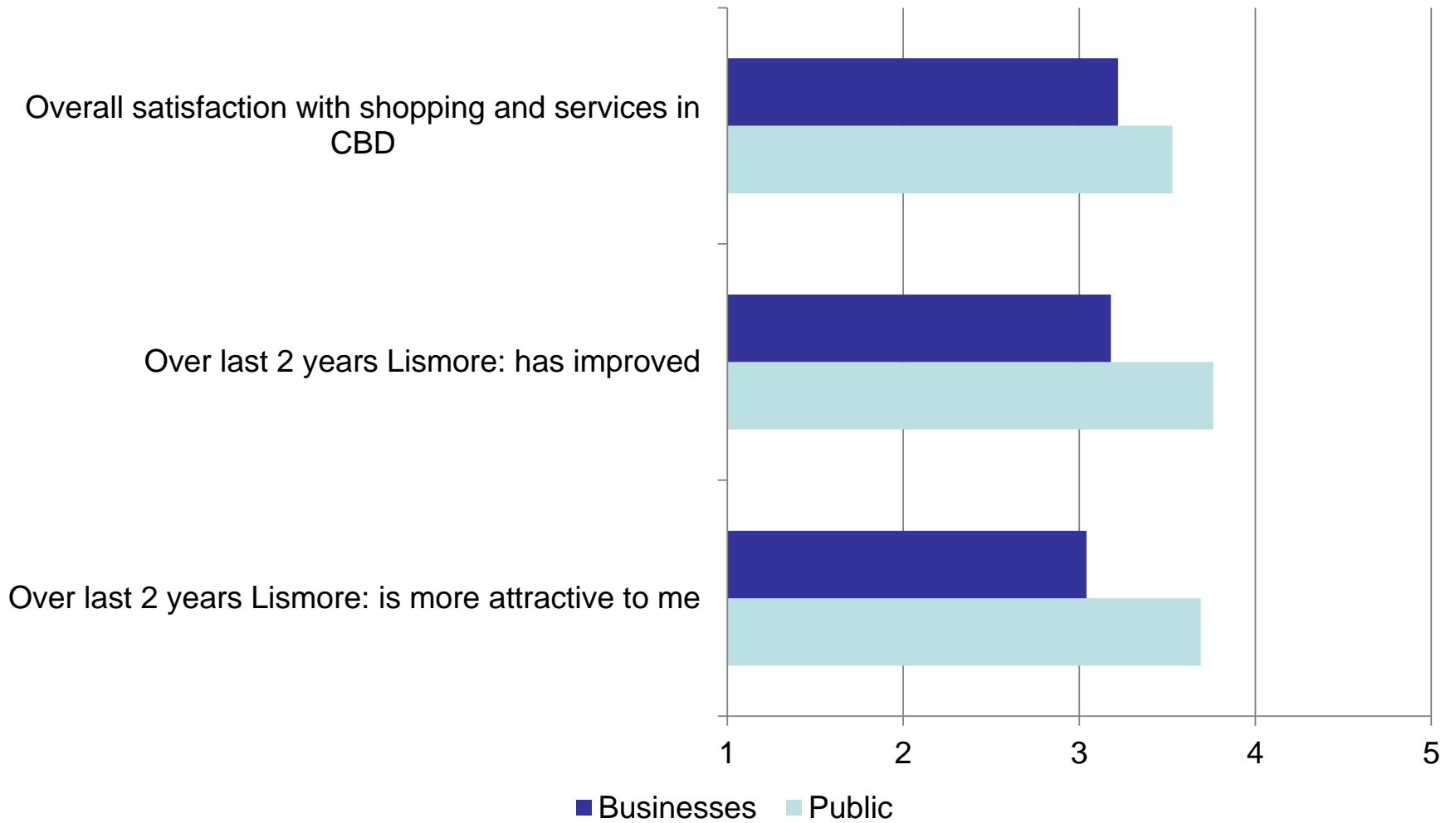
Key points:

- The 'Come to the Heart' branding captured the attention of the public
- Awareness of the branding is high among the public and businesses
- An extensive calendar of events has been undertaken
- Annual signature events, multiple city centre entertainment activities, regular monthly or weekly attractions, community events, arts and cultural activities, retail promotions and seminars and sporting events.
- A comprehensive website has been established with over 450 businesses featured
- Funding of a significant number of promotional and community organisations' events
- The Back Alley Gallery (laneways street art project)
- In-kind support, sponsorships and grants obtained for projects
- The panel worked well together

Figure 1 Public's Perceptions of Lismore as a Place to visit



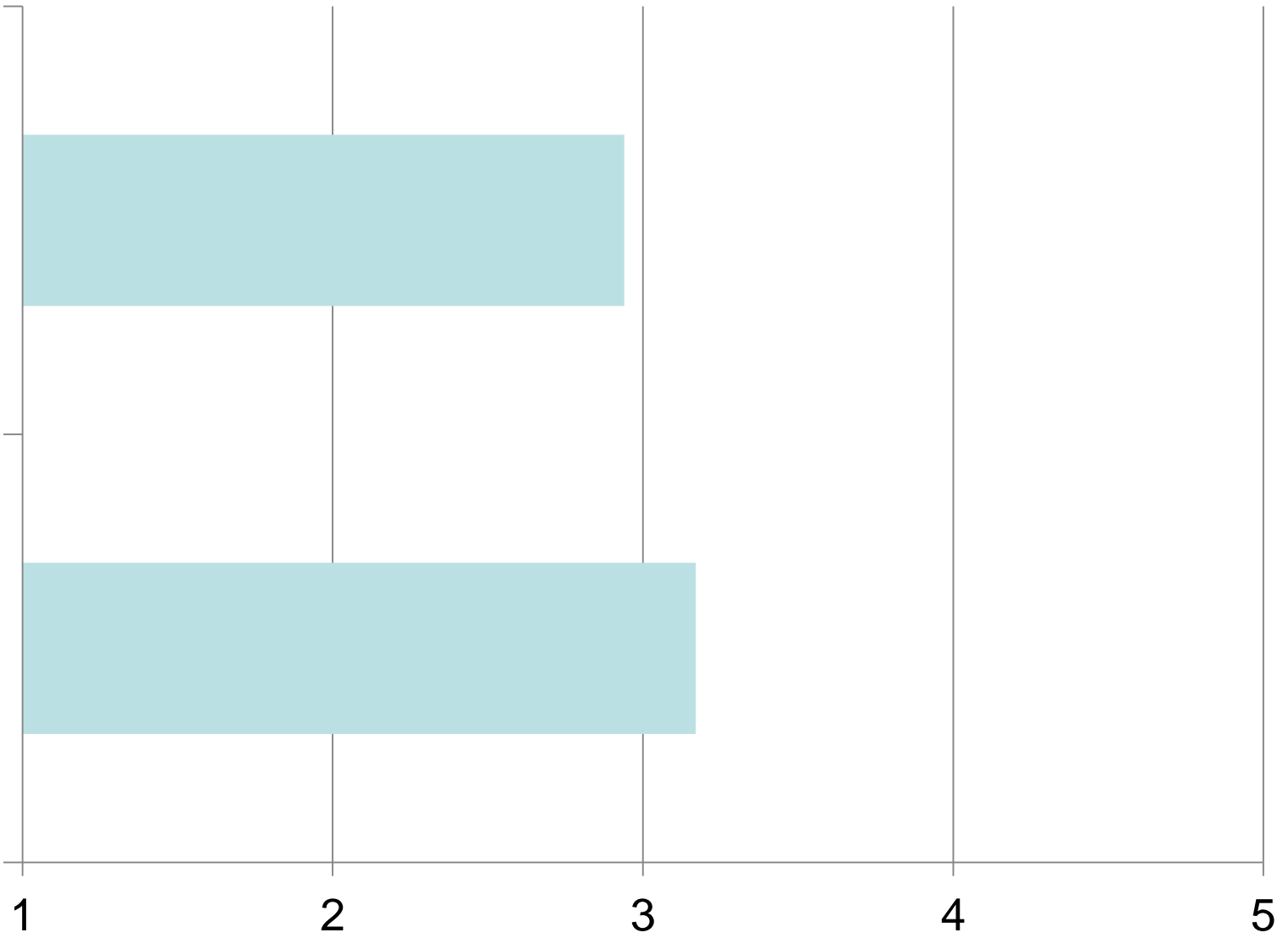
Satisfaction with the Lismore CBD



Overall Vitality Scale Score

Business

Public



The Findings (cont'd)

- 'Buy-in' from businesses for Come to the Heart branding has been slow
- Need to focus on calendar activities that have high involvement
- Stronger 'Centre manager' role for CCM
- Encourage businesses to network and engage in new market development
- Improve communication between CCM, panel and businesses
- A number of businesses had negative perceptions of LBP Program activities – danger of this negative attitude spreading to others including the public
- Public and business operators views align on potential improvements: shop fronts, shop opening hours, entertainment venues, public amenities, night-time security and facilities for disabled people
- Inclusion of community representation on Panel could be considered

The Findings (cont'd)

- The Lismore City Centre Manager/BID approach is unique in Australia and is 'innovative' and 'leading edge'.
- Only a few other Australian examples of the approach were identified from the literature review
- The CCM/BID approach was seen as being more proactive and as a viable alternative to the traditional town "beautification" approach used by many Councils.

Findings (cont'd)

Broad support for the continuation of the SBRVL funding to support the LBP Program's activities.

73% of businesses agree to the continuation of the levy

“This result provides support for the continuation of the LBP Program and recognition by the business respondents that a combination of the 'Lismore-Come to the heart' branding and year round events and activities have been a positive output for the CBD”.

Allocation of LBP Program Resources

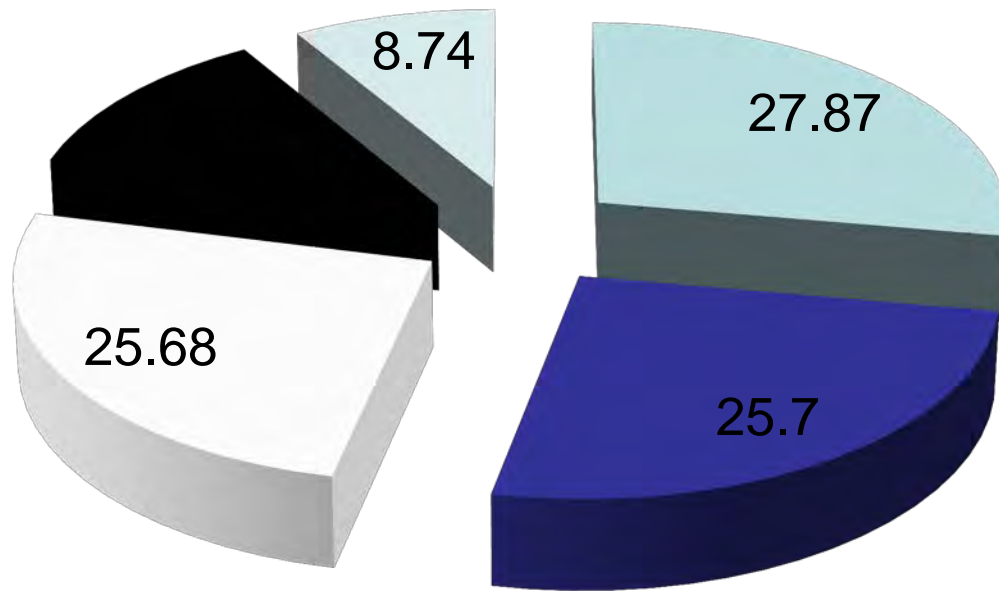
■ Marketing/Advertising

■ Events

■ Place (Ambience /
Events / Activities)

■ Business & Community
(Groups & out of city
activities)

■ Contingency funds



Acknowledgments

The authors would like to acknowledge the assistance of Mr Ben Roche and Ms Kristen Den Exter, from SCU's Community Engagement Office, Lismore City Centre Manager Ms Katie O'Rourke and all the members of the Lismore Business Promotion Panel for their involvement and assistance in the project. They would also like to acknowledge Ms Saskia Leinius for her assistance in data collection and report development and finally all the business owners or operators and public who provided feedback to the surveys and information gathering undertaken as part of this project.

Special Business Rate Variation Levy

Presentation 3:

Rino Santin
Finance Manager
Lismore City Council

Special Business Rate Variation Levy (SBRVL) – History

- Requested by Lismore business community via Council and approved by NSW Government in 1998.
- SBRVL funds two aspects: the CitySafe Program and the Lismore Business Promotion Program
- 234 Inner CBD business properties pay rates for both the CitySafe Program and Lismore Business Promotions Program
- 846 Lismore Urban Area business properties pay rates for the Lismore Business Promotions Program
- All these business properties also pay the additional SBRVL
- For 2012/13, CitySafe \$166,000 & Lismore Business Promotion Program \$221,500

Additional SBRVL – History

- In 2010, Lismore business community supported a new SRV application being made to the NSW Department of Local Government
- Request was for Additional SBRVL of \$100,000 p.a. for a period of 3 years, ending on June 30 this year
- Funding was to boost the LBP Program's marketing and promotional budget and activities
- For 2012/13, this totalled approximately \$106,500

Ending current Additional SBRVL

- Existing additional SRV \$106,434 ceases 30/6/12
- Rate reduction for total of 1,080 Lismore Urban Area business rated properties:

Property Valuation	Amount
\$75,000	\$32
\$100,000	\$43
\$200,000	\$86
\$300,000	\$129
\$400,000	\$172
\$500,000	\$215
\$750,000	\$323
\$1,000,000	\$430
\$5,000,000	\$2,150

Special Rate Variation – Council Resolution

- Council resolved (11/12/12) to undertake comprehensive consultation with Lismore Urban Area business community to assess their support for a SRV of \$106,500 for a 5 year period.
- Rate increase for Lismore Urban Area business rated properties approximately the same as rate decrease
- Council to considered consultation results at its 12 March 2013 meeting and determine if a SRV application is to be submitted to Independent Pricing and Regulatory Tribunal (IPART)

Application to IPART

- SRV application assessed and determined by IPART
- Assessment based on NSW Division of Local Government's 'Guidelines for the preparation of an application for a special rate variation to general income'

Assessment criteria

- Assessment criteria includes, but not limited to:
 - ✓ Is this included in council's strategic planning documents?
 - ✓ Level of community consultation and impact on ratepayers.
 - ✓ Delivery Plan and Long Term Financial Plan must show evidence of realistic assumptions.

IPART assessment criteria, cont'd

- ✓ Explanation of productivity improvements and cost containment strategies realised or planned

Other considerations include:

- ✓ Size of council
- ✓ Resource of council
- ✓ Size (both actual \$ & %) of increase
- ✓ Current rate levels and previous rate rises
- ✓ Purpose of special variation
- ✓ Any other relevant matter

IPART Application - timing

- Applications close 11 March 2013, but Council has requested extension to 13 March 2013 to allow for consideration at 12 March 2013 Council meeting.
- IPART will determine application by mid-June.

Group discussion topics

- What will be the effect on the Lismore Business Promotion Program if the current Additional SBRVL is *discontinued* on 30 June 2013?
- What will be the effect on the Lismore Business Promotion Program if the current Additional SBRVL is *extended* for another five years, from July 1, 2013?

VOTE

Should the Additional SBRVL, which funds the Lismore Business Promotion Program, continue for another 5 years, from July 1, 2013?

YES or NO

WHERE TO FROM HERE?

The outcome of today's workshop will be contained in a Report to Council for its 12 March meeting, preceded by a presentation on the consultation process on 26 February.

If support for the proposed 5 year extension of the Additional SBRVL was clearly identified today (and if Council decides to proceed) the application to I-PART will be lodged on 13 March.