

CIDC | Council Update January – June 2017

Community & Trader Engagement

Trader's Workshop: Activation in Chinatown. 8 February 2017

A session to describe and outline the role of the CIDC. The following topics were presented and discussed

1. **CIDC Guiding Principles Discussion & Ranking** presented to explain the intent of the CIDC role. Attendants were then asked to rank them from highest to lowest importance to give CIDC an understanding of what was deemed important by Traders.
2. **Activation Initiative Categories Discussion & Ranking** presented to illustrate activation using successful projects. Attendants were then asked to rank these in order of importance.
3. **General Group Discussions** General project questions and problem solving discussion were had to give all traders an opportunity to comment.

Markets Workshop 24, 28 February 2017

Two workshops, one solely with BCCI (24/02/17) and one with CSCRG members (28/02/17) to resolve stalemate related to cruise ship markets and the future of markets in Chinatown. Topics included:

- Aims and requirements of Markets
- Precedence markets and Market typologies
- Locations for markets in Broome.

Following the CSCRG presentation, attendees agreed on the following preferred locations:

1. Johnny Chi Lane
2. Short Street
3. Male Oval Concourse
4. Streeter's Jetty

Trader's Workshop: Funding Guidelines Info Session and Project HQ Launch. 24 May 2017

- ~40 attendees to session
- Ensuing one on one meetings and discussions with owners and traders has shown a real uptake in the concept of matched funding schemes.
- Some concerns raised relating to the turnaround from idea to grant application and that grants weren't available for the start for the dry season.

Trader's Workshop: Late Night Trading and future Promotions. 5 Jul 2017

- 7 attendees to session (lower than anticipated)
- Strong interest shown in developing a monthly Friday night trading evening with scope to expand
- CIDC to assist with promotions, pop- up infrastructure/materials and activities to run during trials

CIDC Towns Walks, General and HQ Correspondence

- Approximately one town walk per month, visiting 70 – 80 traders per visit.
- Correspondence with approx. 20 traders or owners /month (phone, email, meeting)
- ~50 visitors at HQ per week, requesting project info, trader assistance, general interest and directions.

CIDC Initiatives & Tasks

Funding Guidelines & Application Packages

- Seed funding guidelines and funding application packages developed, approved and distributed to Broome community.
- Approx. \$208,000 released as part of Stage One funding (same to be released in stage 2, 2018).
- 12 applications received, reviewed and recommended for decision by PCG.
- Funding will be released late July 2017 with projects to be completed by December 2017.

Easter Promotions and Event

- Easter Event @ Sun Pictures on Saturday 15th April.
- Bouncy castle, balloon and bubbles, face painting, arts and crafts. To coincide with opening of Sun Pictures Café and be marketed as part of retail promotion campaign.
- Gifts of ~\$500 donated by Chinatown Traders raffled off (100 entries)
- Easter campaign support from traders with posters, sales racks, flyers, reposting of social media.
- Approximately 50 traders took part in the promotions initiative.

Project HQ

- Developed HQ Proposal internally.
- Discussions with activators, property managers, land holders, WALGA and Shire staff.
- Developed site selection criteria report
- Developed Agenda item for amendment to fees and charges (SMC 04/05/2017)
- Negotiated Offer to Lease and Commercial Lease Agreement for preferred premises
- Coordinated fit out for Chinatown Project HQ: a multi functional community space in Chinatown
- establishment of activation calendar and activator attraction campaign
- CIDC operating out of HQ 10:00 - 2:00 daily.

Other CIDC Initiatives

- Initiatives have been developed in a more ad hoc fashion based upon interest shown by COTS rather than undertaken in one period
- Concept design, development and implementation of several CIDC led initiatives including:
 - Johnny Chi Lane Refurbishment Artwork
 - Wicked Wicking Beds and Edible Lanes Development
- Other initiatives developed to increase vibrancy and activity in Chinatown as per Activity Plan

Laneway Strategy Development

- Task undertaken within Capital Works design phase and to be undertaken by TPGPM & UDLA
- Scope has been refined and timeline tightened. Works to be completed late July, and will be able to inform future Laneway Enhancement projects.

Communications

- Assisted with review of Media releases 1 – 4.
- Involved in streamlined internal review process.
- Interviews with Goolari Media, ABC Kimberley and Spirit Radio relating to Grants and Project HQ media releases