

Penrith CBD Corporation Annual Plan 2021-2022

Objective:	Initiative	KPI	Time for delivery	Outcome 1st Qtr	Outcome 2nd Qtr	Outcome 3rd Qtr	Outcome 4th Qtr	
1. Governance								
To govern the operation of the Penrith CBD Corporation equitably, transparently, ethically and accountably in accordance with relevant legislations and good practice.	1.1	CBD Board - meeting minutes to be recorded and distributed	To hold 11 board meetings and record and distribute the minutes	July to June	1. July cancelled due to Covid. 2. August via zoom held 10th and minutes sent 3rd September. 3. September via zoom held 14th and minutes sent 5th	1. October held 12/10 distributed 4/11 2. November held 9/11 distributed 3/12 3. December held 14/12 distributed prior to next meeting February 2022.	1. January - no meeting held 25/2/2022 2. February held 8/2/2022 distributed 3. March - held 8/3/2022 distributed 4/4/2022	1. April - held 12th April papers distributed 3rd May. 2. May - held 10th May papers distributed 6th June. 3. June - held 14th June papers distributed 5th July.
	1.2	CBD Board - conflict of Interest	Conflict of Interest to be included in all agenda/s and minutes and if any changes occur updated at each board meeting.	ongoing monthly	Updated each board meeting as per Agenda	Updated each board meeting as per Agenda	On going monthly	On going monthly we updated Cr Rusev new position on board.
	1.3	CBD Board - Risk Register	Risk Register updated monthly in Compliance with legislation.	ongoing monthly	Updated as payments made each quarter.	Updated as payments made each quarter.	On going monthly	On going monthly
	1.4	CBD Board - Company Register	Minutes & finance to be approved by the board and signed by Chairman, then placed in the Company Register after each meeting for clear recording.	monthly	Minutes signed once lockdown allows, the Chairman is currently holding documents. Verbal sign off at each zoom meeting.	Minutes signed at each board meeting and filed in Company Register after each meeting.	Completed each meeting.	Completed each meeting.
Keep Council regularly informed of the Corporations activities, performance and risks.	1.5	CBD PCC Quarterly reporting	To prepare quarterly report against KPI's to send to PCC within the allocated time.	To be completed & sent 2nd week after end of each quarter. (Oct, Jan, April, July)	Sent 13th October 2021	Sent 22nd December 2021	April quarter delivered 11th April.	Final quarter delivered 19th July.
	1.6	Annual Report	To prepare a yearly report by no later than the end of July for sign off by CBD Board and forwarded to PCC for approval.	30th July 2022	Sent 6th August	n/a this quarter	In progress to execute on time.	Currently being designed will be delivered by Monday 25th July.
	1.7	Annual Audit	To prepare Annual Financial Audit Statements, demonstrating expenditure of at least 95% of the annual funding by no later than the end of July.	30th July 2022	Sent 6th August	n/a this quarter	Due July 2022 booked in with Ross Fowler and Associated.	Audit booked for 5th July and waiting final sign off
	1.8	Audit Financial statements demonstrating expenditure of at least 95% of the annual funding.	To prepare Annual finance budget showing clear reporting on how funding will be allocated, demonstrating at least 95% is committed to Annual Plan to be submitted with Annual Report	14th May, 2022	n/a this quarter	n/a this quarter	Annual budget and expense are currently spent at 100% we are utilising extra funds held over.	100% of funding spent by May 30th.
	1.9	Annual AGM	To prepare and hold an annual AGM in line with ASIC/PCC/PCBDC governance policies.	30th September	AGM via zoom held 14th September Council representatives attended.	n/a this quarter	n/a this quarter	n/a quarter
	1.10	To ensure Covid-19 safety rules submitted to NSW Health are updated if needed and all staff, board and visitors to the office or external function are aware of any current updates or changes.	To continue to monitor NSW Health regulations and update procedures for our office and any initiatives or events to ensure safety and good practice compliance is followed.	on going	Covid safety plan updated as needed to be used at all events and office. Staff consulted on return to work and board briefed on current safety rules	Updated on as needed.	Monitoring NSW Health and maintaining awareness changes. All staff have had booster shots.	Monitoring NSW Health and maintaining awareness changes when they occur for events and office.
Objective								
2. Marketing								
Market and promote the City centre through a range of activities that encourage increase visitation and visitor spend in the city centre.	2.1	Networking events	To create & market opportunities for networking with local businesses and key stakeholders through 15 events of networking including; 11 Coffee Catch Up events, Biggest Morning Tea, IWD, Business Trivia, business owners night and record results of attendance	ongoing	July Coffee Catch up cancelled due to covid. August via zoom with IYARN "Are U OK" with 11 attending. September via zoom with Greg Mitchel from HR Success and Gai Hawthorn on "return to work post Covid" with 28 attending.	October Coffee Catch up via zoom -17 attended. November Coffee Catch up 53 attended in person. December Coffee Catch up and Members breakfast for Christmas 64 attended	January Coffee Catchup was not held due to Penrith on holidays. February held via zoom with 26 attended. March incorporated with Small Business Month 170 confirmed but due to flooding locally 149 attended.	April Coffee Catch up 52 attended. May Coffee Catch up 47 attended. June Coffee Catch up 42 attended.

	2.2	Workshops and Training	To schedule 12 workshops and educational sessions to support local businesses	July to Oct and Feb to June	<p>July and August - N/A</p> <p>1. September 2nd - "Cyber Security & Privacy" with Brett Farrell Lawyer via zoom with 12 attending.</p> <p>September 16th - "How to have a difficult conversation with your staff" presented by local businesses a) Coleman & Greg b) HR Success c) NAB Business Banking.</p> <p>September 23rd - "Your on-line presence" with Orbit Marketing via zoom with 4 attending.</p>	<p>14/10/21 Orbit Marketing "How to launch online" - 11 attendees.</p> <p>4/11/21 WSBC "How to influence people to buy" 12 attendees.</p>	<p>February - HR compliance & Success through People - postponed due to Covid.</p> <p>March - The Art of upselling - delivered in 2 parts 8 and 12 attendees respectively.</p> <p>March - Wordpress modifications 9 attendees.</p>	<p>April - Barista training with Astute, Online training "Acquiring & Building Effective Corporate Partnerships"</p> <p>May - Emma Nassif from One Point Health on Nutrition for health and vitality and a focus on Winter with 11 attended. Writing a strategic media release with Graham Fitzpatrick WSBC - 2 attended (4 cancelled due to Covid and staff shortages) Training for Seniors guide - 9 attended.</p> <p>June - Wordpress postponed due to flu/covid staff shortages will be held in the future again.</p>
	2.3	Social media and website	To implement a weekly schedule with a minimum of 16 posts a month for local business in CBD. To include 12 media opportunities for local businesses or initiatives. To update website weekly and include each event or initiative on the website where applicable.	July to June	<p>July - 25 posts achieved mostly Covid rules and business open.</p> <p>August - 40 posts mostly Fathers Day & Takeaway open.</p> <p>September - 16 posts mostly Takeaway Covid. Website updated weekly, Media we had several posts on Fathers Day, Mental Health, Spring overall health and Grandfinal shop local.</p>	<p>October - 23 including welcome back to business, recovery, Covid safety measures.</p> <p>November 25 posts including Melbourne Cup event, Remembrance Day, Panthers Grand final parade in CBD, Penrith Bowling club raffles and RSL, Christmas promotions for CBD, PCC - Triangle Park Summer events and shop local.</p> <p>December 31 posts including CBD shop dine local and share experience competition.</p>	<p>Social Media posts January - 26 posts including New Year openings, health, school holidays activities and Summer in the CBD.</p> <p>February - 29 posts including Small business month, Valentines Day loving local businesses featuring Cafes and restaurants plus flower and gift shops and Summer nights program for PCC.</p> <p>March - 28 posts including IWD, prominent local business women, Seniors week, Producers Night for PCC.</p>	<p>Social Media posts April we posted 24 posts including Dine local for Easter, Snr Week businesses offers, PCC "open streets night" and Relay for Life.</p> <p>May we posted 22 posts including Mothers Day Dine local Shop Local, Open Street event, and new business Snap Shot Gallery and Winter Appeal.</p> <p>June we posted 21 posts including single use plastic bags, school holidays, EOFY advice advertising local businesses.</p>
	2.4	Recovery Tutorials/Videos	To promote and produce 12 small video's for social media to help grow awareness and recovery.	ongoing	<p>1. Tins & Wood.</p> <p>2. Brew Lab.</p>	<p>October to December we produced 1. Property Owners Penrith on the Rise Video 2. Stuart Ayres MP shop and dine local. 3. Christmas video which featured 7 local businesses.</p>	<p>Video's for Valentines Day x 3</p> <p>Video's for Small Business Month featuring 7 local businesses.</p>	<p>Videos on Winter in the CBD, Hoyts, Sittanos, San Churros, Mr Watkins, Tins & Wood. Weddings in Penrith Referrals featuring York Jewellers, Beautiful Blooms, Penrith Bridal, 818 variety, Bombshell Blowdry Bar, Astina Group & Poles Patisserie</p>
	2.5	Events/Initiatives	To produce an implementation plan for activities and initiatives for 12 months.	July to June	All on hold due to Covid but planning worked on.	<p>We quickly changed the business plan for next 6 months with several events for Pink Up Penrith, Melbourne Cup and Christmas to increase the opportunity for networking with businesses after covid and included local businesses for recovery. We did produce a 40 page Christmas gift guide which was distributed through the Western Weekender November 26th and extra 1,000 copies on local cafes and chemist counters. This was funded through our budget to help with recovery of small business as we return from Covid lockdown. The planning is now underway for Jan-June hopefully back on track with existing plans prior to covid.</p>	<p>January Summer in the CBD.</p> <p>February - Valentines Day Local local competition.</p> <p>Thankyou Volunteer morning tea and local business recognition.</p> <p>March - Small Business Month breakfast and International Women's Day NSW Women of the Year Penrith Awards and breakfast</p>	<p>April - we held Mad Hatters Easter Party at PCYC with 170 attending.</p> <p>May - Love your Mum local to promote cafes and retail for Mothers Day. Biggest Morning Tea Event with 75 attending at WOTSO. A new initiative launch for Working Local Guide book and event launched at Panthers with 117 local businesses featured and 49 attending.</p> <p>June - Property Owners & Investors night held at Astina with 104 attending and book produced.</p>
	2.6	Surveys	To implement 4 surveys each year 1) networking membership, 2) Training 3) events/initiatives 4) Shopping local	July to June	<p>1. Mental Health Survey.</p> <p>2. Workshops Business Local.</p>	no surveys this quarter	1 x Workshop and training survey	<p>1 x Coffee Catch up membership</p> <p>1 x Mad Hatters Event survey</p> <p>1 x Property Owners Event</p>
	2.7	City Flags	To implement a campaign to assist awareness for local businesses/event/initiatives with three sets of City flags each year	July to June	1. PCC - 150th Anniversary Flags.	2. Christmas Shop and Dine local city flags were in place last week November. 67 flags went up throughout the CBD.	City Flags March - support local business 62 flags sold.	No flags this quarter.
Objective		Initiative	KPI's	Time for Delivery	Outcome 1st Qtr	Outcome 2nd Qtr	Outcome 3rd Qtr	Outcome 4th Qtr
3. Strategy								
Engage with Council and the business community to develop strategic and business plans to deliver agreed priorities for the town centre.	3.1	Business Plan (PCC format)	To submit to PCC and work collaboratively on our Business Plan including financial budget forecast.	by 14th May	N/A this quarter	N/A this quarter	Business plans remained fluid through the 3rd quarter due to Covid plus unseasonal and unpredictable weather patterns. Beau Reid kept informed as to changes needed.	N/A quarter as completed.

	3.2	Property Owners & key stakeholders in CBD	To engage with key stakeholders including property owners and commercial real estates & PCC on a regular basis to enable trust, collaboration and future development on town centre planning and business improvements	monthly	During lockdown via email stayed in check with as many key stakeholders as possible.	Due to Covid restrictions phone calls and email with stakeholders but we did get to hold the Property Owners and investors night connecting again with our owners and investors.	Worked collaboratively on events being planned with PCC. Held regular meetings with Beau Reid and Dimity Mullane to discuss events and how they can be mutually beneficial for local businesses. Commercial real estate met with Raine and Home, spoke to LJ Hooker on new tenants and flooding issues. Worked closely with State, Federal members of Parliament. Met with Small Business Minister Eleni Petroni, Minister Ayres MP, Melissa McIntosh MP and Senator Marise Payne attended our IWD event. We also were awarded \$15,000 for more lighting in the CBD through a Communities grant.	Meet ings with PCC Warwick Winn and Kylie Power to discuss recovery and business. Met Beau Reid and Dimity on events. Beau and Megan on CBD Corp KPI's and whats happening in the city. PCC presented at Coffee Catch up March - presented City Park and April on Open Streets Event. Met with Raquel Bloom regarding Economic Strategy planning. attended Economic Strategy workshop at Council and a few board members attended same workshop. Attending the Stadium workshop at PCC. Met with Federal Treasurer April discussing local businesses with local member.
Objective		Initiative	KPI's	Time for Delivery	Outcome 1st Qtr	Outcome 2nd Qtr	Outcome 3rd Qtr	Outcome 4th Qtr
4. Facilitation								
Facilitate engagement between Council and the business community and property owners as required.	4.1	Mutual support for initiatives within the city centre	To work with PCC on a local of number of local initiatives giving our support by local promotion and assistance when needed.	on going	Attended Resilience meetings each week during Lockdown. Work in partnership with PCC on Covid Relief Initiative	We worked with PCC on Covid partnership for emergency food for Penrith and St Marys. We spoke regularly with Rebekah Elliott on recovery ideas and opportunities including parklets and grants available in NSW. We promoted PCC Summer events for Christmas in Triangle Park.	We have worked with PCC on Summer Nights, Penrith Producers and planning for Open Streets Festival. We attended a meeting with Warwick Winn and Kylie Powell to keep regular contact lines open now zoom meetings have stopped.	Worked on Open Streets Festival with PCC. Supported local businesses getting them to extent trading hours and join event. PCC provided \$20,000 to support business involvement during program. We applied and are on round 2 of WestInvest Grant for new infrastructure along High Street, more lighting and street murals value at \$400K, working collaboratively with PCC on project identification and ongoing maintenance considerations.
Support new and existing City centre businesses to grow and prosper	4.2	Networking Events	To produce a 12 month planner of activations and initiatives including; 15 networking events & 9 community events	on going	Planner in place waiting restrictions to ease.	We held Pink Up Penrith Golf Day in late October with 100 local business operators and staff. We held Melbourne Cup networking lunch with 100 attending and promoted 3 local businesses as sponsors Judge Accountants, Carters Tax & NRS. We held High Tea event with 120 attending again promoting sponsors NAB and NRS. We held 2 coffee catch up events for networking. We also held 1 community event for the underprivildged with the Christmas lunch catering for 200, packing 750 food hampers, 300 christmas food hampers and 300 hygiene packs, plus toys donated utilisting the NSW grant we recieved.	We held networking events; Coffee Catch up for February via zoom. March was incorporated with Small Business Month making the event a larger scale event. We produced a video and book to be available for the SBM event. We held International Womens Day and recognition of local business women event. We produced Seniors A5 20 page book featuring 14 local businesses. Initiatives for Valentines day and held Volunteers Thank you and business recognition morning tea.	We held Coffee catch up in April, May and June at Penrith RSL. April - We worked with Astute Training and The Royce on Snr training for on line shopping and QR check in and basic computer skills for shopping local. We held Easter events for families it was to be held outdoors at Memory Park but moved to PCYC due to the weather. We worked on ANZAC Women's event. May - Empowering Youth Day with 7 local businesses directly involved and mentoring 6 students from 2 schools. BMT held at Wotso which involved several local businesses and 70 attending including general community members. We also held Working Local Event in May at Panthers. June - we held Property Owners and Investors Night.
Stakeholder engagement with property & business owners	4.3	Newsletters	To schedule bi-monthly newsletter for all local businesses to have information about the City Centre, including informaton on any PCC initiatives available.	on going	August - Sept newsletter with 16 local business featured.	November - December newsletter was distributed promoting safety, shop and dine recovery and safe the date for 2022	The newsletter sent digitally for February/March featured 28 local businesses including 2 pages for Penrith City Council.	Newsletter were sent April/May then again in June/July electronic copies and hand delivered to front line shops
	4.4	Training and Workshops	To hold 10 training, workshops or educational opportunities and produce 1 e-book or printed material on assistance to small businesses annually	on going	3 Workshops as above held.	2 workshops as above held.	We held 3 workshops, produced 1 A4 book for tips and tools for business recovery and 1A5 book for Snr Week.	We planned 6 workshops (1 was cancelled due to Covid) We produced Working Local guide promoting business to business trading and referrals and we produced a 32 page Property Owners and Investors night.

	4.5	Welcome USB & Webkey	To update twice a year the Welcome to CBD USB for new businesses in the City Centre, offering detail contacts from Council, local business partnerships. Update the webkey shop local directory for residents promoting local businesses twice a year.	July and Jan	Updated during lockdown.	n/a this quarter	Will update in July.	Webkey will be updated in July.
	4.6	Façade and business improvements	To work with property owners and commercial real estates for business improvements keeping number of properties improved for clear reporting each quarter. To achieve 10 BIP each quarter.	ongoing monthly	Façade/painting and lighting assisted - 20 assisted. Extra advertising - 20 assisted and several for Covid assistance.	improvements were on hold due to most being closed during covid. a few jobs started and stopped but we hope to complete in 2022. Smaller jobs were completed to work with the Christmas decorations around the property roofs and awnings and arcades, working with the shop owners. We also decorated 12 local shop windows with decals and supplied 2 christmas trees for businesses needing help with recovery. Façade 6, painting 4, lighting 24, advertising 37 including city flags, openings, video during lockdown, covid sanitiser stands, power sources.	Assisted PinotandPicasso with executing lighting for external night time trade. Assisted Theo's Cafe with internal painting and flood emergency tarps/bins. Fascade signage for Astute Training and Subway arcade with new numbering for upstairs businesses. High St Pies painting, Painting facade Sports Power, LED replacement lighting ITravel and flood assistance PCK.	Completed Federal grant under awnings lighting along High Street valued at \$15,000. Worked on Favala new shop opening and signage, completed High Street Pies project. Worked on several small signage and painting replacements. We also cleaned cobwebs around Memory Park building 24/7 Pharmacy prior to painting.
	4.7	Regular contact with property owners and stakeholders	To engage twice a month with two key stakeholders including, PCC, property owners and commercial real estates on a regular basis to enable trust, collaboration and future development on City Centre planning and business improvements.	on going	Met with PCC weekly and via email or phone connected with several property owners regarding lockdown and BIP.	Regular communications with PCC Rebekah Elliott. Raine & Horne, LJ Hooker and Stanton and Taylor especially regarding rents due with Covid, recovery and Christmas decorations.	Bi-monthly plan to meet with Warwick Winn and Kylie Powell was initiated from PCC. Facilitated meetings owners of Astina, Chechos, Duck Duck Goose regarding parking and safety. Met with Councillor Mark Rusev new board member. Held regular conversations with local commercial agents especially during floods. Worked with PCC and confirmed extra hours for Judges Thursday to Saturday 1am closure to enhance night time economy	Discussed City Park with Raine & Horne, worked on the Property Owners book with CABE, Astina Group, PRD, Harry Hartog, Panthers, PCC, 50 Belmore, Manufactor. Met and discussed closing of Duck In with property owners Marie and Charlie Chitos who are retiring but not selling property. Met with new owners of the old CBA building "the Harry Hartog book shop" and commercial renovations will take place soon with DA intro to PCC. Met with George Rabi regarding Savoury Dining.
	4.8	Propety owners information night	To hold annual event to bring property owners up-to-date with current information regarding the City Centre and business improvements. Produce a book/newsletter pamphlet showcasing the opportunities and investment growth in the City Centre, including the PCBDC outcomes and initiatives.	June	Planned event cancelled 2 days due to Covid. Event scheduled for 30th November.	Event and 32 page book "Penrith on the Rise" was produced and conducted 30th November. We also produced a video to complement the added changes since the book was produced prior to Covid.	We are working on plans for next event June 2022. PCC has been formally requested to assist.	Event and 32 page book "Penrith the Rise Continues" with 104 attending the June 28th event. PCC provided content for the event booklet, Mayor provided keynote address and was attended by Council representatives.
	4.9	Business owners information event	To hold an annual event to inform local businesses on current and new growth or initiatives around the City centre and Penrith LGA	July		This event was put on hold but we plan Small business month breakfast for March 2nd 2022. We did in the intreum send out e-copy of the Penrith on the Rise to local businesses to share with their investors and suppliers on the growth coming to Penrith.	This event held over to we hope May due to flooding and Covid hold ups.	We held Working Local Event at Panthers and produced a DL book and electronic copy for all businesses. We also during Coffee Catch up presented updated informaiton on whats happening in the city's future from the Penrith Rise Continues details.
	4.10	Six monthly visual survey vacant shops	To work with PCC on recording the number of vacant shop fronts in the city centre	July & Feb	Due to restrictions Shop count is scheduled for October.	We completed a shop count and recorded vacant shops. We did have a fire in the Henry St council building with 12 NFP relocating but didn't include these at the time.	Completed shop count in March	Completed shop count in early July 2022 instead of June due to weather and flooding.

2021-2022 Penrith CBD Corp - PCC Section

Objective	Initiative	KPI's	Time of Delivery	Outcome 1st Qtr	Outcome 2nd Qtr	Outcome 3rd Qtr	Outcome 4th Qtr
PEN 1. GOVERNANCE	P1.1 CBD Board - Board Training	CEO to work with PCC to ensure each board member to be given training in director roles responsibilities and corporate obligations.	ongoing	To occur in Quarter 4.	To occur in Quarter 4.	To occur in Quarter 4.	This will be scheduled to occur in Q1 of the 2022-23 Financial Year.
	Initiative	KPI's	Time of Delivery	Outcome 1st Qtr	Outcome 2nd Qtr	Outcome 3rd Qtr	Outcome 4th Qtr

