

	A	B	C	D	E	F	G	H	I	
1	OBJECTIVE	NO.	INITIATIVE	KPI	DELIVERY	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
2	<b>ST MARYS TOWN CENTRE LIMITED ACTIONS</b>									
3	<b>Objective 1 - Governance</b>									
4	Govern the operation of St Marys Town Centre equitably, transparently, ethically and accountably in accordance with relevant legislations and good practice.	1.1	SMTC Board Meetings	Hold 11 Board Meetings with all meetings minuted and circulated. Minutes and finance to be signed by Chairman and filed after each board meeting.	Monthly	July Board Meeting Nil - no quorum. August 15th - Meeting and AGM September 19th	October 17th November 21st December 12th	January 16th February 20th March - Nil- Not enough Board members to make a quorum.	April 23rd May 21st June 18th	
5		1.2	SMTC Conflict of Interest	Conflict of Interest to be included on Agenda and minuted, updated for each board meeting.	Ongoing monthly	July - Nil no Board Meeting August -yes, noted in register September - yes, noted in register	October - yes, noted in register November -yes, noted in register December - yes, noted in register	January - yes, noted in register February - yes, noted in register March - no meeting	April - yes, noted in register May -yes, noted in register June- yes, noted in register	
6		1.3	SMTC Board - Risk Register	Risk Register maintained. Risk register updated monthly in compliance with legislation. Accessibility of information.	Ongoing monthly	July - Nil no Board Meeting August -yes, noted in register September - yes, noted in register	October - yes, noted in register November -yes, noted in register December - yes, noted in register	January - yes, noted in register February - yes, noted in register March - no meeting	April - yes, noted in register May -yes, noted in register June- yes, noted in register	
7		1.4	SMTC Board - Board Training	Appropriate governance training for SMTC Board (provided by Council) Training in Director roles and responsibilities and corporate obligations	Ongoing as required	All Board Members have received training within the past 12 months.	All Board Members have received training within the past 12 months.	8 Board Members have received training within the past 12 months. The newest Board Member will need to be booked in for training.	Eight Board Members have received training within the past 12 months. The newest Board Member will need to be booked in for the new financial year.	
8		Keep Council regularly informed of the Corporation's activities, performance and risks	1.5	Quarterly Reporting	To prepare quarterly report against KPI's and compliance with risk management plans and send to PCC.	To be delivered 1 week after end of each quarter. (Sept, Dec, March, June)	Quarter 1 reporting completed. PCC notified October 27th, 2023.	Quarter 2 reporting completed. PCC notified January 11th, 2024.	Quarter 3 reporting completed. PCC notified April 12th, 2024.	Quarter 4 reporting completed. PCC notified July 8th, 2024.
9			1.6	Annual Report	To prepare a yearly report for sign-off by SMTC Board and forwarded to PCC no later than 30 September.	30-Sep	Annual report was endorsed at the AGM. Minor grammar and spelling corrections were made. The report was forwarded to PCC Oct 6th, 2023	No action required	No action required	No action required
10			1.7	Annual Audit	Engage an independent Auditor to audit and prepare the Annual Financial Audit Statements, demonstrating expenditure of at least 95% of the annual funding by no later than the end of September.	30-Sep	Audit was completed August 4th, 2023 Submitted to PCC September 4th, 2023	No action required	No action required	No action required
11	1.8		Prepare annual financial budget demonstrating expenditure of at least 95% of the annual funding	Annual budget planning by SMTC and approval by PCC prior to the commencement of each financial year. Annual budget to demonstrate expenditure of at least 95% of the annual funding.	15-May	Completed - September 18, 2023 Submitted to Board - September 18, 2023 Submitted to PCC - September 22, 2023	No action required	No action required	Annual Plan and Business Plan submitted to PCC May 30th	
12	1.9		Annual AGM	To prepare and hold an annual AGM in line with ASIC/SMTC/PCBDC governance policies.	31-Oct	AGM - Tuesday 15th, August 2023 Location - Diggers & Band Club Attendance - 15 + 8 SMTC Board Members and Staff x 2	No action required	No action required	No action required	
13	1.10		ASIC Reporting	Ensure all Director information is updated on ASIC register as required	Ongoing	No action required	No action required	No action required	Director information reviewed and updated as required.	
14	1.11		Finance	Completion of quarterly BAS Statements and ensure ATO Business Portal is kept updated with relevant information as required	Ongoing	BAS Statement was completed	BAS Statement was completed	BAS Statement was completed	BAS Statement was completed	
15	<b>Objective 2 - Community Engagement</b>									
16	Market and promote the Town Centre through a range of activities that encourage increased visitation and visitor spend	2.1	Coffee catch-ups	To hold a minimum of 10 per year to build and maintain network connections.	Monthly	July - after 5 Mad Toppings - 20 people August - nil due to Board meeting & AGM September - The Crystal Cafe -10 people	October - nil - November - nil December - Christmas Network Party held in Coachmans park. 40 attendees including Cllr Mayor Todd Carney *missed catchups will be scheduled in next quarter. Timing was an issue. Valid and measurable content was also a factor.	January 31st - SMTC Office - 18 people in attendance. February 28th - Fernz Cafe - Attendance 15, Guest Speaker - Graham Fitzpatrick - WSBC March - nil - We were unable to lock in a date with all the events taking place, coupled with short weeks.	Attendees Guest speakers - Ajka Russell and Louis Fourie from Westpac. May 29th - SMTC HQ 20 - 20 Attendees Guest Speakers - Ryan Helehurst from Services NSW for Business and Stacey Randell from Penrith Valley Chamber June 26th - Fernz Cafe - 7 Attendees Guest Speaker - Andrew McLachlan from Bridging the Gap	
17		2.2	Workshops and training	Assist businesses by offering a minimum of 6 Skills Workshops per year aimed at positive business outcomes.	Bimonthly	Sales & Marketing Think Tank Problem Solving Session. Friday 4th, August 2023 Hosted by Classic Conveyancing Presented by Business Connect Penrith. Attendance - 5 businesses/10 people Researching options for Q3 and Q4.	Options to be discussed with Graham Fitzpatrick WSBC. Our vision is to create a program tailor-made for St Marys Businesses to maximise attendance.	This area continues to be a work-in-progress. We had Western Sydney Business Centre attend our February Coffee Catch Up and there were no takers for the one-on-one sessions. I have spoken to several businesses who are taking part in their own private training programs. I met Jane Tweedy - FAQ Business at a Chamber Event. We discussed Social media posts are still being created in house. Posts from businesses and PCC also shared.	Security training for businesses was conducted at the SMTC May Luncheon. All material was provided through the NSW Police. Distribution to all businesses is ongoing. SMTC Staff and two business owners attended the AI Digital Solutions Program - Delivered by Digital Solutions - Australian Small Business Advisory Services. Realise Business in partnership with Penrith City Social media posts were mostly created in house. Posts from businesses and PCC also shared. We managed to secure Takeesha the 'Queen of Reels' back into our fold. Takeesha will manage our 'Highlight SMTC' campaign and all upcoming events. Facebook - 90 days Content published - 66 Reach - 22k -51%	
18		2.3	Social media and website	Post a minimum of 3 posts per week and measure engagement rate, impressions, reach and audience growth. Update and maintain website with current and accurate information and continue to work with local businesses to have their business listed on the new SMTC website.	Ongoing	Mid July to mid August - minimum 3 posts per week. New Social Media contractor appointed - minimum 3 posts per week. The Website has been identified as requiring an update. This will be a focus for Q2 and Q3	All social media posts we created in house this quarter. Posts from businesses and PCC also shared. Facebook Content published - 80 -17% Reach - 41.2k +23% Engagement - 9.2k +18% Net Followers - 189 +27% Video Views - 4.3k -72%	Engagements through social media and in our office are experiencing growth. The collage of historical photos on our office doors has been well received. Lots of nostalgic conversations have been started in front of this installation. Social Media posts highlighting history or business achievements have the biggest reach. A reel focusing on the history of the Post Office had 1.2k views. A post that highlighted a Division One ticket being sold at St Marys Newsagency reached 10.7k.		
19		2.4	Business in Focus	Change the perception of St Marys by sharing personal experiences/stories from businesses and promoting town centre strengths.	Monthly	Social Media Reels have been used to highlight individual businesses. They showcase what it is on offer and create community engagement. Posts were generated that focused on several businesses and those who hosted the coffee catch ups. A collaboration with a local newspaper saw 2 editorials published. Both were highlighting the Spring Festival.	A full page ad was placed in the Nepean News thanking those businesses who were involved in the Halloween Trick or Treat Trail. This was not only to show gratitude but also to highlight to our community how we collaborate as a town.	Business owners were thrilled to see Takeesha return, as her previous work had consistently generated high online engagement and positive conversations both online and in person. The vision is to further enhance positivity and engagement, aiming to foster a greater sense of community belonging.		

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20		2.5	Community Connections	Engage local community through the development of a newsletter/blog posts to provide information and updates on the town centre and its businesses.	Quarterly	Social Media has been the singular written source of community connections. We also utilise our street presence by hanging posters on the doors and in our reception area. Pamphlets and leaflets are placed on the counters. Newsletters were distributed to businesses via Mailchimp. A full newsletter was created for November and a Christmas Wrap Up in December.	Social Media has been the singular written source of community connections. We also utilise our street presence by hanging posters on the doors and in our reception area. Pamphlets and leaflets are placed on the counters. Newsletters were distributed to businesses via Mailchimp. A full newsletter was created for November and a Christmas Wrap Up in December.	Community connections are still made through our social media. The Easter Event brings more people into the office when they are picking up the passport for the trail. This interaction triggers conversations about who we are and what we do. Our central desk is where we can promote events and place pamphlets. It also entices people to come in to ask questions about businesses and for directions. The January Newsletter for	This quarter, we introduced the SMTC LED Monitor, strategically placed in the front window for high visibility. Initially, the monitor has been used to create a narrative around the work and events of SMTC. The next stage is to create a two-week rotation of advertising or advertorials for businesses within our Town Centre, each with a 10-second timeframe, and a maximum of 10 ads. This creative option will enhance brand visibility, drive engagement, and direct customers to establishments within the Town Centre.	
21		2.6	Festivals and events	Deliver special events / competitions that connect community, activate Queen Street and promote local business. Event attendance, Actual spend versus budget	Ongoing	Halloween Budget \$30k - Actual \$30,800 Attendance - 3000 + Pre-registered - 2164 Unregistered - 205 This event is always hugely popular. There were 24 businesses on the trail. Commonwealth Bank was a no show. Despite this we had great responses on the day and on social media. To ensure a full trail we offered businesses a lolly pack or assistance with the cost. This assistance tipped our budget slightly over. St Marys Spring Festival Budget - \$60,000 / Actual spend \$57,600 Attendance - 30,000 Over 100 street stalls, 3 stages with variety of performances and a street parade. The community engagement was excellent and we received positive feedback. One sponsor was achieved. Christmas Budget \$60k - Actual \$79,200 Christmas Lights Up event Attendance - 500+ Despite the rain, we went ahead with the event. We had roving characters /entertainers, free Santa photos, free raffle with SMTC Gift vouchers and other great prizes. The increase in our spend was largely due to the security for the tree. The cost was 40% up on LY. The Christmas Window paintings were in hot demand. In total we authorised 52. The spend was \$18,400.	Halloween Budget \$30k - Actual \$30,800 Attendance - 3000 + Pre-registered - 2164 Unregistered - 205 This event is always hugely popular. There were 24 businesses on the trail. Commonwealth Bank was a no show. Despite this we had great responses on the day and on social media. To ensure a full trail we offered businesses a lolly pack or assistance with the cost. This assistance tipped our budget slightly over. St Marys Spring Festival Budget - \$60,000 / Actual spend \$57,600 Attendance - 30,000 Over 100 street stalls, 3 stages with variety of performances and a street parade. The community engagement was excellent and we received positive feedback. One sponsor was achieved. Christmas Budget \$60k - Actual \$79,200 Christmas Lights Up event Attendance - 500+ Despite the rain, we went ahead with the event. We had roving characters /entertainers, free Santa photos, free raffle with SMTC Gift vouchers and other great prizes. The increase in our spend was largely due to the security for the tree. The cost was 40% up on LY. The Christmas Window paintings were in hot demand. In total we authorised 52. The spend was \$18,400.	Easter Event was themed this year as Easter Egg Adventure 2024. Budget \$30k - Actual - TBC. There 23 businesses who signed up to take part. Pre-registering took place through Eventbrite. There were 1463 registrations, +46% up on LY. Three early passport collection dates were organised to mitigate queues on the event day, 352 attendees took advantage of this. Estimated attendance in the day was 1600+. With 902 children who collected the Easter hunt passports. Increase of 15% on LY. Overall, visitor numbers were slightly down. Easter this year did not align with school holidays. Weekend sporting activities were just commencing. Social media reach was 35,224 - Organic posts 22,114 Paid post 13,103	During this quarter, Easter usually takes place. Our attention was then drawn to the Council-led event of St Marys Lights Up. It was agreed to sponsor the Ice Rink for this event and play a big role in promoting it. As part of our sponsorship, we received a free marquee. We used this opportunity to showcase 'What we do' by filling the space with pull-up banners and conducting a mini-survey, which generated a lot of interest and positive feedback. We received many great responses from the community and Town Centre businesses. Both on the night of the event and afterwards. Several businesses remained open for the evening. They reported that while their trading figures were ok to good they attracted many new customers.	
22		2.7	Survey	Residents and shoppers for customers perception on the Town Centre to assist with delivering improvements for businesses.	February	Not required until Quarter 3.	Not required until Quarter 3	A Survey was conducted with 102 responses collected. This took place at two locations, Queen Street at random times and the Culture Fusion event.	A mini-survey was conducted on the night of St Marys Lights Up. There was clear winner in the favourite business category - Sydney's Charcoal Chicken	
23		2.8	Annual Business Audit	Conduct annual audit of Town Centre to assist with delivering improvements for businesses.	31-Mar	Not required until Quarter 3.	Not required until Quarter 3	A full audit of the Town Centre has been conducted. The audit comprises of businesses found within our boundaries. There are 321 available spaces with 289 occupied and 32 empty. Of the 32 (10%) empty properties, 17 are at street level and only 7 (2%) are currently listed for	Continually updating and amending.	
24		2.9	Stakeholder Relations	Engage with business owners regularly to build capacity and awareness of the Town Centre. Visit a minimum of 25 businesses per week.	Ongoing	A minimum of 25 business were visited every week. New Business - The Crystal Café New business to come in old Cath's Cakes soon. Businesses moving premises - At Work Australia and Century 21 Information given on all aspects via face to face, phone and email.	A minimum of 25 businesses were visited each week. We also saw many businesses and a few property owners visit our new office.	Communication remains strong with businesses. Regular visits along the street to many businesses for varying reasons. The visits exceed the 25 required each week. Visitation to the office by businesses owners and building owners steadily grows.	Engaging with businesses is a part of the daily routine. When necessary, we communicate with them via email. We consistently meet the target of interacting with 25 businesses per week, and we are seeing an increase in office visits. Our interactions with businesses have included attending the Penrith Hospitality Industry Forum with a cafe owner and participating in the official opening of the Salvation Army Hub.	
25	Annual Plan									
26	Engage with Council and the business community to develop strategic and business plans to deliver agreed priorities for the Town Centre	3.1	Annual Plan	Plan submitted to Council prior to the commencement of the new financial year	15-May	Not required until Quarter 4.	Not required until Quarter 4.	Not required until Quarter 4.	Submitted Annual Plan And Business Plan to Council May 30th	
27		3.2	Strategic planning	Annual strategic planning day with the Board and executive of SMTC	February	Not required until Quarter 3.	Not required until Quarter 3	The Strategic Planning Day for this FY took place in August, with the follow up in November. As a result of this, the board will gather and shape an agenda around a 'Project Light Touch'. A recap of the last 5 months against the results and	Not required until Quarter 3	
28	Facilitate engagement between Council and the business community and property owners as required									
29		4.1	Sustainability	Collaborate with Council to ensure we provide and maintain a sustainable future for St Marys with a focus on landscape and the environment to create a place of social engagement, positivity and emotional well-being.	Ongoing	Fortnightly meetings held between Town Centre Manager and PCC.	Fortnightly meetings held between Town Centre Manager and PCC.			
30		4.2	SMTC to actively support Council-led initiatives and actions	Number of Council initiatives promoted	Ongoing	There were 3 PCC initiatives promoted in this quarter through social media and our newsletter. St Marys Place Plan, Fifa World Cup Live coverage in Coachmans Park-2 games.	There were 7 PCC initiatives promoted through our social media and newsletter this quarter. Penrith City Libraries - St Marys Super Kids - Term 4 St Marys Spooky Cinema St Marys Showcase St Marys Heritage Walk What If Wednesday Have your say - Draft St Marys Town Centre Place Plan St Marys Christmas Cinema	There were 8 PCC initiatives promoted through our social media and newsletter this quarter. St Marys Heritage Walk Mini Makers - April St Marys Lights Up - EOJ Mayoral Charity Fundraiser St Marys Light Up Old Funding Announcement - Video Make your grant application stand out. St Marys Lights Up - Video	Council Event - St. Marys Lights Up. We provided support and sponsored the Ice Rink this quarter. As usual we had our own LY event, we focused on promoting businesses through social media. We created and shared over 40 posts. Additionally, SMTC liked and engaged with numerous posts from the Town Centre businesses on Facebook and Instagram. With the appointment of our Social Media Guru - Takeesha, our Highlighting SMTC campaign began. It was kicked off with 'Our goal at St Marys Town Centre' reel. In just a few days it had over 2k plays and has now passed over 4k plays. The second reel focused on The Kai Drop. This reel has been incredibly successful. In just a few days it reached 10k views on Facebook and 40k on Tik Tok. Additional content creation has been	
31	Support new and existing town centre businesses to grow and prosper	4.3	Events & Initiatives	Run initiatives which create opportunities for awareness and increased economic activity within the town centre.	Ongoing	The Halloween Trick or Treat Trail was created to explore our town. As families are moving from one business to the next they are familiarising themselves with what is on offer. Our social media posts included prompts for parent to purchase food and coffee along the trail. The Christmas event is based more around gathering at the heart of our town. We chose to have one dessert truck and then encouraged people to purchase food from one of the many food outlets on Queen Street.	The Halloween Trick or Treat Trail was created to explore our town. As families are moving from one business to the next they are familiarising themselves with what is on offer. Our social media posts included prompts for parent to purchase food and coffee along the trail. The Christmas event is based more around gathering at the heart of our town. We chose to have one dessert truck and then encouraged people to purchase food from one of the many food outlets on Queen Street.	This year's Easter Event saw 23 businesses take part in the event. We had 3 businesses who were new to the trail. All businesses reported that they had a successful day. Special mention post on social media thanked all businesses who took part. The post reached 1828 with 430 post engagements and 48 Likes. Comments on the day and through social media were all positive. The message overall was full of gratitude. We constantly heard 'thank you'.	There was a newsletter created each month this quarter.	
32	Stakeholder engagement - property owners and business owners	4.4	Newsletter	Create and distribute a minimum of 6 newsletters per year	Bimonthly as a minimum	November Newsletter Highlights, Callouts & details included... New office September coffee catchup Halloween St Marys Lights Up Christmas Business Birthdays/Anniversaries Gift Vouchers St Marys Christmas Cinema 'On the lookout for crime' Sydney Metro APP Graffiti December - Christmas Newsletter Wrap Up of 2023 Gratitude Warm wishes	February Newsletter Highlights, details and callouts included... January Coffee Catch up - wrap up February Coffee Catch up - details Easter egg Hunt - Business registry for trail Luke Priddis Foundation Fundraiser Event NAIDOC Week 2024	April highlights - February Catch-up, Easter Egg Hunt and Culture Fusion wrap-up. Call outs for the Mini Makers event and the preparations for the Spring Festival. May highlights - April and May Catch-ups, Mini Makers wrap up, Upcoming events - Metro works update, Workshops, Ladies Long Lunch - Luke Priddis Foundation, St Marys Lights Up, St Marys Spring Festival June highlights - Meet our Team, June Catch-up invite, On the look out for crime, Sydney Metro and Graffiti portal.		

