

NEWCASTLE CENTRAL BUSINESS DISTRICT

STRATEGIC PLAN 2008-2012

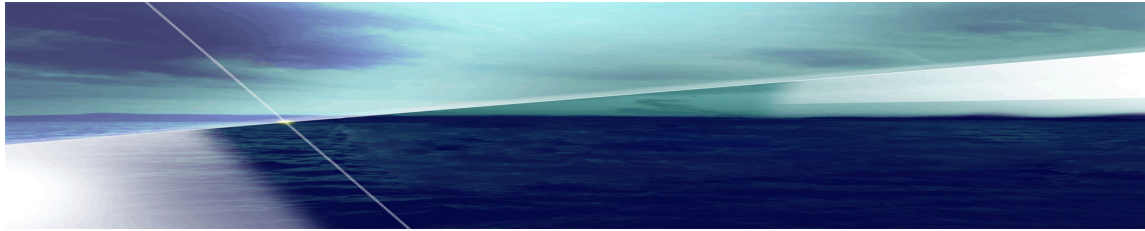
OUR VISION

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

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.

Work with Council to develop a city centre graffiti management plan and implement an agreed range of strategies including improved reporting.

Work with Council to develop an improved CBD cleaning regime including solutions to existing impediments to business owners cleaning their buildings & pavements.

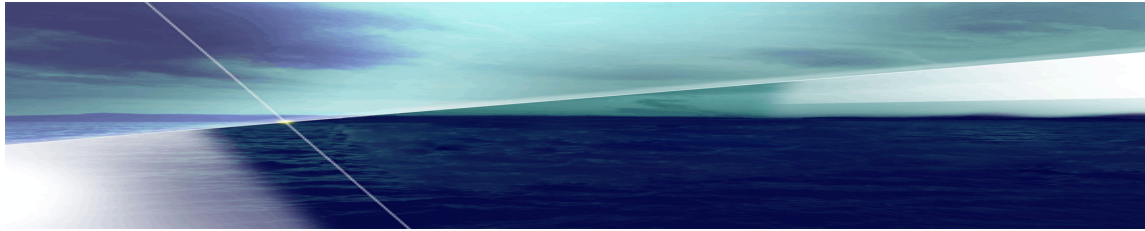
Review the Safety Audit and develop action plan to align with identified issues for improved safety in the CBD including increased emphasis on CCTV options.

Liaise with NCC strategist to develop improved tree & streetscape & involve the community in design & implementation.

Develop partnerships with Council, business and the community to improve the maintenance of public areas.

Undertake studies and survey to support decision-making about city improvements.





PROJECT AREA TWO: AN ACTIVELY ENGAGED CITYCENTRE COMMUNITY

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 Contributions

- Collaborate on activities that focus on inclusiveness and collaboration between residents, business and local government.
- Collaborate with Council staff and other government agencies to create a consistent branding and promotion of the city centre and its advantages

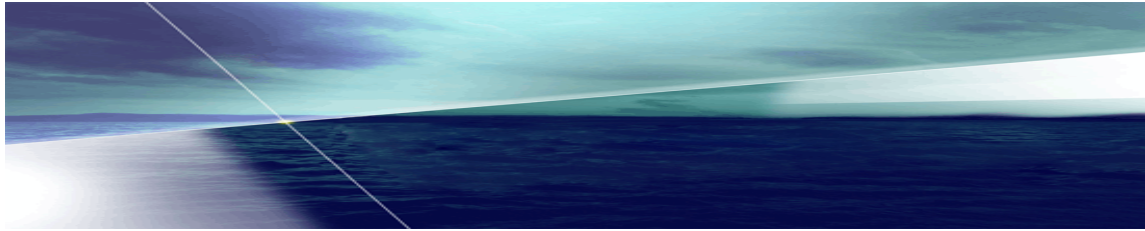
Project Contributions

Develop and implement a communications plan to promote activities and achievements and provide opportunities for stakeholders(including residents) to meet and network using:

- Clear branding of the City Centre Precinct including a street level presence
- Positive public relations through active involvement with stakeholders.

Social & Cultural Contributions

- Promote existing social and cultural activities to increase visitation to the city.
- 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.



OPERATIONAL AREA ONE: BUSINESS DEVELOPMENT AND ADVOCACY

Area 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

- Develop an agreed plan for advocacy for city growth initiatives and for infrastructure and services that support growth such as the free bus and implement.
- Develop an agreed plan to add our voice to the debate on major issues that are forming barriers to revitalisation - public transport constraints, late night violence & crime, parking congestion, derelict buildings and lack of connectivity across the rail line and implement

OPERATIONAL AREA TWO: EFFICIENCY AND GOVERNANCE

Areas of Focus: *Governance and Efficiency*

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

Create a focused, harmonious, collaborative and respectful working environment within the Committee and between the Committee and Service Provider through agreed protocols and processes.

- Apply effective, efficient methods for planning, implementing and evaluating projects and reporting progress to all stakeholders through a six-monthly reporting cycle and business plan review that draws on:
- Sub-committees to develop monitoring and reporting systems and to report back to whole Committee and recommend changes to programs.
 - Best practice experiences from other Main St Committee programs, & B.I.D.s.
 - Service Level Agreements and agreed financial processes.
 - Stakeholder feedback on draft plans.