

Business Renewal Engagement

March 2023

OUTCOME REPORT

Lismore City Council recently engaged with local businesses and organisations about their needs and priorities for renewing Lismore's business community and precincts. Stakeholder feedback is a key component of flood recovery and economic development. This is a snapshot of engagement insights and next steps.

Your
Say
Lismore

Stakeholder engagement summary

56 

Lismore business and organisational leaders attended face-to-face engagement sessions, held on 10, 13 and 14 March 2023

7 Government agency representatives attended engagement sessions

Online input through Your Say Lismore to be collated after 21 April 2023.

Engagement focused on 4 key themes



PUBLIC & SHARED SPACES



BUILT ENVIRONMENT



ACTIVATION & MARKETING



ECONOMIC DEVELOPMENT

Initial recovery and renewal progress since August 2022 engagement



- ▶ **Activation** outcomes inc. Christmas events and decorations, Lismore Delights pilot and support for Opening our Heart event
- ▶ **Promotional** outcomes inc. Christmas and What's Open campaigns, Loving Local Gift Cards, ↑ social media engagement. Now promoting business community and helping to share more positive stories of Lismore after flood disaster
- ▶ **Business support** – connecting with grant and support agencies, information sharing, skills development programs, plus help for eligible local businesses setting up pop-ups during earlier flood recovery stages. Continually supporting local business and industry dealing with Council requirements, advocating and seeking funding for economic development projects across Lismore LGA
- ▶ **60%** central CBD premises occupied (*Jan 23 Audit*)
- ▶ **1.2% ↑** Total Local Spend year-on-year change and some positive spending trends across LGA (*Feb 23 data from Spendmap by Geographia*).

What you said... some indicative responses

- ▶ “Increasing the greenspace and recreational areas of the CBD for visitors and workers.”
- ▶ “Need repairs to happen quickly – too many triggers still present in CBD.”
- ▶ “Revitalising damaged heritage features in buildings – possible funding for building owners to repair and restore historical features in their building esp. façade.”
- ▶ “Activity creates activity.”
- ▶ “Advertising CBD / North / South / East open for business.”
- ▶ (About DA process) “Lismore has a reputation of not wanting new business.”
- ▶ “Is Lismore insurable? Can something be done to give businesses insurance support? Right now confidence is at all time low.”
- ▶ (Request) “Vision of what a future CBD looks like in terms of flood hardening etc” and “Budget, Scope, Schedule”.

What we heard

Current priorities for Lismore Business Renewal identified through March 2023 engagement sessions

Clean, fix and beautify Lismore



- ▶ Coordinated and collaborative approach to CBD works, to achieve maximum benefit with minimal disruption



- ▶ Improve lighting and perceived safety, footpaths and accessibility, toilets, bins and greenery in public spaces



- ▶ Support CBD property / business owners to improve awnings, facades and heritage features.

Attract visitors, customers, locals and businesses to Lismore



- ▶ Marketing throughout the year to encourage more people to shop local and enjoy City attractions



- ▶ More activation programs throughout CBD and engage businesses to make the most of events



- ▶ Fresh branding and celebration of Lismore's strengths.

Economic development enablers



- ▶ Destination and Economy team support for businesses, to optimise processes, communications and engagement



- ▶ Vision and direction for Lismore's recovery, reconstruction and growth plans.



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Next Steps... Council is now working collaboratively with stakeholders and Northern Rivers Reconstruction Corporation (NRRC) to support Lismore Business Renewal outcomes.

Short-term actions *

Activities underway and commencing for 2023 outcomes -

- ▶ Marketing to encourage Lismore shopping, visitation, confidence-building and investment. *Campaigns (across social media, email, web, advertising and CBD materials) include Shop Local and Loving Local Gift Cards, events and seasonal focus, sporting and cultural attractions, Christmas promotions and encouraging families to Lismore*
- ▶ New activation programming, with engagement framework and support opportunities for businesses to get involved with events across Lismore
- ▶ Pilot project for activating CBD vacant windows with local arts, working with Lismore cultural institutions and property stakeholders
- ▶ Improving information sharing with business community, through website, resources and communications

Activities in design and development stage, to start delivery this year -

- ▶ 'Love for Lismore' CBD improvements with focus areas including lighting, safety, cleaning, support, repair and beautification
- ▶ Pilot project for creative pop-ups in CBD vacant spaces, working with local organisations and property stakeholders
- ▶ New strategies, plans and policies, such as economic development, tourism, events, culture, Lismore CBD and improvements to Council processes
- ▶ Lismore visioning with stakeholder consultation.

Medium and longer-term actions *

- ▶ Securing funding and delivering outcomes for projects identified through Council's new strategies and plans
- ▶ Planning and delivering outcomes based on vision for Lismore.

** Specific project details and updates to be shared once available.*



Find out more and get involved



- ▶ Contact Council's Destination and Economy team, email business@lismore.nsw.gov.au or call 02 6625 0500
- ▶ Get latest updates and opportunities through Council's Business Enews – subscribe at lismore.nsw.gov.au/lismore-business-newsletter
- ▶ Lismore Business Renewal outcomes and insights will be shared with the next stage of Business Renewal Engagement.

Scan the QR code to find out further details about Business Renewal Engagement or visit

www.yoursay.lismore.nsw.gov.au/business-renewal-2023



Images from Business Engagement Renewal sessions - Friday 10 March Walkshop pilot around CBD Block, Monday 13 March forum at The Metropole Hotel, and Tuesday 14 March forum at the Northern Rivers Conservatorium, Lismore.