



# Lismore Business Activation Plan

2024-2026

## 2023 snapshot

Stakeholder Share - February 2024

# Lismore Business Activation Plan 2024-26

## CORE GOALS

### VIBRANCY



*Lismore activities and spaces attract people to explore, shop and connect and be inspired.*

### PROMOTION



*Boosting visitation and local engagement with Lismore's business community, events and attractions.*

## COMPLEMENTARY GOALS

### EXPERIENCE



*Lismore streets and spaces are attractive, easy to get around, and help people feel safe and connected.*

### SUPPORT



*Lismore's business community accesses helpful information resources, programs and opportunities.*

## Looking back...

*While recovery and renewal have been the focus, 2023 Business Activation Plan highlights included:*

### January - March

- ▶ CBD Occupation Audit
- ▶ Business Renewal Engagement
- ▶ New social media campaigns promoting local business community
- ▶ In-kind support of Opening Our Heart events

### April – June

- ▶ New promotional banners around CBD
- ▶ Support for LisAmore! event activation
- ▶ CBD Occupation Audit

### July - September

- ▶ New business community photoshoot and banners
- ▶ Business Renewal Engagement
- ▶ Economic Insights
- ▶ Support for Lismore Masters Games

### October – December

- ▶ Parklet relocation
- ▶ Support for FLOW event activation, Storywalk and Wellbeing Day
- ▶ Loving Local Gift Card expansion
- ▶ Back Lismore this Christmas – activations, promotions and tree lighting
- ▶ CBD Occupation Audit



# Looking back...

2023 Business Activation Plan goals and outcomes included:

## Vibrancy

- Sponsoring Flow activation by NORPA – 1,500+ at concert and 150+ at Lismore workshops, and estimated \$115k economic impact
- Sponsoring LisAmore! activation – 4,600+ at festival and 100+ at CBD activities, estimated \$283k economic impact
- Back Lismore this Christmas – see insights in next slides.

## Promotion

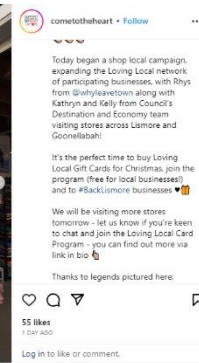
- Loving Local Gift Card campaign with nearly \$50,000 loaded and approx. 100 participating businesses
- Content creation includes CBD photography, banners and socials, plus new visitlismore.com website in development.

## Experience

- CBD Illumination Project
- Relocation of Parklets to new CBD hosts.

## Support

- Disaster recovery and renewal-focused engagement
- Footpath activation pilot (in progress)
- CBD Occupation Audit and economic insights.



# Back Lismore This Christmas

2023 highlights



- ▶ **Santa's Wonderland**  
1,500+ people, estimated \$107k economic impact
- ▶ **Lismore Elf Hunt**  
Increasingly popular, with over 600 prizes collected
- ▶ **Carols in the Heart**  
3,750+ audiences, estimated \$89k economic benefit
- ▶ **Tree lighting** - hugely positive response to community via socials and feedback.



# Back Lismore This Christmas

## Lismore Delights



► CBD activations 16 & 23 December – *estimated economic benefits include:*

- *\$53k estimated economic impact (.id Profile)*
- *\$4.95M spending in CBD across two dates, up 19% from \$4.17M on same dates in 2022*
- *\$1.85M visitor spending in CBD across two dates, up 35% from \$1.39M on same dates in 2022.*

► Significant promotional and social benefits include:

- *Enabling social connection for local community*
- *Highlighting quality of local talent*
- *Celebrating and supporting local business community*
- *Boosting visitor awareness, positive stories and welcoming experiences of Lismore.*

# Back Lismore This Christmas

## Lismore Delights

### It's a delight to be in Lismore for Christmas

By The Echo | December 15, 2023 | 1 comment

Lismore comes alive in the days leading up to Christmas with Lismore Delights.

Residents and visitors are invited to immerse themselves in the festive spirit and 'Back Lismore' by enjoying free activities and events around the CBD.

#### Everyone is backing Lismore to their delight

By Eve Jeffrey | December 18, 2023

Hundreds of residents and visitors came out in support of Lismore on Saturday for a delightful day of entertainment and art in the CBD and the Quad for the Back Lismore and Lismore Delights program.

From the Jarigan's Soft Play Space and Games on the Grass with Lismore Library and the Wajjabul Wajbal Dance Group, to the Flash Bang Mob popping up here, there and everywhere, Lismore was alive and kicking for the Lismore Delights curated arts and entertainment event - the first of two to be held in the CBD.



The delightful Kelly Brouhaha is one of the many exciting performers in Lismore tomorrow.



Hussy Hicks will be part of the adventure between now and Christmas.



▶ Boosting Lismore CBD promotions, media coverage, visitation and social connections around the Block.



It's beginning to look and feel like Christmas as Santa enters his Wonderland

December 1 and it certainly looks and feels a lot like Christmas around Lismore and the Northern...



cometotheheart • Follow

cometotheheart Turning up the volume this Saturday on the colour and creativity of Lismore's CBD!

With Lismore Delights, start out with a cultural experience in The Quad with Uncle Gilbert Laurie and the talented performers of the Wajjabul Wajbal Dance Group.

Choose any direction to head around The Block and discover - face painting on both Woodlark and Mosmanville Streets with Spotty Girl and Create ArtStudio.

Clear out any cobwebs with an energetic dance-a-thon with street DJs, @houshooed, and @lismorecouncil

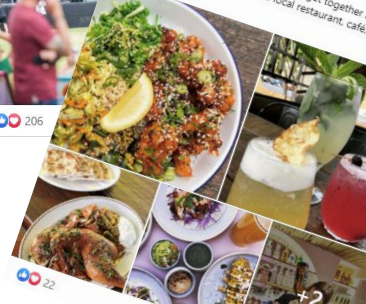
43 likes  
21 December 2023



Visit Lismore 20 December 2023

Cheers to the festive season 🥰 We are spoilt for choice in Lismore with a bustling featuring rooftop bars, fabulous restaurants, quirky pubs!

Whether you are a local or just visiting, get together and this Christmas by dining out at a local restaurant, cafe, or pub... See more



Visit Lismore 14 December 2023

🎉🥳 WHAT'S ON IN LISMORE 🥳🎉

Immerse yourself in the festive spirit at Lismore Delights this Saturday with entertainment and activities around the CBD!

FRIDAY 15 DECEMBER

👉 Sant... See more



What's On LISMORE

11 likes  
1 December 2023

cometotheheart • Follow

cometotheheart Flashback 📸 with huge applause and thanks to all the amazing artists and entertainers, businesses and community coming together for Lismore Delights 🥰

Leading up to Christmas, Council organised a series of events and promotions to encourage locals and tourists to Back Lismore.

Lismore Delights was one of our

17 likes  
2 February



willismore Lismore lights on today! 🌟🎉🥰

Join us today for music, creativity and festive fun around the Block with Lismore Delights!

We've tried to have legendary local Hussy Hicks and Baboo headlining and we'll have live music for everyone at the Quad!

Enjoy all the great activities, shops and delicious offerings that Lismore has to offer!

📍 Lismore CBD  
🕒 12am-3pm

For full program and info visit us on our website: visitlismore.com.au

32 likes  
December 23, 2023

# Lismore Business Renewal Engagement

## Insights to date

Business stakeholder's ideas and opportunities identified so far include:

- ▶ **Vibrancy and visitation** – interest in events, window displays, art and culture, markets and activities in CBD. Need for destination marketing, including attractions and accommodation.
- ▶ **Enhancing CBD experience** – requests for safe and “inviting” spaces, public art, street and garden works, lighting.
- ▶ **Economic development enablers** – requests to cut red tape, encourage development and CBD occupation, share economic insights.
- ▶ **Stories for growth** – interest in celebrating local businesses, lifestyle, diversity, “quirky shops”, coffee culture and dining, art and culture, and community spirit. Recommendations to engage local champions, stakeholders and influencers to together Back Lismore.







# Moving forward...

## 2024 Business Activation Plan highlights include:

### January - March

- ▶ Evaluation, CBD audit and business insights
- ▶ New photoshoot and education program
- ▶ Wellness promotional campaign
- ▶ Activation microgrants and sponsorships

### April – June

- ▶ Easter, family and youth-focused activations
- ▶ Activations and promotions boosting various Lismore events
- ▶ Parklets in new places

### July - September

- ▶ New Visit Lismore website
- ▶ Food-focused activation in the CBD
- ▶ Lismore Laneways launch and destination campaign celebrating local creative industries and attractions
- ▶ Business Lismore Awards

### October – December

- ▶ Small Business Month
- ▶ Activations and promotions boosting various Lismore events
- ▶ Lismore Delights v3, Santa's Wonderland and other festive activations and promotions

See [visitlismore.com.au](https://www.visitlismore.com.au) for details and updates!



Find out more about the Lismore Business Activation Plan  
and get involved at [lismore.nsw.gov.au/business](https://lismore.nsw.gov.au/business)

