

# Lismore Business Activation Plan

2024-2026



## Lismore Business Activation Plan introduction

Renowned for our strong and welcoming community, Lismore is the heart of the Northern Rivers.

Here on the land of the Widjabul/Wia-bal people of the Bundjalung nation, can be found extraordinary culture, arts and natural wonders. Lismore city and business centres offer exquisite dining, shopping and events to enjoy, along with essential services and educational opportunities for the region.

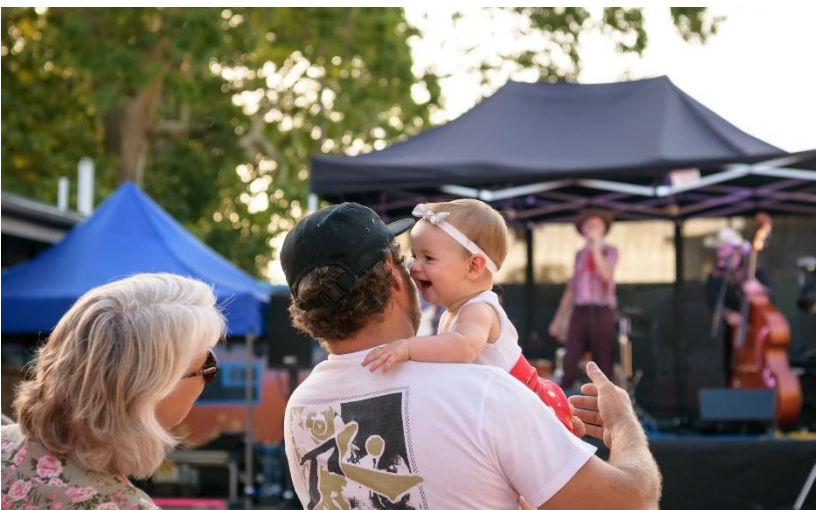
The Lismore City Council's *Lismore Business Activation Plan 2024-2026* is designed for action. It continues to renew Lismore as a flourishing business centre and entice people to enjoy experiencing this vibrant city.

The Plan provides a simple framework for activation and promotional campaigns across Lismore's business centres, which include Lismore Central Business District (CBD), South Lismore, North Lismore, East Lismore and Goonellabah. We thank local business and organisational stakeholders for ideas and feedback that have shaped the Business Activation Plan, and will continue to inform delivery for positive outcomes.

At the core of this Plan are goals to enhance Lismore's **vibrancy** and to boost **promotion** of our extraordinary local events, attractions, culture and business community. We also have complementary goals to improve the city **experience** and to **support** local business and economic development outcomes, to leverage larger-scale projects across Lismore City Council and funding opportunities that may arise.

### February 2024 update

Alongside the Business Activation Plan framework presented here (page 2), you can see an outline of 2024 activations and promotions (pages 4-6) and refer to our website for snapshots of outcomes to date. We aim to build this program each year and share insights about achievements and learnings to date. This includes opportunities to get involved, plus regular engagement and evaluation, to help understand current priorities and improve outcomes with the local business community. It will be through collaboration that we achieve successful outcomes with our key stakeholders.



GOALS	<b>Vibrancy</b> <i>Lismore activities and spaces attract people to explore, shop and be inspired.</i>	<b>Promotion</b> <i>Boosting visitation and local engagement with Lismore’s business community, events and attractions.</i>	<b>Experience</b> <i>Lismore streets and spaces are attractive, easy to get around, and help people feel safe and connected.</i>	<b>Support</b> <i>Lismore’s business community accesses helpful information resources, programs and opportunities.</i>
OBJECTIVES	V1. Program and support activation projects, which engage audiences and businesses across Lismore.	P1. Attract locals and visitors to enjoy events and festivities, shopping and community spirit in Lismore.	E1. Leverage funding and partnership opportunities to improve streetscapes and boost economic outcomes.	S1. Offer Business Activation Sponsorship and Microgrant opportunities, supporting activation benefits to be realised in business centres.
	V2. Leverage and support key events across Lismore, to boost visitor numbers, attendees’ experience, and local business patronage.	P2. Boost positive engagement with Lismore - champion positive stories, celebrate local business community and inspire growth.		S2. Develop and pilot sustainable innovation opportunities with local businesses and stakeholders, aiming for economic, social, cultural and environmental benefits.
	V3. Celebrate our community and connections, including First Nations and local people’s diverse heritage, stories and vision for the future.	P3. Increase website engagement through integrated marketing across social media, email and print channels.	E2. Deliver small-scale interventions that make welcoming spaces for people to connect in business centres.	S3. Build awareness of helpful information and resources for local business stakeholders, which encourage buy-in and economic development outcomes.
	V4. Revitalise city spaces with community participation through placemaking.	P4. Enhance awareness of Lismore’s attractions in city spaces, through branding and programming of visual designs and promotions across business centres.		

**REPORTING & REFLECTING**

- Action evaluation against performance measures.
- Six-monthly Snapshots for elected members of Lismore City Council, internal and external stakeholders.
- Snapshots, updates and opportunities shared through LCC website, social media and Business e-news.
- Whole-of-Council approach to business activation and related opportunities, working in collaboration with other Lismore City Council teams and external partners.



## Planning for success

Achieving success through the Lismore Business Activation Plan is about creating economic, social and cultural value for Lismore, with measurements for improvement and reporting for our key stakeholders. Within the 2024-2026 horizon, we strive to contribute to tangible benefits, such as positive spending trends, increasing Lismore visitation, restoring CBD occupation to pre-disaster rate, improving consumer and investment confidence, and enhancements to city spaces, with transparent sharing of outcomes and learnings along the way. We also aim to build awareness of Lismore's strengths and other intangible benefits, including sense of connection, resilience, wellbeing and excellence.

Accordingly, we will track progress through a range of quantitative and qualitative measures, including:

- Economic data – through measurement platforms including .id Profile, Spendmapp and Why Leave Town
- Participation data – by assessing attendance, demographics, engagement and other factors addressed in acquittal reports for sponsored projects and Microgrant recipients
- Marketing analytics – by assessing key metrics including engagement, traffic and conversion through web and social media data
- Stakeholder feedback – through targeted surveys with community, business and/or audience members
- Impact assessment – working with partner organisations who are assessing social, cultural and environmental outcomes.



## Plan delivery and contacts

The Lismore Business Activation Plan guides how Lismore's Special Rate Variation (SRV) levy funds are spent for revitalising and promoting Lismore business centres. The Destination and Economy team has developed the Plan based on stakeholder consultation, primarily Business Renewal Engagement following on from the 2022 natural disaster. Financial control and auditing of SRV funds are retained by Lismore City Council, with reporting in accordance with IPART (Independent Pricing and Regulatory Tribunal) requirements.

**You can find out more at [lismore.nsw.gov.au/business](https://lismore.nsw.gov.au/business) and by contacting the Destination and Economy team 02 6625 0500 or email [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au)**

Local businesses, please help share the word about Lismore activities and attractions!

See [visitlismore.com.au](https://visitlismore.com.au) and connect with us on socials.



12-month outline for the Lismore Business Activation Plan – January-December 2024

When	Goal	Activity	Status	Measuring success	Lismore events and activities 2024 <i>(see notes)</i>
January – March 2024	Support	Business insights	CBD Occupation Audit findings announced in January 2023.	<ul style="list-style-type: none"> <li>73.4% occupation rate in December 2023 (up from 70.1% in July 2023) showing signs of growth in CBD investment.</li> </ul>	<p><b>January</b></p> <ul style="list-style-type: none"> <li>School holidays</li> <li>Under 12 Cricket Carnival</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li><b>The Harrington Circus Show</b></li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>Lismore Samson Fitness Challenge</li> <li>Two Years On: a gathering by the river led by Resilient Lismore</li> <li>NRRT Cycle Economy: Business Education Workshop</li> <li>Lismore Women’s Festival</li> <li>Great Southern Nights</li> <li>Seniors Week</li> <li>CBD Bilby Hunt</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Youth Week</li> <li>School Holidays</li> <li>ANZAC Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Northern Rivers Harvest Food Trail</li> <li>Lismore Gemfest</li> <li>NSW Baseball Junior and Intermediate Championships</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>LisAmore! Festival</li> <li>The Lismore Lantern Parade Lightnup</li> </ul>
	Vibrancy	Stakeholder engagement and collaborative planning	Consultations underway for new CBD activations and promotions.	<ul style="list-style-type: none"> <li>At least 10 activation/promotional projects with engagement and evaluation plans confirmed for action in 2024.</li> </ul>	
	Vibrancy	Easter Bilby Hunt around CBD	In development for activation and promotions leading up to Easter.	<ul style="list-style-type: none"> <li>Boost family engagement around CBD businesses, demonstrated through prize collection (target 500) and spending (target 5% increase tracked via Spendmapp data).</li> </ul>	
	Promotion	Wellness campaign with new business photoshoot	Content in development for March campaign.	<ul style="list-style-type: none"> <li>Increase visitation identified through annual insights from Tourism Australia</li> <li>Grow online engagement analytics – 5% increase target each quarter.</li> </ul>	
	Promotion	Loving Local Gift Cards	Launch digital gift cards.	<p>Growth targets:</p> <ul style="list-style-type: none"> <li><b>Increase participating businesses to at least 150 stores (including those using Square)</b></li> <li>Additional \$20,000 loaded and redeemed, tracked through WLT online reporting.</li> </ul>	
	Experience	Footpath Activation Pilot	Evaluating pilot and engaging with stakeholder groups.	<ul style="list-style-type: none"> <li>TBC - business, accessibility and wider community feedback to be reviewed, with next steps to be considered with stakeholders and Council.</li> </ul>	
	Support	Business Activation Microgrant and Sponsorship callout	Guidelines and forms on LCC website.	<ul style="list-style-type: none"> <li>At least 4 activation projects supported and delivered successfully in 2024</li> <li>Acquittal reports after projects’ completion.</li> </ul>	
April – June 2024	Vibrancy	Activations and event sponsorship across CBD	Details in development – will be announced at <a href="https://lismore.nsw.gov.au/business">lismore.nsw.gov.au/business</a>	<ul style="list-style-type: none"> <li>Acquittal reports after projects’ completion</li> <li>Economic impact assessed quarterly through .id Profile and Spendmapp (target 5% increase of total spend in Lismore)</li> <li>Live audience engagement for activations and placemaking measured through QR analytics (target 500+ unique views) and stakeholder feedback</li> <li>Grow online engagement analytics – 5% increase target each quarter.</li> </ul>	
	Promotion	<ul style="list-style-type: none"> <li>Family and youth campaign</li> <li>Winter festivities</li> </ul>	Details in development for social media promotions. Reuse 2023 banners where suitable.		
	Experience	Parklet relocation to new hosts	Details to be developed through stakeholder engagement.		
	Support	Business welcome packs	Consultation commenced to develop helpful resources.		<ul style="list-style-type: none"> <li>Deliver 50+ welcome packs per quarter to businesses.</li> </ul>

When	Goal	Activity	Status	Measuring success	Lismore events and activities 2024 <i>(see notes)</i>
July - September 2023	Support	Business insights and engagement	<ul style="list-style-type: none"> <li>• CBD Occupation Auditing</li> <li>• To commence engagement, review Plan outcomes, feedback and next steps.</li> </ul>	<ul style="list-style-type: none"> <li>• Audit outcomes to be announced in July 2024, including useful occupation data insights</li> <li>• Engagement findings, Plan outcomes and updates to be announced by end July 2024, and on an annual basis.</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>• NAIDOC Community Day</li> <li>• School holidays</li> <li>• NSW Women’s Masters Hockey State Championships</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>• Our Kids Darrel Chapman Fun Run</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>• Lismore Cup</li> <li>• Aboriginal NRL Knockout</li> <li>• Lismore Laneways launch activation – details TBA</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>• School holidays</li> <li>• Byron Bay Road Race - Lismore</li> <li>• North Coast National Show</li> <li>• NSW Small Business Month</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>• Big Scrub Rainforest Day - TBC</li> </ul> <p><b>December</b></p> <ul style="list-style-type: none"> <li>• Santa’s Wonderland and CBD Elf Hunt</li> <li>• Carols in the Heart</li> <li>• Lismore Delights – details TBA</li> <li>• School holidays</li> <li>• Tropical Fruits NYE Party</li> </ul> <p><i>Note – this list is not exhaustive, and will be updated with new activations and events arising. See what’s on in Lismore at <a href="http://visitlismore.com.au">visitlismore.com.au</a> for more details and to list your event!</i></p>
	Experience	Laneways revitalisation	<ul style="list-style-type: none"> <li>• Back Alley Gallery commissioning new street artworks</li> <li>• Updating Laneways placemaking elements including greenery, listening booth, stories and lighting.</li> </ul>	<ul style="list-style-type: none"> <li>• Acquittal reports after projects’ completion</li> <li>• Community and visitor feedback to be sought through Lismore Business Activation Plan engagement.</li> </ul>	
	Vibrancy	Lismore food activation	Plans in development and funding sought.	<ul style="list-style-type: none"> <li>• Economic impact assessed quarterly through .id Profile and Spendmapp (target 5% increase of total spend in Lismore)</li> <li>• Live audience engagement for activations and placemaking measured through QR analytics (target 500+ unique views) and stakeholder feedback</li> <li>• Grow online engagement analytics – 5% increase target each quarter.</li> <li>• Content feedback to be sought through Lismore Business Activation Plan engagement.</li> </ul>	
	Vibrancy	Lismore Laneways Precinct launch activation	Plans in development and funding sought for project delivery in September 2024.		
	Promotion	<ul style="list-style-type: none"> <li>• New Visit Lismore website</li> <li>• Lismore food campaign</li> <li>• Lismore arts and creativity campaign</li> </ul>	Details in development for web content and social media promotions. Reuse 2023 banners where suitable.		
	Support	Business Lismore Awards sponsorship	Consultation underway with Business Lismore.	<ul style="list-style-type: none"> <li>• Acquittal report to demonstrate business capacity and economic impact benefits.</li> </ul>	
October - December 2024	Support	Innovation pilot	Details in development – will be announced at <a href="http://lismore.nsw.gov.au/business">lismore.nsw.gov.au/business</a>	<ul style="list-style-type: none"> <li>• TBC – evaluation framework in development.</li> </ul>	
	Experience	Parklet relocation to new hosts		<ul style="list-style-type: none"> <li>• Annual reporting on stakeholder and host feedback</li> <li>• QR tracking - target is 50+ views and click throughs to web content over 6 months.</li> </ul>	
	Vibrancy	Activations and event sponsorship across CBD - including Christmas.	Christmas programs to include: <ul style="list-style-type: none"> <li>• Lismore Delights, Santa’s Wonderland and Elf Hunt across CBD</li> <li>• Sponsorship of Carols in the Heart</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship acquittal reports</li> <li>• Economic impact assessed quarterly through .id Profile and Spendmapp (target 5% increase of total spend in Lismore)</li> <li>• Live audience engagement for Christmas activations measured through QR analytics (target 500+ unique views)</li> <li>• Business stakeholder and audience feedback for Christmas activations</li> <li>• Grow online engagement analytics – 5% increase target each quarter.</li> </ul>	
	Promotion	Christmas promotions, advertising, and social campaigns.	Local businesses to be invited to participate in activations and promotions – details TBA.		

## Background

Council’s Destination and Economy team developed this Plan informed by ongoing work with local business and government agency stakeholders, particularly in line with Business Renewal Engagement following the 2022 natural disaster. We consider previous and current reports, plans and efforts; insights from community workshops and online engagement; and are mindful of impacts of disaster recovery, along with social and economic changes that are significant locally and globally.

This Business Activation Plan guides Lismore SRV expenditure until the end of June 2026. These recurring SRV funds are only to be used for Lismore revitalisation and promotion, and the available budget is subject to indexation and rate-paying base changes. Beyond the scope of Lismore Business Activation Plan expenditure is the City Safe Program (which receives funding through a separate levy), and numerous operational and grant funded projects across Lismore City Council. Accordingly, this Plan aligns with key internal and external strategies and plans, aiming to integrate engagement insights and contribute to greater outcomes.

Activations and promotions outlined with the Plan aim to pilot, complement and leverage larger opportunities for Lismore, so strong communications and collaboration is key. Internally, we work closely with the Council’s events, strategy, planning, assets, parks, facilities and service staff. We are grateful for strong **collaborative** relationships with Business Lismore, Business NSW and various government agencies. We invite all local businesses and organisations to connect with us to explore ideas and priorities for Lismore, and how we can work together to create shared value.

## Operating context – relevant strategies and policies

National	<ul style="list-style-type: none"> <li>● Australia 2030: Prosperity through Innovation</li> <li>● Revive – Australia’s Cultural Policy 2023-2028</li> <li>● Thrive 2030 The Re-imagined Visitor Economy</li> </ul>
State	<ul style="list-style-type: none"> <li>● NSW Government North Coast Regional Plan 2036</li> <li>● Northern Rivers Regional Economic Development Strategy 2023</li> <li>● Lismore Regional City Action Plan 2036</li> <li>● Arts, Culture and Creative Industries Policy (in development)</li> <li>● Northern Rivers Reconstruction Corporation economic revitalisation programs (in development)</li> <li>● Destination NSW Visitor Economy Strategy 2030</li> </ul>
Local	<ul style="list-style-type: none"> <li>● Lismore Community Vision and Blueprint (in development)</li> <li>● LCC Community Strategic Plan 2017-2027</li> <li>● LCC Economic Development Strategy 2019-2024</li> <li>● LCC Lismore, Nimbin and Villages Destination Management Plan 2024-2028 (in development)</li> <li>● LCC Events Strategy 2024-2028 (in development)</li> <li>● LCC Business Activation Plan 2021-2023</li> <li>● LCC Lismore Business Promotion Program 2016-2018</li> <li>● LCC Shaping the Lismore CBD Report 2019</li> </ul>



Regular insights, outcomes and updates are shared at [lismore.nsw.gov.au/business](https://lismore.nsw.gov.au/business).

