



## **Mid-year snapshot**

Stakeholder Share – July 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...

*As Lismore's renewal advances,  
2024 Business Activation Plan highlights included:*

### January – March

- ▶ New CBD promotional photoshoot focusing on Lismore wellbeing industry
- ▶ Proposal callout for activation microgrants and sponsorship
- ▶ Rollout of new digital option for Loving Local Gift Cards – over 110 participating stores (and counting) with promotional campaign coming soon
- ▶ Easter family activation – pilot Bilby Discovery across Lismore.

### April – June

- ▶ Mother's Day promotion – pilot social media giveaway
- ▶ Activation microgrants and sponsorship awarded to Project Pride and the Lismore Lantern Parade delivered in June, and for the July NAIDOC Scavenger Hunt, Tinnie Army Commemorative Mural projects (opening 3 August), Business Lismore Awards (10 August) and the Wildskin program by NORPA (12-28 September)
- ▶ CBD Audit – occupation rates up at 76.8% overall June 2024.



# Looking back... 2024 Business Activation Plan goals and outcomes included:

## ▶ Vibrancy

- Sponsoring daytime activation of the Lismore Lantern Parade – estimated \$1,918,998 total economic impact for overall event
- Sponsoring NORPA's upcoming Wildskin destination experience (12-28 September)
- Microgrants awarded to new community-led initiatives, including Project Pride, the Tinnie Army Commemorative Mural, NAIDOC Scavenger Hunt. Acquittal highlights to feature in next snapshot.

## ▶ Promotion

- Loving Local Gift Card program growing with new Digital Card option – over \$50,000 loaded and \$30,000 redeemed across Lismore, with more than 110 participating businesses
- New campaign pilots – Bilby Discovery with Lismore Library and 20 participating stores, Mother's Day promotional giveaway featuring 27 participating businesses.

## ▶ Experience

- Footpath Activation Pilot evaluation in progress.

## ▶ Support

- Ongoing activation, placemaking and promotional support and resource development – stay tuned for updates
- CBD Occupation Audit and economic insights shared.



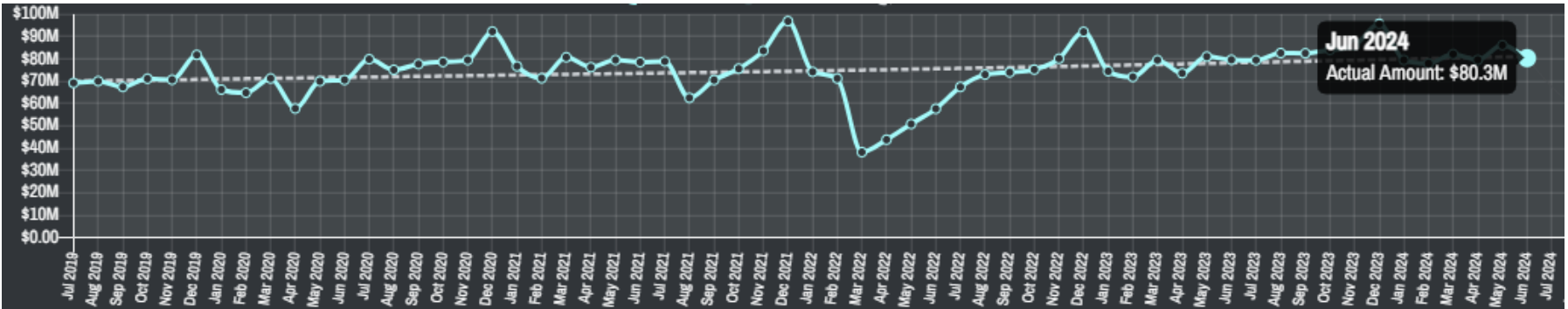
# Looking back... 2024 economic data to date

## ▶ June CBD Occupation Audit of central Lismore streets

- 76.8% overall occupation rate, up from 73.4% in December 2023
- Top categories recorded are Health care and social assistance (16.6%), Retail trade (15.0%), Professional, scientific and technical services (9.7%), Accommodation and food services (9.4%), Personal and other services (6.1%), Financial and insurance services (4.9%), Arts and recreation services (3.2%), Public administration and safety (2.2%), Education and training (1.8%).
- Coming next are a new South Lismore Business Audit, and December CBD Occupation Audit.

## ▶ Spending trends – when comparing June 2024 data to June 2023:

- Increase in total local spend across Lismore LGA – up 0.9% (shown in diagram below from Spendmapp by Geographica)
- Increase in visitor local spend to Lismore LGA – up 3.13%
- Decrease in resident spend across Lismore LGA – escape spend down 1.97%; and resident local spend – local spend down 0.5%
- Some increases in CBD spending – up 2.2% total CBD spending. Highlighted categories include dining & entertainment up 9.6%, personal services up 8.3%, professional services down 7.6% and retail down 2.2%.





# Moving forward...

## 2024 Business Activation Plan highlights include:

### July – December

- ▶ New Visit Lismore website soon to be launched!
- ▶ Parklet relocation in Lismore CBD
- ▶ New campaign focusing on Lismore's arts, culture and creative industry, in line with Council's Destination Management Plan
- ▶ New information resources and callout to support local events and activation – details to be announced along with news of funded projects
- ▶ New local business promotional campaigns – including focus on Lismore's exceptional dining, food and coffee culture
- ▶ New business centre tree lighting – details to be confirmed
- ▶ Business Renewal Engagement and planning for 2025
- ▶ CBD Occupation Audit in December
- ▶ Christmas - 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!



## More 2024 highlights from the Destination and Economy team:

- ▶ 10 workshops for businesses throughout the year – *topics delivered include the Cycle Economy, Employee Retention; Agritourism, and Northern Rivers Rail Trail (NRRT) opportunities. Upcoming workshops include NRRT focus, Disaster Preparedness, Embracing Change, Grants, and Visual Merchandising.*
- ▶ New destination maps, postcards, content and strong social media growth – *Visit Lismore engagement up 126% in Facebook and 48% in Instagram, and followers up 2% FB and 5% IG between January-June 2024.*
- ▶ Over 500 local businesses and events promoted on Australian Tourism Data Warehouse and Visit Lismore website (*as of July 2024*)
- ▶ Lismore Destination stand and promotions at PRIMEX
- ▶ CONVERGE creative enterprise development program – *running June 2024-January 2025, funded by NSW Reconstruction Authority*
- ▶ Sponsorship for LisAmore! Festival – *estimated \$359,812 total economic impact*
- ▶ Destination asset development for Rainbow Road and NRRT
- ▶ Safer Cities Her Way projects underway – *completion late 2024*
- ▶ Northern Rivers Rail Trail launching late 2024 – *details to be announced!*



See [lismore.nsw.gov.au/business](https://lismore.nsw.gov.au/business) or contact us at [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au) to find out more.

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

