



# Penrith CBD CORPORATION

## MEMO

TO: Jeni Pollard  
FROM: Gai Hawthorn  
CC: Terry Agar, Penrith CBD Board  
DATE: 7<sup>th</sup> November, 2016

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Hi Jeni

Please find below a brief outline of our next 3 year (2016-2019) Business Strategy for the Penrith CBD Corporation as requested.

**2016-2019** Strategic focus for the Penrith CBD Corporation will have a holistic approach to strengthening the first three years business plans, with a better understanding now having the past three years opportunity of working with property owners, business owners & stake holders collectively.

Since our review we have worked with Nic Carr and our strategy document relates to the six pillars for success for the City Centre outlined below:

1. **Vibrant City Centre** – to continue & grow our Calender of events, branding & marketing, including City Flags for vibrant city centre. The appeal of the city centre is a key focus, shop front windows clean & appealing to attract local customers will contribute to the future of a strong economy. Night time entertainment to enhance the night time economy, with a safe and liveable city centre will remain an important activation for the future.
2. **Strong Respected Brand** – To continue the commitment of our vision and mission, we need to ensure we will continue our objectives to be a well-respected brand, that property owners, business and key stake holders want to work with. A strong representation to Penrith City Council, property owners, business owners, The

Chamber and other key stakeholders will only assist our strategy objectives for the future and growth of the city centre.

3. **Engage Business Owners** – over the next 3 years we will continue as a key focus for our corporation to work alongside our business owners. Our regular briefings at the CBD membership events, newsletters, education assistance & referrals will continue to assist business owners. With infrastructure changes happening in the city centre, we will work on communication, collaboration on growth for the city during the busy times ahead. Trend analysis and the opportunities to assist business owners to be ready for the new residents another outcome for the next few years.
4. **Engage with property Owners** – We plan several property owners update meetings and 1 larger event each year, to report on current changes happening in the City centre and how the property owners can redevelop, invest in the new west and economically grow their capital. Continued support with rejuvenation business improvements and the welcome pack with grow over the next 3yrs.
5. **Stakeholder Engagement** – We plan to work on “intent for stakeholders” clearer directions for our Board and staff members this year, to assist all in understanding how important and why we want to continue our working relationships over the next three years. Our strength of brand is only part of the relationships, the outcomes for each business and stakeholder’s engagement will be vital to the future changes for the city centre. The connection to Local, State and Federal government will also be key to the economic future for the city centre.
6. **Effective Governance** – 6 pillars for a successful city centre strategy need to be effective and to ensure this we need a strong governance structure as the office grows. To ensure our strategic plan, annual business plan and audits are conducive to the MOU for the corporation, to grow and learn with improving our systems and procedures, planning and budgets. The reporting and measurements need to be achieving the outcomes while showing a clear transparency for all stakeholders. Our Board will continue to play an important role working towards continue improvement for our second triennial year.

The next 3 years triennial strategic plan is about learning, growing and expansion for our corporation and city centre, we look forward to working with Penrith City Council to achieve our outcomes.

Regards

Gai Hawthorn