

Penrith CBD Corporation Business Plan 2023-2024

Objective	No	Strategy	KPI	Time for Delivery	Outcome 1st Quarter	Outcome 2nd Quarter	Outcome 3rd Quarter	Outcome 4th Quarter
Pillar 1: GOVERNANCE								
To govern the operation of the Penrith CBD Corporation equitably, transparently, ethically with accountability.	1.1	Penrith CBD Board meeting Minutes, Conflict of Interest, Risk Register & Company Register to be compliant, updated and recorded for each board meeting.	To hold 11 Board Meetings, ensuring conflict of interest, risk and company register up to date and compliant and distribute minutes 1 week prior to each board meeting. Finance and Minutes each month to be signed off by Treasurer & Board	Monthly	1. July held 6th with minutes sent 3rd August. 2. August held 8th and minutes sent 5th September. 3. September held 12th and minutes sent 2nd October.	4. October held 10th with minutes sent 6th November. 5. November held 14th with minutes sent 5th December. 6. December held 12th December and minutes sent 29th January	7. February held 13th and minutes sent 8th March (note we don't hold Jan meeting) 8. March held 12th and minutes sent 5th April	9. April held 9th and minutes sent 7th May. 10. May held 14th and minutes sent 4th June. 11. June held 11th and minutes sent 2nd July.
	1.2	To report quarterly KPI's to Penrith City Council.	To prepare quarterly KPI reporting by week 2 each quarter and send to Penrith City Council (Qtr. October, Jan-April-July)	Each Quarter	Completed Qrt 1: 5th October.	Completed Qrt 2 after christmas break as link didn't work council end last week December. KPI sent 23rd Jan	Completed Qrt 3 15th April.	Completed Qrt 4 9th July
	1.3	To report to Penrith City Council all annual reports and audits on expenditure and outcomes.	To prepare Annual Report with end of year Audit demonstrating expenditure of at least 95% of the annual funding for approval by the CBD Board. Once signed off the documents to be forwarded to Penrith City Council for approval by 30th July	June 30th	Annual Report emailed to Beau Reid 31/7/2023 including financial audit	n/a	n/a	Annual Report emailed to Beau Reid 10/7/2024
	1.4	To complete forecast budget and business plan for next 12 months.	To prepare Forecast budget and Business Plan by second week of May for CBD Board approval and forward to Penrith City Council by 30th May	May 30th	Triennial Plan was emailed to Beau Reid 1/6/2023.	Currently working on new KPI for next year with board at February meeting ready for sign off by May to Council as requested.	sent with Tri plan 22/3	n/a
	1.5	To hold an AGM each year in accordance with our constitution.	To prepare and hold an annual AGM in line with ASIC/PCC/PCBDC governance policies by 30th September, 2023	September 30th	AGM including annual audit and held 12th September, 2023.	n/a	n/a	n/a
	1.6	To ensure the Corporation stays compliant with any NSW Health and Safety standards and ensure they are implemented when required.	To continue to monitor weekly the NSW Health & Safety regulations, update procedures for our office and any functions/ events and initiatives to ensure safety and good practice compliance is followed	July-June	Current Health & safety regulations haven't changed this quarter.	No changes with Covid compliances, we remain aware and vigilant and have registered for any updates with NSW Gov.	No changes	No changes
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Pillar 2: STRATEGY								

To collaborate, engage and connect with key stakeholders to deliver agreed priorities to the City Centre.	2.1	To develop a strategy engaging with key stakeholders to discuss & work together on growing the City Centre business culture and economic success.	To collaborate and meet with key stakeholders including Penrith City Council once a month, property owners, landlords and or commercial real estates, local businesses at least 4 per month.	Once a month	<p>July - PCC x 2 meetings Property owners/real estate x 1 Business x 11</p> <p>August - PCC x 2 meetings attended PCC awards event Property owners x 2 NSW Roads x 1 Business x 7</p> <p>September - PCC x 2 and LGA Community Safety mtg and Homeless Ineragency meeting Property owners/real estate x 3 Business x 7</p>	<p>October - PCC x 1 met with 10 local businesses Property owners x 2 NSW Roads x 1 attended Chamber of Commerce</p> <p>November - PCC x 1 met with 5 local businesses Property owners x 3 and attended PCC "What if" information morning. Presented to 20 local businesses at NBN event and attending Penrith Police LGA qrt mtg.</p> <p>December - PCC x 1 on KPI review, property owners x 2, local business several for Christmas catch up and planning 2024.</p>	<p>January - NIL due to holidays and many closed</p> <p>February - Real Estate x 4 and Business x 3 and Property owners x 2 plus meetings with State, Federal members and Mayors office.</p> <p>March - Real Estate x 1, Business x 9, Property owners x 2, met with State Member, attending City Park opening and Paceway 60th anniversary.</p>	<p>April - Real Estate x 1 and Business x 11. 1 meeting with State Minister, 1 meeting with Federal Minister and 3 with PCC attended 1 Chamber event</p> <p>May - Real Estate x 2, and Business x 2 plus contact regarding B2B updates with several in book. 2 Meetings with State Minister, 1 with Federal Minister and 2 with PCC attended the Rotary Ball.</p> <p>June - Real Estate x 3, Business x 11, Property owners several at yearly event, State Member 1 and PCC x 3 plus attended the Police meeting and consultants for Hotel with PCC.</p>
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Pillar 3 IMPLEMENTATION								
Welcoming City Centre that consumers want to shop, work and visit day or night. Working with local businesses and key stakeholders to provide precincts with a vibrant, safe, accessible welcoming culture.	3.1	To develop a 12 month plan, including a schedule and timeline to produce a range of events and initiatives that consumers want to shop, visit day or night to drive economic growth in the city centre.	To implement a yearly planner for all events, initiatives, including branding and marketing schedule by June 30th each year.	June 30th	Planner & schedule completed with business plan and discussed with PCC we are waiting for the review finding for any adjustments.	Review and new KPI received last week in December, we are working towards planning and changes for the coming financial year as requested by PCC.	current schedule to end of June 30 on track	Planner as agreed with council ready for July 2025
	3.2	To develop networking connections for local business and key stakeholders.	To implement 11 networking coffee catch events each year.	each month	<p>1. July CCUP -36 attended.</p> <p>2. August CCUP - 43 attended.</p> <p>3. September CCUP - 53 attended.</p>	<p>4. October CCUP -52 attended.</p> <p>5. November CCUP - 51 attended.</p> <p>6. December CCUP - 64 attended.</p>	<p>7. February CCUP - 62 attended.</p> <p>8. March CCUP - 61 attended.</p>	<p>9. April - CCUP - 58 attended.</p> <p>10. May - CCUP - 53 attended.</p> <p>11. June - CCUP - 46 attended.</p> <p>Year total 579</p>
	3.3	To produce a range of events and initiatives that consumers want to shop, visit day or night to drive economic growth in the city centre.	To implement 13 local events and 7 initiatives connecting local businesses and consumers.	July - June	<p>Events; 1. 28th July - Business Trivia with 120 attending.</p> <p>2. 22nd August, Twilight Networking Catch up 10years celebration CBD Corp with 156 RSVP but 132 attended.</p> <p>3. 22nd September - Pink Up Golf Day - 100 attended.</p> <p>Initiatives;</p> <p>1. July - Winter Appeal and Winter shop local.</p> <p>2. September - Fathers Day shop local dine local and Panthers Shop front.</p> <p>3. Empowering Youth day.</p> <p>4. Pendragons 25yrs anniversary assisted.</p>	<p>Events;</p> <p>4. Pink High Tea 125 attending.</p> <p>5. Small Business Month Luncheon 142 attending</p> <p>6. Christmas Tree Lighting event with estimated crowd exceeding 15,000.</p> <p>7. Twilight Members Christmas Networking 109 attending including Mayor and several councillors.</p> <p>8. Community Underprivilidge Lunch</p> <p>Initiatives;</p> <p>6. Pink Up Penrith several small awareness programs and media.</p> <p>7. November - City Window decals Xmas</p> <p>8. Christmas city decorations and tree.</p> <p>9. December -Christmas shop/Dine local promotion and shopping bags</p>	<p>Events;</p> <p>9. IWD with 140 attending at Penrith RSL including Mayor, State Member, Councillors and local business. Our panel of speakers including business owners from diverse fields.</p> <p>10. Seniors Week Celebration with 102 attending at Penrith RSL. The Mayor attended and spoke on behalf of the State Member, 3 local business showcased at the event.</p> <p>Initiatives;</p> <p>10. Seniors Week 24 page guide, 6 pages Nepean News business adverts and social media posts. PCC handed out 200 of the 500 books at the JOAN free Snr concert.</p> <p>11. Easter in the CBD advertising opening hours and offers</p>	<p>11. May Twilight Catch UP with 79 attending. We worked with Panthers to feature new venue and celebrated Troy Dodds 15 year careet and Judge Accountants 10 years in business.</p> <p>12. MAY Biggest Morning Tea networking held at WOTSO work space with 45 attending and MY88 radio MC Wayne and Madeline we raised \$2,010 for Cancer Council and purchased helping local business One Stop Cakes and Poles Patisserie.</p> <p>13. June we held Property Owners and Investors Night at Panthers highlighting a 36 page book, video with guest speakers including; The Mayor, WSI, NAB economist, Civic MJD Valuer, Raine & Horne Commercial and Penrith RSL all promoting development and growth in Penrith and the CBD.</p> <p>Initiatives;</p> <p>12. School Holidays whats happening local.</p> <p>13. Empowering Youth Day working with 2 local schools 6 students went to local CBD businesses including; PCYC, NAB, Judge Accountants, Jamie's Hair, Westfield, Napoleon Makeup, Forever New, Schools Industry Partnership, NRS mock interviews.</p> <p>14. Mothers Day feature media and social media</p> <p>15. B2B referral DL book updated with local businesses to connect and support local.</p> <p>16. Winter Appeal for community assistance working with PCC, NAB, Karen McKeowns MP, Penrith RSL.</p> <p>17. Property Owners & Investors 36 page A4 Book and e-book, updated with new development and businesses opening.</p>

3.4	To develop a 12 month plan for digital marketing and business awareness.	To plan a digital awareness schedule with a minimum 50 posts per quarter on local businesses and minimum of 10 digital video reels content.	Each Quarter	July - 19 posts August - 23 posts September - 20 posts Total 62 posts Qrt 1. Video July - 4 Video Aug - 3 Video Sept - 13 Total 20 Video	October - 18 posts November - 24 posts December - 30 posts Total 72 posts Qrt 2. Video October - 3 Video November - 1 Video December - 25 Total 29 Video	January - 16 posts Videos x 3 back to school, 818, Fadez R Us, So Glamorous get into shape, general shop and February - 24 posts Videos x 3 Chemist 24/7 Floral Indulgence, Donnas Flowers March - 27 posts no videos this month due to company closed for a few weeks due to a staff death Total 67 posts Total 6 video	April - 20 posts Video x 1 Elizabeth Books May - 18 posts Video x 2 Workshops for Tax debt and 4 oz night time new opening hours June - 18 posts 1 video Lakeside Note; Penrith CC we posted 8 posts on Stay Visit Penrith, Adventure and local and Twilight St Marys event during the months. Total 56 posts Total 4 Video Year total Posts: 257 & 59 videos
3.5	To produce a newsletter to share local business news and knowledge for local business awareness and connection.	To produce 6 bi monthly newsletters showcasing local businesses, local events and opportunities for local businesses.	Bi-Monthly	1. June/July completed. 2. Aug/Sept completed. both showcasing local business and PCC events	3. October/November completed. 4. December/January completed including info from PCC events.	5. February/March completed showcasing local business.	6. April/May completed showcasing Social media marketing tips, Service NSW business support, M4 upcoming closure, Nepean Solar, HR Success legislation update, Mayors Charity Fundraiser, what's happening local and BMT. 7. June/July - Completed Navigating the End of Financial Year Judge Accountants, Customer Retention tips Cordwell Financial ATO don't be alarmed be prepared, Mayoral Ball, Business Trivia, Winter Appeal, School holidays, Naidoc Week.
3.6	To produce a record survey process to assist our decision making for future strategies.	To implement 5 surveys each year on; 1. Business networking 2. Workshops and training 3. City working and shopping 4. Large event survey 5. Bespoke event survey.	July-June	1. Each workshop we conduct surveys (3 held) 2. September Survey - R U OK business completed.	3.Christmas Tree Lighting	4. City survey - what are your priorities gauging the topics for most importance to small business owners in 2024. 5. Networking CC up	6. Twilight Catch Up Bespoke survey completed.
3.7	To facilitate a series of workshops and skills training opportunities to help local businesses upskill for the future.	To schedule 12 workshops and training opportunities	July-June	1. July 18th - Digital Marketing Masterclass with 8 attended. 2. August - Social media basic with 8 attended. 3. August - Social media 101 workshop - 15 attended. September postponed due to school holidays.	4.October 10th - Create a website that brings leads - 7 attended . 5. November 1st - A brief intro into AI - 8 attending. 6. November 16th - Financial literacy - 2 attended. 7. November 22nd - Using AI for Canva and social media - 8 attended	8. February 28th -Workshop webinar on Cyber Crime - 28 attended 9.February 29th - LinkedIn with WSBC-5 attended 10. March 6th - Xero to Hero for small business Judge Accountants - 4 attended 11. March 14th -Social Media - make your content count with Orbit Marketing - 8 attended	12.April 11th - New Clients and Sales - 6 attended. 13. April 30th - Creating clients through Social Media - 6 attended. 14. May 9th - Canva and AI - 9 attended. 15. May 16th - Service NSW face to face programme and advice - 12 attended (1/2hr sessions privately) 16. May 21st - Webinar marketing and social media - 2 attended.
3.8	To produce City flags for local businesses to strengthen their awareness with the local consumers.	3.8. To schedule to produce a round of City Flags for awareness for local businesses brands.	July-June	City Flags round on sale September for November install.	City Flags x 57 went up November - January	no flags this qrt.	no flags this qrt but worked with PCC to allow free flag spots up for city park and surrounding area of CBD
3.9	To facilitate a website for the city centre with up to date consumer and business information.	3.9. To schedule monthly updates for ongoing awareness of information on the website featuring local business information and offers for consumers	Monthly	Each month website updated	Each month website updated	Each month website updated.	Each month website updated. We updated the Property Owners new book into website June 29th.
3.10	To engage with property owners and local businesses to build trust and collaborate on property and business support with our objective of a welcoming city centre.	3.10. To assist a minimum of 9 local businesses each quarter for business support or property improvements.	Each Quarter	July - 8 August - 1 September - 4 Total 13 assisted.	October - 5 November - 12 December - 26 Total 43 assisted.	January - 3 February - 7 March - 11 Total 21 assisted.	April - 7 May - 14 June - 3 Total 24 assisted. Year total : 101

	3.11	To facilitate a yearly event to keep key stakeholders connected and informed.	3.11. To hold an annual event each year. To produce digital and/or hard copy information.	June	Planned for June Qrt 4	Planned for June 25, 2024	Planning underway for June 25, 2024 venue is booked for Astina.	Property Owners & Investors night held at Panthers not Astina June 25th with 130 attending. Hard copy of book and e-copy, plus speakers on the night video and presentations available to local businesses.
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