

NEWCASTLE CITY CENTRE PRECINCT COMMITTEE

BUSINESS PLAN – 2008-2009

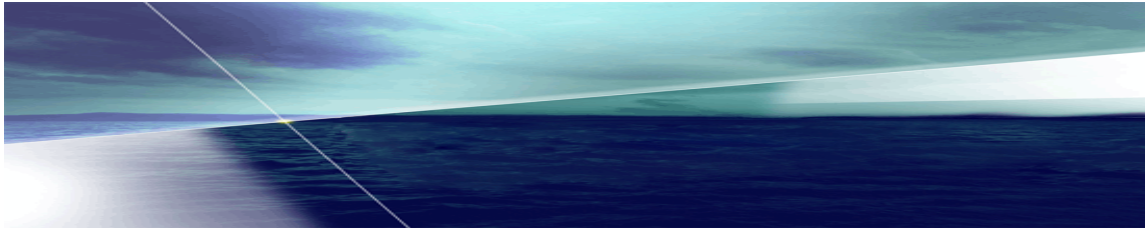
OUR VISION

Newcastle - The best regional city in Australia

MISSION STATEMENT - To assist in creating a city that is vibrant, prosperous and attractive.

STRATEGIC INTENT - To act with shared commitment and accountability to achieve our mission.





**PROJECT AREA ONE: A CITY THAT IS ATTRACTIVE, CLEAN, SAFE AND FUN
BUDGET 2008-2009: \$275 500**

Areas of Focus: *Social, Economic and Sustainability*

1.1 Contribute to a clean and safe environment reducing anti-social behaviour and vandalism which over the next three years will contribute to:

- Improved public perceptions of cleanliness and safety
- Improvements in objective measures of cleanliness and safety
- Reduction in visible graffiti.

1.2 To play our part in improving the public domain as intended in Council's Civic Improvement Plan which over the next three-years will contribute to:

- Increased people traffic.
- Fewer vacancies.
- Increased valuations.
- Improved treescape and environmental values.

Graffiti

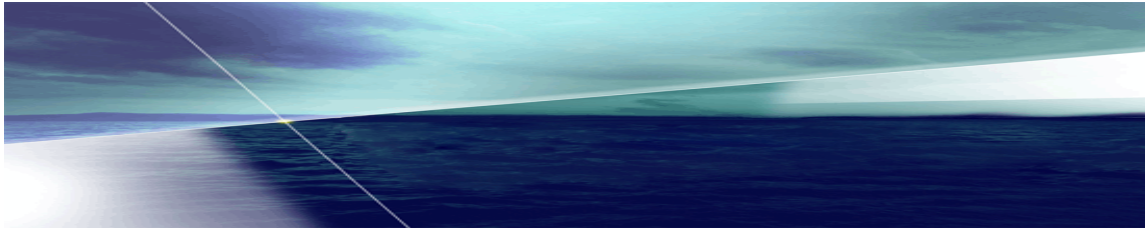
- Withdraw funding from the existing graffiti clean-up program.
- Undertake a review of strategies used by other Councils to manage the problem, prepare a report and circulate it for discussion.
- Consult with key bodies with a view to finding a longer-term, more collaborative approach with shared responsibility.
- Contribute to the solution as agreed with relevant parties.
- Evaluate the outcomes and recommend program for next three years.

Cleaning, safety, streetscape, greenscape and maintenance

- Withdraw funding from the Livesites Program and re-direct it to "clean and safe" strategies as recommended in Council's review and the surveys conducted with Property Owners and Business operators.
- Develop a City Pride Program involving stakeholders and inclusive of cleaning, safety, streetscape, signage, greening and maintenance options, focusing on three nominated zones **each** year in:
 - City East
 - City Central
 - City West
- Evaluate the program and recommend model and projects for next three years.

Studies and surveys to support decision-making about city improvements.

- Seek base-line data from Council of service deliverables, policies and plans in relevant areas.
- In 2008-2009, undertake the following studies:
 - Graffiti
 - Vandalism
 - Maintenance and bus stops
 - Safety audit implementation
 - Development changes.
- Survey stakeholders and plan annual survey program for next three years.



**PROJECT AREA TWO: AN ACTIVELY ENGAGED CITYCENTRE COMMUNITY
BUDGET 2008-2009: \$151,000**

Areas of Focus: *Social and Economic*

1.1 Engage the City Centre community to achieve a shared sense of purpose about the revitalization of the City Centre.

Policy Development

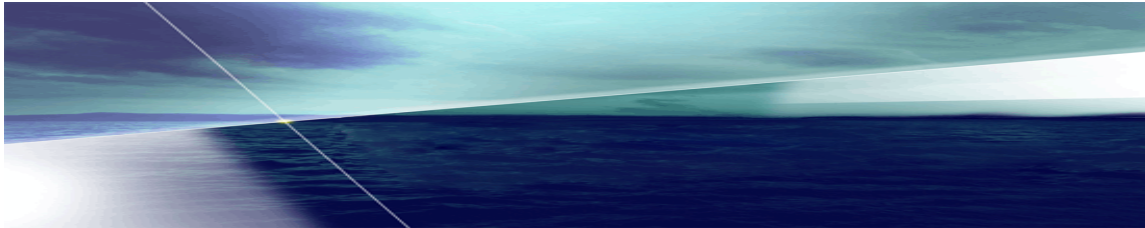
- Individually and organisationally contribute to a range of city centre -based panels, forums and organizations and maintain a register of key networks to which our members contribute and through which the Precinct views can be expressed.
- Collaborate with Council staff and other government agencies to create a consistent branding and promotion of the city centre and its advantages

Communications

- **Branding**
 - Establish street frontage office
 - Develop new visual ID
 - Establish web page and e-newsletter
 - Distribute bi-monthly newsletter to business operators
 - Conduct two City Forums/networking functions annually
 - Distribute a twice-yearly report to property owners
 - Provide regular report to Councillors on Precinct projects.
- **Public Relations**
 - Implement procedures that ensure that City Centre Precinct is recognized for its work.
 - Monitor outcomes through surveys.

Social & Cultural Contributions

- **Promote city centre social and cultural activity**
 - Establish and maintain a “What’s on in Newcastle” web and e-newsletter project.
- Initiate a commercial heritage study as a basis of future cultural programs.
- Further develop the City Guides program to provide information and connections between visitors, business and the Precincts.
- Evaluate and recommend program for next three years.



OPERATIONAL AREA ONE: BUSINESS DEVELOPMENT AND ADVOCACY

BUDGET 2008-2009: \$53,000

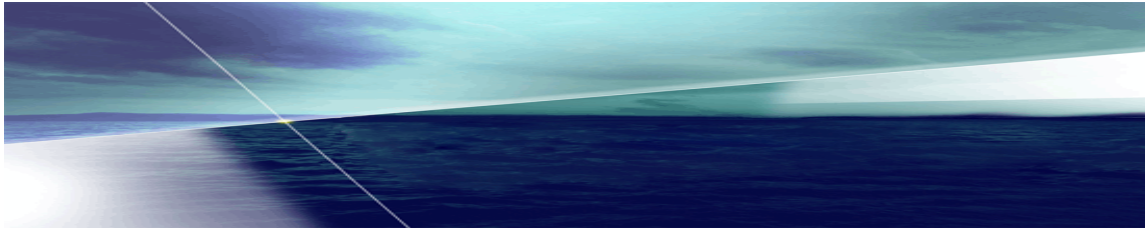
Areas of Focus: *Financial Sustainability*

Attract Supplementary Resources

- Attract in-kind contributions such as expanding the activities of the City Ambassadors program and a participatory City Pride Program
- Encourage cash contributions and partnerships to grow the resources available for City Centre growth strategies.

Advocate for City Growth

- **Advocacy**
- Develop an agreed set of priorities, positions and protocols respecting the role of Committees of Council. Issues might include:
 - public transport constraints
 - late night violence & crime
 - parking congestion
 - derelict buildings
 - lack of connectivity.
- Collaborate with other key organizations to support city growth initiatives, including:
 - The Hunter Business Chamber
 - The Newcastle Alliance
 - The Property Council
 - The Law Society.



OPERATIONAL AREA TWO: EFFICIENCY AND GOVERNANCE

BUDGET: Service Provider's Costs

Areas of Focus: *Governance and Efficiency*

Ensure a collaborative, mutually supportive group implementing well-researched and monitored programs and projects.

Working Relationships

- Establish sub-committees to work with the service provider to ensure that all programs have immediate input, coordination and support from the Precinct Committee.
- Regularly update processes and communications to reflect the Committee's priorities and preferred working approach.

Planning, evaluation and reporting

- Implement:
 - Sub-committee engagement in all project stages.
 - Monthly reporting on all projects to whole Committee.
- Planning for each project to incorporate (where feasible):
 - Base-line audit or review including service level agreements
 - Stakeholder consultation & feedback
 - Implementation plan and budget
 - Communications plan
 - Evaluation plan.
- Management processes to draw on:
 - Best practice experiences from other Main St Committee programs, & B.I.D.s.
 - Agreed financial processes.