



KEMPSEY
Shire Council

MAYORAL REPORT

16 January 2007

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| MM3 | MEETING WITH KEMPSEY BUSINESS PEOPLE |
| FILE: * | EAG {Folio No. *} |

SUMMARY:

Meeting with Kempsey business people 11 December 2006.

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DESCRIPTION:

Issues raised by business people:

Image of Kempsey

- Image of town. First impressions not often good.
- Better cleaning of streets.
- Sweep up rubbish.
- Need for rubbish bins opposite Shell Service Station on highway. Also lots of weeds. Many people park here.

Lack of infrastructure

- Lack of support from Council.
- Need for Council to follow through with projects. Many consultants and reports but very little action. We are being passed by.
- No feedback on various surveys undertaken. Also length of time after notified pick-up date before staff/consultants return.
- Survey not followed through

CBD Master plan

- Feedback from CBD businesses. No further action. Done several years ago. Where at?
- Need a strategic marketing plan for Kempsey CBD
- Shop opening hours, advertising in Argus
- Need articles about CBD opening hours etc
- Community members shopping out of town
- Need an additional 5,000 residents in Shire for CBD to become viable
- Buildings need face lifts
- Need overall plan for CBD, need to be clean
- Streets need to be clean
- Need to keep executive dollars in town. Many executives work in Kempsey but live in Port Macquarie (not only Council)
- Do up the town area, possibly coloured banners
- Explore concepts for town. Maybe different concepts for different areas. Combine for overall look?

- Beautify town area, trees, gardens etc
- Town centre heritage and modern
- Move markets to mall (growers and others)
- Need colour in CBD

Wrong type of trees planted as street trees

- Need native (to area) trees
- Trees if planted in centre strip need watering

Empty shops

- Is it just the high rents or are other factors at work?
- Rents high due to lack of industry/commerce?
- Approach owners of empty shops to use for displays. Historical society, museum etc.

Speed of traffic through the CBD especially Smith Street

- Need to have speed limits enforced.
- Also parking. Many breaches but no one is fined??? Where are our traffic officers/wardens??
- Issues arising from Highway bypass. Where is the bypass at???? No feedback from Council/RTA.
- Arrange a meeting with Taree ASAP to discuss how they did it.

Need an additional river crossing in town area (access)

- Low level 2nd crossing of river.
- Make better use of river.
- Use history of river.
- Why not use history to build up activity on river. Cream boats.
- Utilise river banks

Need funding for Community Development

Anti social behaviour especially at night

- From 2200 to 0830 hours including hooligans, alcohol consumption, vandalism etc.

Alcohol Free Zones

- Signs well out of Date. (Need to change to Alcohol prohibited zones and have large signs).
- 93% anti-social behaviour is alcohol related.

Riverside park problems during school holidays

- Broken windscreens and other car windows.
- Need security or more activity from ranger/s.
- CBD alcohol free (prohibited) zone.

Anti-social behaviour spitting, language, fighting

- Police enforcing laws ie offensive behaviour, spitting, foul language etc
- Police to take up issues of speed and anti-social behaviour.
- Respect of others.

Need to see development of ecotourism

- Need to keep visitors in town/shire for 3-4 days to bring resources into area.
- Use Aboriginal culture as drawcard.
- Build on our strengths.

Employment / additional jobs

- Mapping. Update and print. Well out of date. Many new subdivisions not included at present. Also industrial area/s.

160 registered businesses in town

- Need system to identify when new business starting up.
- Chamber of Commerce needs to be involved.
- System to identify and notify new businesses to Chamber.
- Costs of parking spaces to local businesses.
- Each business should be supporting other business in town.
- Retailers need to get actively involved.
- Develop group TV advertising on "Come to Kempsey" to shop. Kempsey town. Where are they????
- Need to assist Chamber of Commerce. All businesses should be members.
- Businesses need to provide services.
- System for new businesses in town to be put in touch with Chamber of Commerce.
- Need new business mentors. Support and assist.
- Businesses need rate of return on investment
- Communications major need within and throughout business sector.

Canvass parks funding

REPORT IMPLICATIONS:

- ***Environmental***

Some issues identified will have minor environmental impacts (tree planting, parks etc)

- ***Social***

Actions arising from this report could have major social impact due to reduced anti-social behaviour, possible increase in tourism, increased business activity, possible increased employment.

- ***Economic (Financial)***

That the issues requiring budget input (additional to routine activity already budgeted for) be noted for future budgets / grant applications.

- ***Policy or Statutory***

Nil

RECOMMENDATION:

1. That Councillors and Council officers identify those activities which Council should and could undertake in the short, medium and longer term. Develop plans or incorporate them into current plans for implementation when resources available.

2. Issues / activities not the responsibility of Council be referred to the appropriate department / body for follow up.
3. That additional resource need to be identified and the subject of future grant applications.
4. That Council actively encourage all businesses to become members of the Chamber of Commerce.
5. That the Chamber of Commerce be encouraged to engage the business community in addressing relevant items in this report.
6. That a system of identifying new businesses be developed in order to identify these to the Chamber of Commerce for support and possible membership.
7. That a copy of this report together with Councils proposed actions including time lines be provided to the 160 businesses in Kempsey.
8. Future meetings between Council and the Kempsey businesses be via the Kempsey Chamber of Commerce.

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E A Green
MAYOR