
Noosa Junction

Stepping up, Stepping out

Noosa Junction Commercial and Economic Planning Strategy (NJCEPS)

Work Plan to June 2010

What is the Work Plan?

The Work Plan is a living document that prioritises actions and recommendations from the initial strategy (NJCEPS), which includes all the feedback and comments received about how you want your Junction to achieve its full potential.

How is it compiled?

The current Work Plan was compiled by the Working Group from the recommendations contained in the NJCEPS..

What are the key features?

The Work Plan has identified the following focus areas and prioritises actions for implementation over the coming year:

1. *Master Planning and infrastructure.*
2. *Business Development*
3. *Marketing and Communication*

Should you have any queries please contact:

- Lorraine Marshall from the Traders Association at lorraine@lorrainemarshall.com or
- John Waterhouse – Town centre Officer at john.waterhouse@sunshinecoast.qld.gov.au

See also headings ; **Noosa Junction Commercial and Economic Planning Strategy, The Working Group and Town Centre Officer** on the home page of this website.

The following 7 pages contain:

The Work Plan - August 2009 – June 2010

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Noosa Junction Commercial & Economic Planning Strategy

The Work Plan – August 2009 – June 2010

Overview

The Noosa Junction Commercial and Economic Planning Strategy is a project initiated by the Noosa Junction Traders Association Inc, and undertaken in partnership with Sunshine Coast Regional Council and Business and Property Owners to:

- Identify the preferred position of Noosa Junction within the network of surrounding centres.
- Realise a preferred economic future for Noosa Junction that presents a position statement which articulates the type of place that Noosa Junction aspires to be.
- Develop a vision statement that illustrates how Noosa Junction can differentiate itself from other centres.
- Identify strategies that will result in Noosa Junction reaching its potential as a key contributor to Noosa in terms of commercial and economic inputs

The Strategy was developed by SGS Economics & Planning in association with Village Well and funded through the Noosa Junction Special Area Levy.

A project Working Group has been formerly established to guide, advise, make recommendation and drive the implementation of the Noosa Junction Commercial & Economic Planning Strategy. The Working Group brings together people with a range of skills relevant to this project. The Working Group meets on a monthly basis and consists of Traders and Business Owners, Property Owners and Council representatives:

Lorraine Marshall (Chair), Noosa Junction Plaza

Andre Gorissen, Noosa Junction Seafood

Mel Luke, Lukes IGA

Elizabeth Simpson, Simpsons Mitre 10 Owner / Occupier

Paul Forrest, Ray White Commercial

Richard Hudson, Property Owner

Carolyn Bullen, Sunshine Coast Regional Council

Ross Sanderson, Sunshine Coast Regional Council

Vision

Noosa Junction is the heart of Noosa – a stylish modern village connecting and sustaining the people who live, work and play in our lush-green, creative people place. The town is a gracious garden of well-being with quiet places to reflect and relax, nooks and crannies to explore and discover; a place where shopkeepers and their patrons cheerfully greet each other by name and all people feel firmly planted. The Junction intertwines **purpose with pleasure** – a nourishing retreat where our locals and visitors can find anything they need within a delightful atmosphere enriched with an abundance of local arts, culture and story.

Objectives

The objectives of the Noosa Junction Commercial & Economic Planning Strategy sit within a triple bottom line context of economic, environment and social sustainability.

Noosa Junction's unique place essence is an **'art garden, a creative village'**. This story is not intended to be used directly in marketing but rather to inform what we do.

- Build an even stronger retail mix
- Create a destination that entices locals and tourists
- Grow and tell the Junction story
- Make it accessible and easy to use
- Partner with private business, local, state and federal governments to activate precinct promotions and business development
- Nurture and activate beauty
- Enhance the robust mix of uses
- Enhance the structure to create connections
- Grow the night activity and night time economy

Resources

The Noosa Junction Special Area Levy (SAL) currently generates approximately \$85,000 annually and is levied under Section 971 of the Local Government Act 1993 for the purpose of funding a specific service, facility or activity. A local government may only levy a special rate or charge when, in the opinion of the local government, the properties paying the levy will gain special benefit from the service or activity being funded, and the money raised by the levy can only be spent on those specified services or activities. The SAL was implemented on request from the Noosa Junction Traders Assoc Inc and funded the development of the Noosa Junction Commercial & Economic Planning Strategy.

As at 30/06/09	Reserve	\$131,000
2009/10	SAL	<u>\$ 84,500</u>
Total		<u>\$215,000</u>

Clear and transparent procedures will be followed in regard to the expenditure of Special Area Levy funds and Council's purchasing and tendering policies will be followed at all times.

The following action items will undergo more rigorous costing at implementation but presently represent an estimated overall spend of \$205,000. Final costings will be identified within specific project and action plans developed for individual implementation items / tasks that are identified in this Work Plan, and will be monitored by Council staff in line with Council accountabilities under the Local Government Act 1993.

When approved, any changes or amendments to this 2009-10 Work Plan will require the authorisation of Council.

Infrastructure & Master Planning				
Focus Area	Task	By When	By Whom	Budget SAL
Junction Clean Up	F 8&9 - Identify items needing attention – garden beds, footpaths, curbs, refresh shop fronts, window displays.	01.08.09	Richard	
	Building owners formerly contacted in writing to rectify items which they are responsible for	31/08/09	Lorraine	
	Council provided a priority list of items to rectify for which they are responsible for. Track and monitor items rectified	06/08/09	Ross	
	Traders / business operators advised of the initiative and asked to contribute by increasing levels of store presentation	31/08/09	Lorraine	
Noosa Junction Master Plan	<p>Brief developed with input from the NJCEPS Working Group</p> <p>Project scope to include:</p> <ul style="list-style-type: none"> B3 Explore feasibility of Information Kiosk B4 Activate roundabouts Sunshine Beach Rd – north & south B5 Create space for chess and board games B8 In conjunction with property owners, re-work space outside the cinema B9 Explore feasibility of closing Arcadia Walk to vehicle traffic B11 Create a youth skate and graffiti park D1 Additional lighting to dark areas D4 Install additional pedestrian crosswalk at northern end 	30/06/10	Ross	\$50,000 (\$150,000 Estimated overall project spend)

	<p>Sunshine Beach Rd</p> <p>D5 Slow Traffic in Sunshine Beach Rd</p> <p>D6 Create iconic way finding signage and maps</p> <p>D8 Review of long and short term parking</p> <p>F2 Develop a landscaping strategy</p> <p>F3 Plant mature trees</p> <p>F4 Provision of locally provided art in public spaces</p> <p>F5 Commissioning of local artists and designers to create a children's playground in Pinaroo Park</p> <p>F7 Use street art to activate prominent elements</p> <p>F10 Make provision for any cabling and underground Infrastructure</p> <p>G1-2 Review and identify planning issues</p> <p>H1 Plans to guide the development of public spaces Work with property owners to develop plans for adjacent private open spaces.</p> <p>H3 Attractive cul-de-sac in Lanyana Way</p>			
<p>Items to Inform Transit Centre Development</p>	<p>A10 Activate Transit Centre</p> <p>D3 Create public space within or connected to the Transit Centre</p> <p>D7 Provide short term luggage storage in the Transit Centre</p>	<p>30/06/2010</p>	<p>Andre / Ross</p>	<p>Nil</p>

Economic & Business Development				
Focus Area	Task	By When	By Whom	Budget
Town Centre Officer	A2 - Develop PD including key criteria, responsibilities and reporting obligations	01/08/09	Carolyn	\$45,000 TBC
Strong Partnerships	E 7, 8, 9, 10 - Build relationships between Noosa Junction and local and regional bodies - Council, Tourism Noosa, State & Fed Govt Agencies where appropriate, Sunshine Coast Enterprises, Biosphere Economic Sector Board, Sunshine Coast Creative Alliance Inc, education providers, local food providers	Ongoing	TCO, Lorraine, Council	
Skill Development	E2 – develop a series of Inspiration Workshops with a focus on Customer Service E3 – develop and distribute a Customer Service Manual	01/09/09 to 30/12/09 01/01/10	TCO TCO	\$15,000 \$ 5,000
Visual Merchandising	E2 - Develop and implement an innovative visual merchandising program	01/12/09	TCO	\$15,000
Business Mix	A7 – Add additional businesses via business attraction strategy and collateral material E3 – Maintain a business opportunities register	30/12/09 30/09/10	TCO TCO	\$ 5,000
Evidence Base	E12 – Develop and conduct an annual customer & traders satisfaction survey, and establish and monitor baseline measures include: number and types of business, commercial lease rates, economic impact of events, response rates to marketing initiatives, sector contribution to GRP, local business conditions and customer	30/09/09	TCO	\$10,000

	satisfaction			
Environmental Business Measures	Develop a program which encourage traders and businesses to achieve increased eco efficiencies and a reduced carbon footprint	30/04/10	TCO	
Build the Local Food Story	C2, A9 – Support relocalistion through increased distribution of local produce and strengthened food offering	Ongoing	TCO	TBC
Branding, Marketing & Communications				
Focus Area	Task	By When	By Whom	Budget
Branding / Positioning	C5 – Review and up-date Noosa Junction branding A1 – Develop the Noosa Junction positioning statement	30/12/09	TCO	\$10,000
Authentic Story	C1 – Research, develop and document the Noosa Junction Story	28/02/10	TCO	\$ 5,000
Sell the Story	B1 – Develop ‘I Belong Campaign’. Welcome and connected precinct A1 – Develop and ‘Everything I Need Campaign’ to promote the mix of product and services available in the Junction (maps) E4 – Develop and distribute a Welcome Kit for new traders	30/11/09	TCO	\$20,000
Events Strategy	C4 – Develop an annual outdoor sculpture festival E8 – Develop local food fair Identify, document and agree on opportunities to leverage existing events conducted across the Noosa region	30/06/10	TCO	
Trading Hours	D2, I11 – Research options to maximise current and extend trading hours in the Junction and support with marketing strategies	30/06/10	TCO	\$20,000

Risk Analysis

RISK	IMPACT	LIKELY HOOD	MITIGATION
Project timelines are not met and SAL funds are not expended	2	L	Assess reasons for delays and action
A conflict of interest arises with member/s of the Working Group	4	M	Conflict of Interest examined and discussed by the Working Group and becomes a standard agenda item
Stakeholders feel disconnected through low awareness of initiatives and actions	4	L	Communications Plan ensures clear, consistent and regular updates and opportunities for stakeholder feedback.
Traders don't participate in initiatives.	4	U	Working Group members and the Town Centre Officer (TCO) ensure individual projects and initiatives have the support and buy-in of traders and stakeholders during planning phase
Initiatives do not achieve desired outcomes	4	M	Project planning for specific initiatives that are guided and developed by the Working Group and TCO must include demonstrated support from stakeholders and risk management strategies that identify and manage potential risks and specifically this risk.
Stakeholders and particularly Property Owners don't see value in the program roll out and don't support continuation of the Special Area Levy	4	M	The Program Communication Plan remains in place and up to date and clearly communicates project rationale and both tangible and intangible outcomes from individual initiatives. Stakeholder support and success / evaluation measures are demonstrated in planning phase. A dedicated up-date presentation and survey is conducted every 6 months to gauge support and comment on the direction of the program and relevance of initiatives. Feedback is considered and Work Plan amended accordingly.

1. Insignificant 2. Minor 3. Moderate 4. Major L – Likely M- Moderate U – Unlikely