

> **Welcome** to the final edition of the *Lismore Leader* for 2008. This quarterly newsletter is designed to keep you up to date with projects and activities funded by the Special Business Rate Variation Levy (SBRVL) Lismore Promotion Program. Currently, the SBRVL is used to predominantly fund marketing campaigns to attract people from outside the Lismore 2480 postcode area to come here to shop, visit and holiday.

This edition will showcase projects and campaigns that have been undertaken in the past quarter, evaluation data, together with details about how your business can capitalise on upcoming projects which promote Lismore as a great place to do business, visit, live, work and play. ■

> **Lismore Alive**

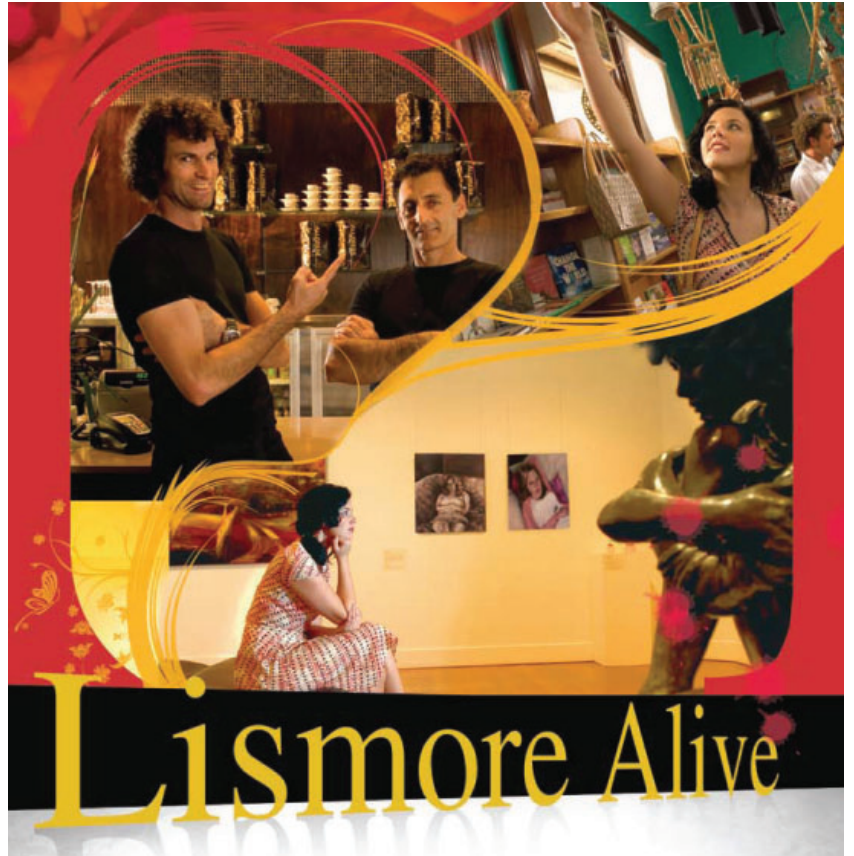
What do you love about Lismore? What would you like to see and do in the Lismore City Centre on weekends? What facilities, activities and environment would encourage you to consider opening your business longer hours over the weekend?

These are just some of the questions that Lismore City Council will be directing to local business owners, residents and visitors over the next few months as part of a new planning project entitled Lismore Alive.



It's recognised that it's not simply a matter of getting businesses to extend opening hours. Rather,

a broad range of physical, social, economic and environmental initiatives will need to be pursued in a simultaneous and coordinated fashion.



We want to create a blueprint for the future direction and development of the Lismore City Centre that reflects Lismore's vibrant and diverse community, so get involved and have your say!

Online Survey

Community members who would like to share their ideas can complete a quick and easy online survey. Just log on to Council's website www.lismore.nsw.gov.au and follow the link on the left hand side of the home page to the community survey.

Business Focus

If you operate a business in the Lismore City Centre and have not yet received a business survey, or if you would like to be involved in one of our focus groups, please contact Mitch Lowe on (02) 6626 0105 or Lois Kelly on (02) 6626 2002. ■

leader

Keeping you up-to-date with projects and activities funded by the Special Business Rate Variation Levy Lismore Promotion Program

Members of the SBRVL Lismore

Promotion Program Advisory Group and staff from Lismore City Council's Economic Development Unit would like to wish all our Lismore businesses a safe and happy festive season and a prosperous New Year. Thank you for your ongoing support and we look forward to working closely with you all in 2009.



> Christmas Giving Carnival & Campaign

13 – 24 December 2008

The Lismore Chamber of Commerce has come together with the Northern Star to stage the Christmas Giving Carnival and shopping campaign which this year will incorporate Lismore's Carols By Candlelight.



For the 11 days of the shopping campaign, there will be regular shopper prize announcements and other giveaways, culminating in the announcement of the three major prize draws from the Christmas Giving Promotion on 22 December 2008. The Chamber has negotiated with ZZZ to offer a **\$750 advertising package** for the five best decorated Christmas shops, to add to the spirit of Christmas in the CBD. To create the Christmas atmosphere on the streets, small choral groups will be performing carols at selected intervals.



On Sunday 14 December 2008, the campaign will culminate in a **featured event in Magellan and Carrington Streets**, between 1.00 and 5.00pm. Staging of this event will involve a road closure of Magellan Street



between Keen and Molesworth Streets from mid-morning onwards. This Magellan - Carrington Street Carnival will

feature free jumping castle, merry-go-round rides, street entertainment, Big Dog, Santa and treats to give-away for the children, together with food stalls.

At the finish of the Street Carnival, shoppers and the business community will be invited to join in the festivities at 6.00pm for the annual **Carols By Candlelight** being held this year at Riverside Park (near Ballina Road bridge). It is planned that, gauging on the success of the 2008 featured event, that the 2009 Carols By Candlelight will combine with the Street Carnival as one and be staged in the CBD as a major event. ■

event feedback

\$10,000 Credit Cruncher Shopping Campaign & Promotion: 15 August – 24 September 2008

Buying local certainly paid off for Lismore resident Glenda St Ruth when she won \$10,000 in the Credit Cruncher Promotion.



Lismore Chamber of Commerce president, Mark Willoughby said, "The Credit Cruncher promotion came about after research showed fuel and mortgages were the major financial worries for local shoppers. The Promotion aimed to encourage people to shop in Lismore. Around \$200 to \$300 million is lost in escape spending to the Gold Coast each year."

September 2008 Credit Cruncher Shopping Campaign compared with Christmas 2007 & June 2008 Campaigns

	Christmas 2007	June Stocktake 2008	September 2008
Sample size of shoppers	1,000	35,000	30,000
Promotion / Give-away	Motor Car valued at \$15,000	Motor Car valued at \$15,000	Credit Cruncher valued at \$10,000
Catchment	Percentage of shoppers	Percentage of shoppers	Percentage of shoppers
Grafton, Woolli, Yamba, Iluka	0.00%	1.77%	2.28%
Bonalbo, Casino, Coraki, Kyogle	7.67%	19.92%	7.13%
Alstonville, Wollongbar, Wardell	4.71%	2.34%	3.00%
Ballina, Lennox Head, Bangalow	5.08%	3.12%	2.50%
Lismore Council Area	72.27%	64.50%	83.33%
Byron Bay, Mullumbimby, Tweed Heads	2.59%	1.91%	0.81%
Interstate	0.46%	3.23%	0.70%
Other	7.22%	3.21%	0.25%
Total	100.00%	100.00%	100.00%

Comparing the September 2008 Credit Cruncher shopping campaign with the two previous shopping campaigns, the results suggest that this current campaign appealed more to 'loyalty' shoppers residing in Lismore. The time of year of the campaign also needs to be factored into the overall results. The results also suggest that the Lismore Stocktake Sale in June had a greater 'pulling power' from the surrounding region. ■



Southern Cross University Sustainable Living Expo: 16 – 19 October 2008

This year's annual North Coast National Show celebrated the growing awareness of sustainable living with a vibrant new element – the Sustainable Living Expo. Under the one roof, the Expo showcased over 70 local businesses specialising in carbon neutral living, renewable energy, sustainable building and design, together with better ways for us to manage our resources.

Over the 4 days, around 40 presenters gave talks on sustainability and the Cooking Tent with celebrity chefs showcasing regional cuisine was a big hit. Over 5,000 people attended the Expo with 56% drawn from Lismore Council Area.



A quarter of Expo-goers were first timers to the North Coast National, some stating that they came specifically to see the Sustainable Living Expo.

The vast majority enjoyed the event immensely and **over 99% said they would come again in the future.** ■

In the interest of the environment, our goal is to distribute as many newsletters via email as possible. Please take a moment to fill out the contact sheet enclosed, to receive future newsletters electronically.



4WD Caravan, Camping and Marine Show: 11 - 13 July 2008

The 11th Annual 4WD Caravan, Camping and Marine Show has once again broken all records with 13,761 people attending. It is the biggest show of its kind in regional NSW. Attendance numbers were 5.4% up on last year, with 35% coming from the Lismore Council Area, and 89% coming from a radius of a 3 hour drive.



182 exhibitors took part in the event – up by 7% on last year – with 60% of exhibitors and their staff staying in Lismore for an average of 3 nights.

Financial boost to the City has been estimated at \$640,190. ■



The Expo showcased over 70 local businesses specialising in carbon neutral living, renewable energy, sustainable building and design, and resource management.

what's in store >

coming events

63rd Annual Australian Jazz Convention: 26 – 31 December 2008

Lismore played host to the memorable 60th Jazz Convention in 2005 and is gearing up

again to welcome back the musicians and delegates for the 63rd.

From 26 - 31 December 2008, Lismore will be inundated with a flood of jazz musicians

and enthusiasts from all over Australia who will fill the city with foot-tappin', live jazz.



First established in 1946, the Australian Jazz Convention is the longest running jazz event in the world and provides the opportunity for professional, semi professional and amateur musicians to get together and combine their talents to produce the music they love.

Along with the concert sessions and impromptu jams, one of the real highlights will be the New Orleans-style street parade along Molesworth Street at 10am on Monday the 29th.

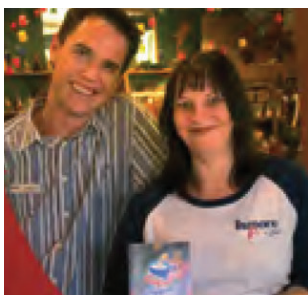


Come along and join in the fun! Day tickets cost only \$25 per person and can be purchased from the Lismore Visitor Information Centre, cnr Ballina Road & Molesworth Street.

For more information, check out the Lismore Jazz Club website at

www.lismorejazz.org
or call / email John Bancroft on telephone (02) 6626 2004
email john.bancroft@lismore.nsw.gov.au

make the most of summer – leverage off events and reap the economic benefits



Lismore Tourism recently won bronze in the 2008 NSW Tourism Awards, in the 'Visitor Information Services' category for our Lismore and Nimbin Visitor Information Centres.

Given that there are currently over 170 Visitor Information Centres operating across NSW, to be judged 3rd best in the State was a fantastic result and testament to the level of excellence displayed by our great team of staff and volunteers

Lismore's bumper summer of events

Following is a brief list of other exciting events planned for the summer.

31 December – 1 January

Tropical Fruits New Years' Eve Party
Lismore Showground



2 – 3 January Claxton Shield Baseball Competition
NSW vs QLD
Albert Park, Lismore



3 – 11 January U14s National Baseball Championships
Albert Park, Lismore



6 – 9 January Lismore U12s Annual Cricket Carnival
Venues throughout Lismore



7 February Cinema Under the Stars
[brought to you by Newcastle Permanent Building Society]
Riverside Park, Lismore

28 February NRL Pre-Season Match: Gold Coast Titans vs Wests Tigers
Oakes Oval, Lismore



For more details visit:
www.visitlismore.com.au/events

leader

This Newsletter is proudly supported by the Lismore business community under the SBRVL Lismore Promotion Program.

- Want to subscribe or unsubscribe to this newsletter?
- Or put forward an article for publication consideration?
- Do you have any suggestions or customer feedback?

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