

St Marys Town Centre Business Plan 2018 / 2019



2018 / 2019

Business 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

Martin Coote

- Owner Essential Locksmiths

Trisha Hitchen

- Deputy Mayor Penrith City Council

Nardia Barrett

- Owner Puzzle Box Finance (formerly Mooney Financial Services)

Anne Hendren

- Owner Skin Essentials

Executive Summary

Set against a background of tough times for retailers trying to make ends meet, shopping centres taking more of the market share and on-line retailing growing at an astonishing rate, shopping strips are becoming increasingly more difficult to sustain. St Marys Town Centre 2018/2019 Business Plan will primarily focus on their Surplus Funds Expenditure document to achieve sustainable growth within the Town Centre and to build strong connections across businesses, stakeholders, government departments and our consumers.

Background

The St Marys Town Centre has been in existence for more than 20 years and was incorporated in 2013 and consists of 9 Board members and two staff members, a Business Development Manager and an Administration Assistant.

St Marys Town Centre has gone through a difficult period in recent years where streetscape works planned for the Town were prolonged due to unforeseen circumstances and this had an impact on some businesses during this time and in some instances businesses closed their doors. On the back end of this the Town Centre was without someone in the role of Business Development Manager for 5 months of the last financial year.

Aims and Objectives

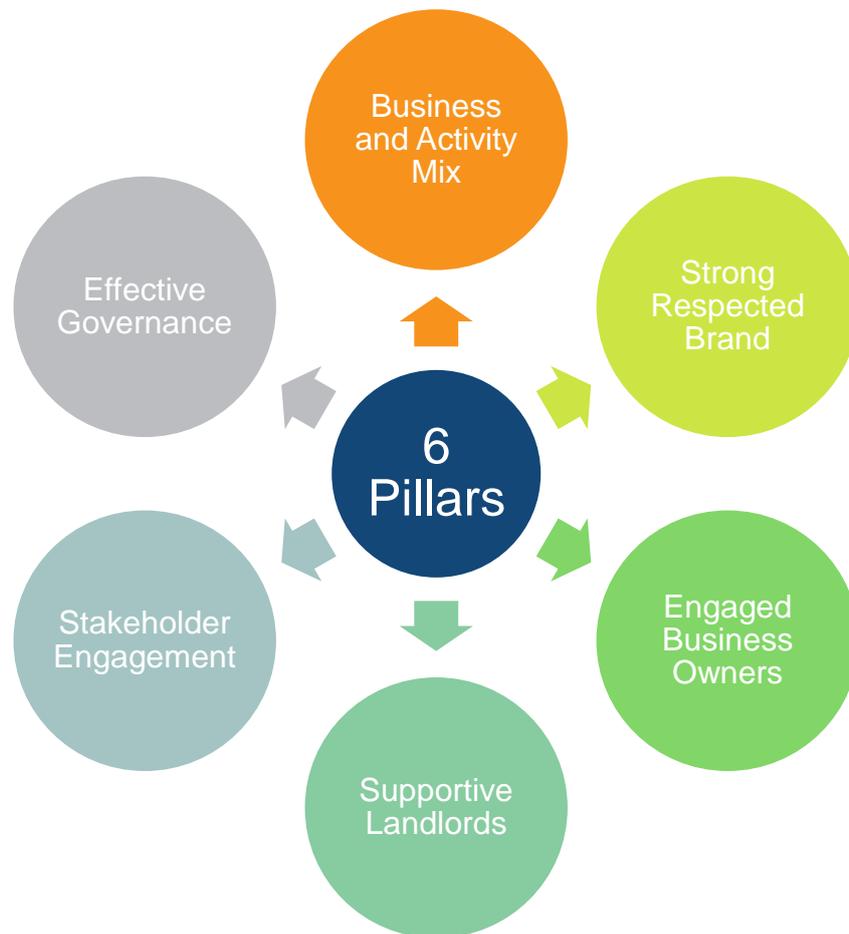
Our Mission is that St Marys Town Centre is an attractive, desirable, vibrant, prosperous destination that is easy to access and meets a variety of needs for business owners, property owners and the community through implementation of our Strategic Plan together with the Surplus Expenditure Document presented to Penrith City Council. To achieve that, we have set five clear, strategic aims:

- To continue to increase our business profile and presence through social media
- To have a clear, informative, interactive and interesting website
- Create a new logo to give strong brand identity
- Improvements to the Streetscape for a more appealing environment for existing and new businesses to St Marys.
- To be recognised by our stakeholders for providing community impact by involvement in community events, volunteering programs with local youth service organisations, and working with the University of Western Sydney for Internships and volunteer programs.

Strategic Context

St Marys Town Centre has identified key priority areas for the coming years: growing our impact on the community and the businesses with an integrated set of strategies to achieve the vision in areas such business development, marketing and public relations, community development, streetscape improvements, communication and finance. These are long term strategies for St Marys however with our vision for the future and the development for the area there is no doubt that St Marys can become a vibrant shopping destination into the future.

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



Town Centre Characteristics

There are in excess of 300 businesses within the Town Centre which incorporates the shopping strip of Queen Street, the off streets back to Gidley Street including Station Plaza across the Great Western Highway to the Astley Centre, down to Charles Hackett Drive including St Marys Village. The Town Centre is split into several shopping areas with the main shopping strip, Station Plaza, St Marys Village and the Astley Centre. Parking in St Marys comprises of a number of carparks behind the shops either side of Queen Street, the train station, Station Plaza and St Marys Shopping Village.

St Marys Town Centre is made up of approximately 150 retail outlets, including cafes and restaurants and more than 130 services. There are approximately 32 hair and beauty outlets, 20 medical services and 11 banks and financial businesses. In Queen Street alone there are 29 vacant premises, overall equating to approximately 10 percent vacancy throughout the Town Centre. There are currently 13 empty shops in Queen Street that are proposed for new development.

What is important as we look to the future of St Marys is to canvass businesses that are the right fit for the area that will add diversity, appeal and necessity to the people of St Marys and the surrounding areas. More restaurants opening in the evening will add that night street vibe and attract more people to the street and may also encourage other businesses to stay open later in the evening.

The number of service operated businesses in St Marys is significant with all major banks represented in Queen Street. Trainstation247 Gym in Queen Street is significant for increasing the overall foot traffic through their membership base. Chemist Outlet is new to Queen Street and significant in their desire to be involved in as much community outreach as possible. Rathas's Place is a disability support Café that opened their doors in Queen Street in July of this year and have already had a significant impact through community engagement.

Market Analysis

The decrease in foot traffic over recent years in St Marys can be attributed to a number of reasons and some of those being the recent upgrades to the streetscape which saw customers looking for alternative shopping destinations, a decrease in the variety of business diversity in St Marys and an increase in on-line shopping. In saying this there are still some great benefits to shopping in St Marys which includes plenty of free parking, friendly people with a strong community focus, historical landmarks, convenient location between the Great Western Highway at one end and the train station at the other end, all major banks and a good range of basic businesses.

To increase the foot print of St Marys it is important to look to the future and what is required for a sustainable future of the Town, which would include streetscape appearance, more night time dining, improve integration between the Town Centre, Station Plaza and the Village Centre and to increase exposure through digital and print mediums.

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Proximity to public transport • Community Focus • Presence of all major banks • Free car parking • Successful major events • Room to develop and grow • History surrounding St Marys • Growing investment in commercial and residential real estate • Affordability • Streetscape upgrade • Rental prices 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Neglected and tired buildings with dated ambience • Brand awareness • Lack of diverse business mix • Lack of night time activity • Location of Town Centre Offices
<p>Opportunities</p> <ul style="list-style-type: none"> • Geographic location • Support community events • Building and signage improvements • Street art to improve vibrancy • Introduce markets • Introduce Street performers to the strip on the weekends • Website re-design • Logo re-design • Relocate Town Centre Offices • Membership package 	<p>Threats</p> <ul style="list-style-type: none"> • Increased cost to businesses • Development approval process and red tape • Small business viability • On-line shopping and large shopping centres • Funding for infrastructure • Perception that St Marys is unsafe • Landlord investment

1. Business and Activity Mix

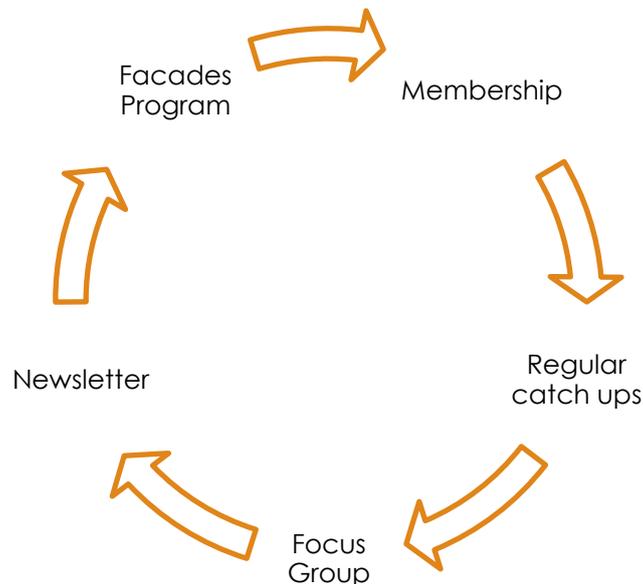
Action	Outcome	Measure
Advocate as many campaigns as possible throughout the year to continue to raise awareness of St Marys Town Centre	Increase foot traffic and exposure to developments in St Marys	To run an awareness campaign as a minimum of twice in the year over and above the 4 major events already held in St Marys
Investigate the feasibility of holding night markets in St Marys	Increase awareness	Hold a minimum of 1 night market in St Marys pending a Development Application with PCC
Street performers Festival	Increase awareness	Hold a minimum of 1 event

2. Strong Respected Brand

Action	Outcome	Measure
Review Town Centre branding	Strong brand identity that represents a vibrant and engaging Town Centre	Design a new logo together with a branding campaign
Social media community engagement	To increase social media exposure	Increase Facebook following by 50% and Instagram followers from 100 at commencement to 3,000 in the first 12 months

3. Engaged Business Owners

Action	Outcome	Measure
New Business Fund	To offer financial assistance to new businesses establishing in the Town Centre	To engage with each new business owner to establish what level of assistance may be required
New Business Attraction	Diverse business mix to increase foot traffic to St Marys	Decrease current occupancy rate in the Town Centre
Facades Program	To improve street appeal	To engage a minimum of 20 businesses/land owners to take part in the project.



4. Supportive Landlords

Action	Outcome	Measure
Streetscape Upgrade	To improve the appeal of the Town Centre by working with land owners to repair and restore buildings	Look at the appropriate use of street art to create a more colourful and inviting place for businesses and customers

5. Stakeholder Engagement

St Marys Town Centre will continue to support and encourage all internal and external stakeholders by building relationships with local government, Councillors, Penrith City Council staff, land and business owners, business networking organisations and local universities and TAFE.

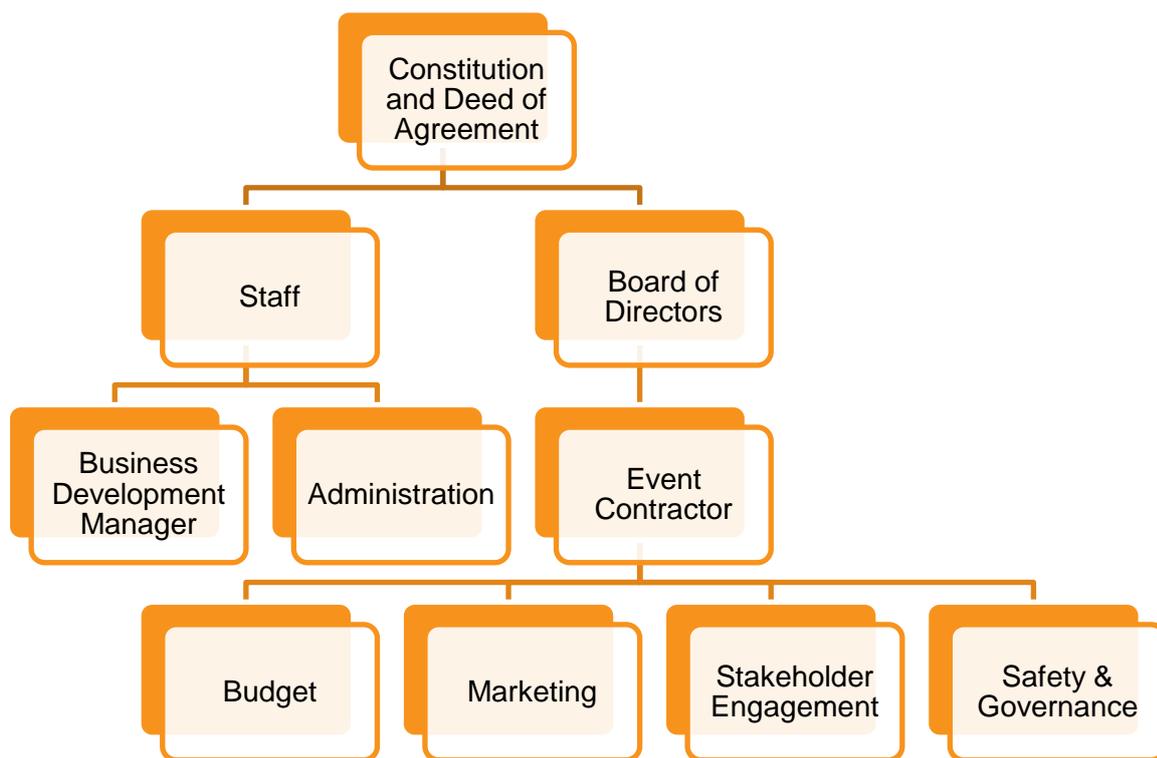
Penrith City Council	•Network of connections
Community groups	•St Marys Historical Society, SMACD, and others
Volunteers and Internships	•Event volunteers and Internships with UWS



6. Effective Governance

Action	Outcome	Measure
Re-locate St Marys Town Centre Office	To improve exposure of St Marys Town Centre to enhance accessibility and inclusiveness to local businesses	To investigate a suitable office space on street level.
Signage landmarks linked to specific historical points of interest	To create a place of historical interest	Include a minimum of 12 points of interest pieces throughout the Town

Operational Structure



Budget (Appendix 1)

The St Marys Town Centre Operational Budget for 2018/2019 is attached (Appendix 1) and includes income and expenses for the financial year. In addition to the Operational Budget St Marys Town Centre will work towards expending the surplus funds through the Surplus Funds Expenditure Document previously submitted to Penrith City Council.

