

St Marys Town Centre Operational Plan 2017 / 2018



Policy Review Briefing

Monday 13 November 2017

Presenter: Alex Karavas

2017 / 2018 Operational Plan

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Board Members

Alex Karavas

- Chairman
- Owner/Manager Party Pit Stop

Joanne Tomic

- Deputy Chair
- Owner/Manager Jamjo Home & Gifts

Faye Aboghazaleh

- Secretary
- Youth Worker Don Bosco Youth Centre

Marlene Shipley

- CEO St Marys Band Club

Baldo Ragona

- Owner/Manager Baldo's Hair Care Centre

Debra Bain

- Owner/Manager Workplace Safety Centre

Trisha Hitchen

- Deputy Mayor Penrith City Council

Nardia Barrett

- Owner Mooney Financial Services

Anne Hendren

- Owner Skin Essentials

Our Vision, Our Mission

Our Vision

St Marys Town Centre is the heart of the district.

Our Mission

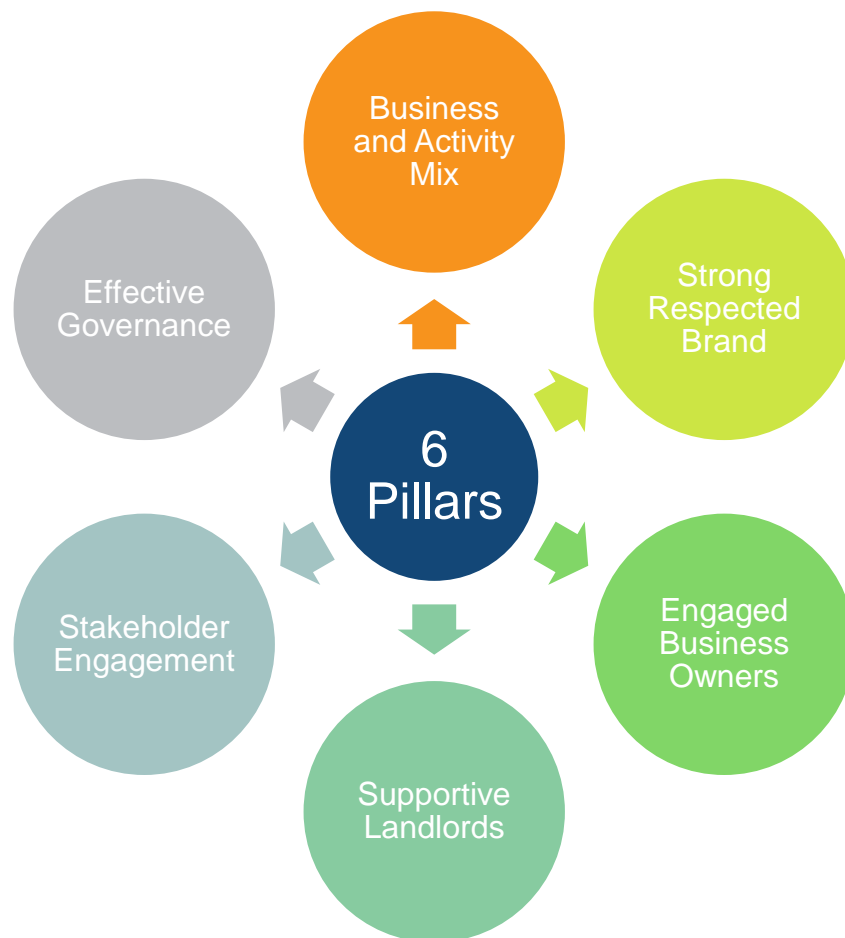
Our mission for 2019 is:

- St Marys Town Centre has a dynamic Executive Manager that executes the management plan by utilising the resources of the Board Subcommittees of
 - Stakeholder Engagement Committee
 - Marketing Committee
 - Safety & Governance Committee
- Stakeholders will engage in execution and marketing of St Marys Town Centre events and regularly participate in development activities
- St Marys Town Centre has a training & development calendar for all businesses/stakeholders in which 60-80 attend in one year (20 per session)
- St Marys Town Centre is an attractive destination to visit that's easy to access and meets a variety of needs

Operational Plan 2017-2018

This year we will continue to support our business/property owners and engage the wider community through practices that satisfy our 6 pillars.

We aim to use our good financial position to support business/property owners by implementing the practices in our 6 Pillars.



1. Business and Activity Mix

In this pillar we aim to discover the right mix of businesses for St Marys Town Centre by conducting a business mix audit, as well as gain an overview of business/property owner expectations for the St Marys CBD. These activities will be conducted regularly to ensure we stay up-to-date. This pillar also includes establishing a calendar of events for the year, and processes to obtain feedback from these events.

Pillar	Committed Funds
1. Business & Activity Mix	\$150,000

2. Strong Respected Brand

We will conduct a review of the St Marys Town Centre branding, and develop an annual marketing/PR strategy that aims to promote the positives of the St Marys CBD and the Town Centre brand and Board.

We have committed to making a concerted effort to better utilise online marketing such as our website and social media platforms, and will use these channels to regularly promote the Town Centre brand and membership to the Town Centre database.

We will also investigate opportunities to use local identities and heritage to strengthen St Marys CBD and the Town Centre brand, including involvement in cultural development projects such as annual Riches and Textures project.

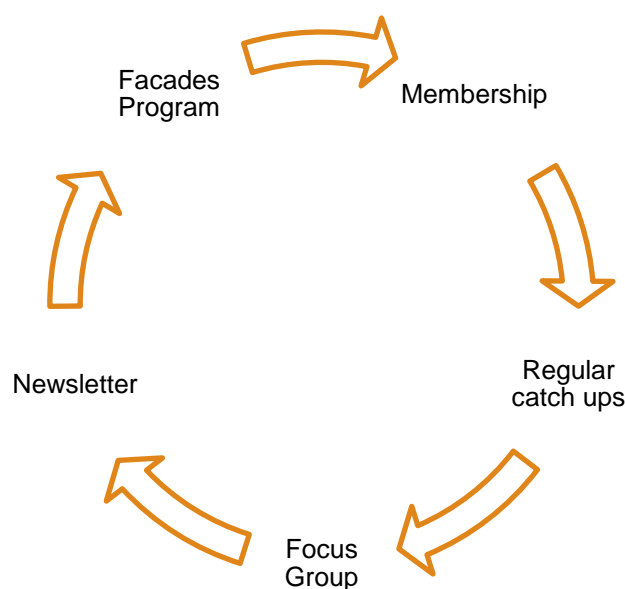
Pillar	Committed Funds
2. Strong Respected Brand	\$4,1000

3. Engaged Business Owners

One area the Board feels very strongly about is the Engaged Business Owners pillar. We have set KPIs in place to ensure that we regularly host catch-up events with business owners, and continue to grow our database of members. We will also explore the options to develop a Focus Group out of our members, to meet regularly and discuss changes and trends in the CBD. We established a monthly newsletter in May 2017 that we have continued to prepare and distribute by MailChimp and by hand in some cases.

Our flagship program for 2017-2018 is the Façades Program, which includes subsidising a percentage of exterior works for shopfronts within the Town Centre.

These processes can be broken down into 4 key areas;



Pillar	Committed Funds
3. Engaged Business Owners	\$22,000

4. Supportive Landlords

Another area that requires substantial time and resources is Pillar 4, Supportive Landlords. We are aiming to introduce new practices to establish relationships with landlords in the St Marys CBD. We will achieve this by beginning a database of current landlords with the hope of establishing regular catch-up meetings, to inform them of what is happening in the CBD and give them a forum to ask questions and raise concerns. We will also be establishing relationships with local real estate agents and working with them to distribute a Town Centre Welcome Pack for new tenants. Landlords are also encouraged to take part in the Façades Program.

Pillar	Committed Funds
4. Supportive Landlords	\$20,500

5. Stakeholder Engagement

Beyond business/property owners, the Town Centre also aims to strengthen relationships with other key stakeholders in 2017-2018. These other stakeholders can be categorised into three key groups;

Penrith City Council	• Network of connections
Community groups	• St Marys Historical Society, SMACD, and others
Volunteers	• Events volunteers

We will continue to encourage these relationships by developing stakeholder engagement strategies, building relationships with local government, Councillors and staff, attending stakeholder events, and inviting stakeholders to our annual events, including our Annual General Meeting. Furthermore, we will aim to make representations to Council and local government in a timely and appropriate manner.



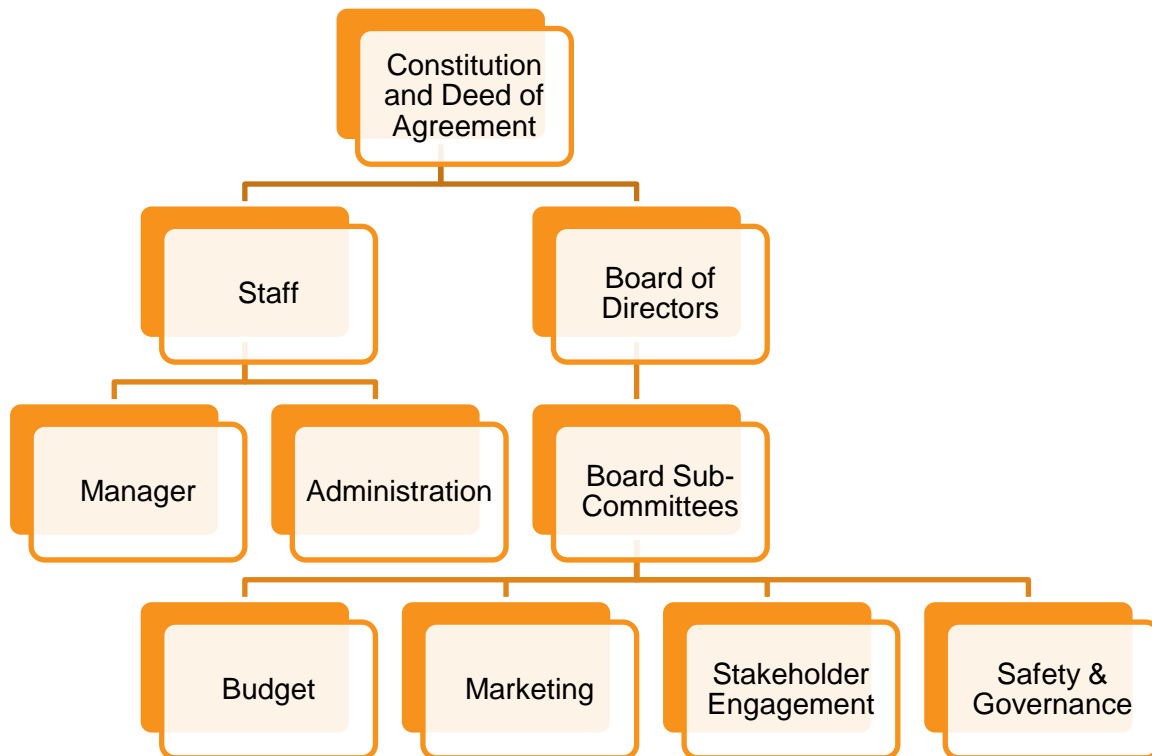
Pillar	Committed Funds
5. Stakeholder Engagement	\$2,700

6. Effective Governance

The last of our 6 Pillars is Effective Governance. We are committed to upholding our constitutional obligations through consistent and effective governance processes and compliance.

The Corporation is working towards the governance framework outlined below;

Governance Framework



Our Constitution and Deed of Agreement outline the Corporation's structures, and includes operational staff described on page 9. Our Mission Statement also includes a number of focused sub-committees that we are working towards including. For example, the Budget Sub-Committee was convened in August 2017. With the 3 Year Strategic Plan in place, and having completed the 2016-2017 financial audit, we can now work to implement our operational plan and budget.

In terms of governance this includes redesigning the Board's agenda, reporting and Constitution to align with recommendations from the report from The Professional Partner Group. We will work closely with Council to implement these changes, a process which began in October of this year. Already completed is our ongoing commitment to transparency. In August, we utilised online marketing for transparency regarding board members and board vacancies, and will continue to add more details on our operations to our website for easy accessibility and transparency.

Pillar	Committed Funds
6. Effective Governance	\$2,500

Budget

The start of the 2017 year sees St Marys Town Centre Corporation in a good financial position, not only to deliver on this year's programs, but allows us to forward budget for signage upgrades, façade upgrades, training and development, more attractions at events, and night markets in the coming years.

This year we have decided to form a budget sub-committee of three members of the Board. The Board will meet with the Business Development Manager every quarter to discuss expenditure and income, and make sure the budget is on track and fulfilling practices in each of the 6 Pillars.

Here is a budget outline of the expenditure of each of the 6 Pillars, and our operating costs;

Pillar	Budget allocation
1. Business and Activity Mix	\$150,000
2. Strong Respected Brand	\$4,100
3. Engaged Business Owners	\$42,000
4. Supportive Landlords	\$500
5. Stakeholder Engagement	\$2700
6. Effective Governance	\$2500
Operating Costs	150,000
TOTAL	\$352,000

