

Penrith CBD Corporation KPI 2024-2025

1.1 Strong Governance and Forward Planning							
Action	Description	Measurement	Delivery	Quarter 1 July to Sept	Quarter 2 Oct to Dec	Quarter 3 Jan 2025 to March	Quarter 4 April to June
1.1.1 Board Meetings	Penrith CBD Corporation to hold a minimum of 10 Board Meetings per financial year.	Dates of board meetings to be recorded.	Annually hold 10 board meetings.	Board meeting held July, August and 10th September AGM All records uploaded to PCC shared file. No1. 9th No2. 13th No 3.	Board meeting held No 4. 15th October. No 5. 12th November. No 6. 12th December. All records uploaded to PCC shared file.	No. 7 February 11th. Note; no meeting Jan. No. 8 March 11th. All records uploaded to PCC file	No.8 April 8th. No. 9 May13th. No. 10. June 10th All records uploaded to PCC shared file
	Meeting agendas and minutes to be shared with Council, for publication on Council's website	All reports uploaded from each board meeting shared with PCC.	1 week after each Board meeting.	waiting for system error to upload we have all reports ready.	waiting for system error to upload we have all reports ready.	waiting for system error to upload we have all reports ready in a file to transfer if needed.	working on new system with Tim Lihou sending USB with 24-25 info to keep files current for Tim.
1.1.2 Conflict and Risk	Conflict of Interest and Risk Register to be included in Agenda and minuted, updated for each Board meeting.	Conflict of Interest and Risk Registers tabled on Agenda and recorded on minutes each meeting.	Monthly (ongoing)	Conflict of Interest and Risk Register are included in each Agenda, minuted and if needed updated each month if required.	Conflict of Interest and Risk Register are included in each Agenda, minuted and if needed updated each month if required. Note Ian Hix sold Hix Group and Conflict register to be updated for January onwards.	Conflict of Interest and Risk Register are included in each Agenda, minuted and if needed updated each month if required.	Conflict of Interest and Risk Register are included in each Agenda, minuted and if needed updated each month if required.
		Information on registers regularly maintained.		monthly after board meeting.	monthly after board meeting.	monthly after board meeting.	monthly after board meeting.
1.1.3 Board Training Induction	All new Directors to be provided copies of the Deed of Agreement, Board Charter and other relevant induction materials.	Record of induction of Directors kept.	Annual after AGM each year or updated as needed as Board changes occur.	Updated after AGM held in September. Records showing Councillor Rusev retired from board and updated ASIC	Councillor Reece Nuttall added for replacement on the board from PCC, updated in ASIC after we assisted with Director registration process.	No changes this quarter.	No changes this quarter
	All Directors to receive appropriate governance training on an annual basis.	<i>Record of training held annually by Council.</i>	<i>Council to provide training annually.</i>	n/a this quarter	n/a this quarter	n/a this quarter	Did discuss with Tim Lihou Councillor Reece may request board training all others completed
1.2 Business Performance and Reporting							
1.2.1 Quarterly reporting to Council	Provide a quarterly report of progress against KPIs to Council		October, January, April and July each year.	First Qtr ready by 15th Oct but waiting for new system from PCC to upload. Receive new file 11th send 12th November.	Second Qtr ready by 20th January.	Third quarter ready 17th April.	Fourth quarter ready 4th July.
1.2.2 Annual Report and Financial Audit	To prepare an Annual Report for Board sign off.	Annual report and financial audit prepared and completed. Signed agreement sent to Council by 30 July.	By 30 July each year	n/a this quarter	n/a this quarter	n/a this quarter	Report being prepared for July board meeting 8th July for sign off.
	To engage an independent auditor and prepare Annual Audited Financial			n/a this quarter	n/a this quarter	Auditor booked for July review.	Audit booked for 14th July and will be sent for sign off of board when received.
1.2.3 Annual General Meeting	To prepare and hold an AGM in line with Penrith CBD Corporation's constitution and ASIC requirements.	To deliver an AGM each financial year	By 30 September each year	AGM held 10th September, advertised in Western Weekender.	n/a this quarter	n/a this quarter	AGM booked for 9th September, 2025.
	Invitation to AGM to include property owners and tenants on PCBDC database	To extend invitation and record attendance		Emailed to business database and PCC. Record of attendance recorded with minutes.	n/a this quarter	n/a this quarter	n/a this quarter.

1.2.4 ASIC Business Reporting	To ensure all Director information is updated on ASIC register.	All business information for Directors updated as required	Ongoing as required	n/ a this quarter	Updated with Councillor Reece Nuttall joining the board and Councillor Mark Rusev leaving.	n/a this quarter	n/a this quarter.
1.2.5 ATO	Completion of quarterly BAS statements and superannuation updated and maintained in the ATO business portal.	Record document updates and transactions for ATO.	Ongoing as required	Each month of this quarter completed, paid and updated in ATO portal.	Each month of this quarter completed, paid and updated in ATO portal.	Each month of this quarter completed, paid and updated in ATO portal. We work with Witten Partners to verify this process.	Each month of this quarter completed, paid and updated in ATO portal. We work with Witten Partners to verify this process.
1.3 Business Strategy and Operational Planning							
1.3.1 Strategic Business Plan	Develop a Triennial Strategic Business Plan	Triennial Strategic Business Plan be delivered within timeframe	By 30 May	n/a this quarter	n/a this quarter	Business Plan is completed and approved April board meeting for 2025-2026.	Business Plan due 30th June to go to Penrith City Council Meeting for approval.
1.3.2 Annual Strategic Planning	To hold an annual strategic planning day with Board and Corporation staff to develop future planning priorities	Strategic planning day held within timeframe	By end of February each year	n/a this quarter	n/a this quarter	Held in February Board meeting extending time to confirm ideas and plan, discuss Survey data for decision for business plan 2025-2026	n/a this quarter.
1.3.3 Annual Operating Plan and Budget	Development of Annual Operating Plan and Budget, detailing the proposed program of activities and BAU expenditure of at least 95% other total funding allocation	Annual operating plan and budget developed within timeframe	By 30 th May each year	n/a this quarter	n/a this quarter	completed in early April for May deadline	Once Business plan approved and budget for 2025-2026 receive we will update plan and budget accordingly for a working document next 12 months.
2.1 Collaborative Approach							
Action	Description	Measurement	Delivery	Quarter 1 July to Sept	Quarter 2 Oct to Dec	Quarter 3 Jan 2025 to March	Quarter 4 April to June
2.1.1 Engagement with property owners, businesses to inform Annual Operating Plan and Budget	Undertake engagement with property owners and businesses to inform the development of the Corporation's Annual Operating Plan and budget.	Gathering activities for insight and input with businesses to shape and influence priorities, prior to development of AOP.	February each year	n/a this quarter	planned for Qtr 3	Survey given to all database membership for use of data for annual business plan 2025-2026	Once EOFY results tallied information will be sent in July
		Share outcomes with PCC.					
	Results of engagement shared with PCC.					Will attach outcomes for PCC	
	Maintain strong stakeholder relationships with property owners, the Chamber of Commerce, WSBC, State and Federal Members, Westfield	Meet with PCC monthly.		July - met with Beau Reid. Have had email correspondence due to cancelled meeting by PCC.	November met Marcella Kelshaw, Head of City Activation Community & Place & Beau for introduction	We have dealt with the Executive Team on Mayors attendance at events, Carolyn Stewart on Community safety issues. Handed out flyers/posters given by council team . Portal not working still.	Tim Lihou our new contact with PCC is working on new processes moving forward. We meet fortnightly since the change over of staff from PCC. Met with Mayor in April and several event staff for information sharing and events during the 3 months.

2.1.2 Ongoing stakeholder engagement on activity programs	and Commercial Real Estates to inform priorities and activity programs.	Meet with a minimum of 4 stakeholders monthly.	Monthly	<p>July - met with Minister for Planning Public Spaces, Housing and Cities with our Chairman and PCC. Met with Raine and Horne and 1 property owner. Met with WSBC. Met with State member</p> <p>August - met with Federal Member, attended PCC Paceway Mayors Cup, emails with real estates and met regarding enhancements in city.</p> <p>Discussion with both State and Federal members</p> <p>September - met with Clr Fowler at AGM, 2 property owners and State and Federal Members. Had further discussion on EPA with real estates. All in CEO reports. Note Richard Fox overseas catching up Qtr 2 for Chamber.</p>	<p>October - PRD Commercial, Shadow Minister city walk, Minister for Western Sydney & Small Business. Karen McKeown. Raine & Horne, property owner John Scott.</p> <p>November - State Member and Mayor for photo's for Christmas shop/dine Local. Raine & Horne Commercial regarding city issues. Mulgoa Road Traffic Liasion Group, Safety Precinct & Community meeting at PCC. Discussion with 2 property owners on city issues.</p> <p>December - PCC Heather Chaffey on city issues, Raine & Horne Commercial. WSBC, Chamber, ALA Law on 2025 planning.</p>	<p>January - holiday first 2 weeks</p> <p>February - State member, R & H and Stanton and Taylor on murals, lighting collaboration. Melissa McIntosh city walk and talk on closing businesses. Karen McKeown & NSW Service on Assistance available for business. WSBC upcoming opportunities. Property owner on concerns with crime.</p> <p>March - Melissa McIntosh MP shadow minister visit on small business issues. Chamber of Commerce richard Fox general catch up. Emails and calls with R & H, Stanton Taylor, LJ Hooker on murals, graffiti, crime. IWD connected with PCC, Councillors and State Member. Snr week PCC, State Member connection.</p>	<p>April -Penrith Chamber Richard Fox on World Cup October. Western Weekender info on next few months features, Melissa McIntosh MP walk through and announcement at PCYC, Mayor - morning tea and thank you for PCK renovations, Owner Henry St regarding graffiti/lights and assistance as Millers in High Street is empty. Raine and Horne and PRD Graffiti issues in city,</p> <p>MAY - Winter Appeal launch with Mayor and State Member, PCC catch up on Winter Solice and Kevin Brennan on 24hr economy strategy and changes to working with Kevin and Tim in future for CBD.</p> <p>June - attended round table meeting with Clr Reece Nuttall and Minister Natalie Wood on Penrith and economy, Tania Katsanis PCC - intro and booking for banner REAL festival, 2 meetings with Tim Lihou PCC re CBD Corp, attended Safety Precinct meeting PCC.</p>
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2.1.3 Ongoing engagement with businesses	Maintain strong relationships with local businesses to inform priorities and activity programs	Connect with a minimum of 50 businesses per month	Ongoing	Met with over 50 each month from Coffee Catch up, events, workshops and general assistance in the office or via email.	Met with over 50 each month from Coffee Catch up, events and workshops and general assistance in the office and via email.	Met with over 50 each month from Coffee Catch up, events and workshops and general assistance in the office and via email.	Met with over 50 each month from Coffee Catch up, events and workshops and general assistance in the office and via email.
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Objective 3 - Positive Promotion

Action	Description	Measurement	Delivery	Quarter 1 July to Sept	Quarter 2 Oct to Dec	Quarter 3 Jan 2025 to March	Quarter 4 April to June
3.1.1 Positive Promotion of the City Centre	Digital consumer marketing	Produce and undertake digital communication campaigns to engage local audiences.	Quarterly Gather quantitative data showing digital engagement of 5,000 people; overall reach of 80,000; website users of 300.	Engagement 9930 Reach 100,141 Website 1,100	Engagement 18,891 Reach 150,039 Website 1,500	Engagement 5,443 Reach 54,503 Website 1,400	Engagement 8,664 Reach 53,239 Website 1,100
3.1.2 City Flags	To produce City Flags to bring awareness of local business brand and city centre	To produce and display 1 set of flags	November each year	Planning this month for November set of City Flags showcasing local business awareness.	68 Christmas City Flags installed 7th November with local business branding and Christmas Shop local campaign message. PCC had 5 flags.	n/a this quarter	n/a this quarter but we do have a concept for September and December in planning

Objective 4 - Enhancing Place Appeal

Action	Description	Measurement	Delivery	Quarter 1 July to Sept	Quarter 2 Oct to Dec	Quarter 3 Jan 2025 to March	Quarter 4 April to June
4.1.1 Engage with property owners and business owners	Facilitating improvements to private property to improve the presentation of the streetscape	Work with a minimum of 6 local businesses each quarter to foster improvement on private property that enhance the appeal of the Penrith City Centre	Evidence of satisfaction and positive place outcome from improvement demonstrated.	<p>July we assisted 4 with marketing and 2 with new signage.</p> <p>August we assisted 4 with marketing and 5 sets of lighting through High Street upgraded. September we assisted 3 with painting, 11 marketing and 1 with signage.</p>	<p>October we assisted with 8 businesses marketing and 6 with entertainment for nighttime economy improvements</p> <p>November we assisted 14 shops with Christmas decals, 8 with marketing 5 with entertainment and assisted 1 new business opening</p> <p>December we assisted 27 with marketing, 1 new mural and 5 with entertainment.</p>	<p>January - holiday time</p> <p>February - we assisted 10 marketing and 2 with opening new store.</p> <p>March - we assisted 4 marketing, 19 business in snr week book including PCC and 1 business painting out graffiti</p>	<p>April - We assisted 5 x marketing, 5 x cleaning, 10 x painting</p> <p>May - We assisted 12 x video reels, 4 x marketing</p> <p>June - we assisted 1 x painting and 2 marketing</p>
				Before and After photos showing positive improvement and satisfaction	Before and after photos showing positive improvement and correspondence from commercial real estate and or businesses.	Before and after photos showing positive improvement and correspondence from commercial real estate or businesses.	Before and after photos showing positive improvements and correspondence from commercial real estates or businesses. We have copies of marketing

4.1.2 Engage with property owners, businesses and Government	Collaboration and partnership	To partner with key stakeholders to explore conceptual possibilities for capital projects, generate ideas for opportunities of grants and private-sector partnerships.	As required.				<p>walk through, Trent new business risk compliance assistance, Francis Snappy Dragons business advisory/bookkeeping assistance with marketing and connections, Owner of Working Gear - DA stalled worked on outcome to assist and now ready to be approved, Walker Finance new business revamp and paint assistance. We worked with many businesses on EDM advertising while business slow. May - met with Paceway committee for Penrith show 180th anniversary ideas to involve business and community. Hive Media - local marketing company on CBD business reels, Orbit Marketing catch up on social media and workshops, Michael Todd OnePointHealth on International Mens Day in November, Matt Gabble owner of gym and Unwind connect to work on marketing and local business connections, Penrith RSL moving CC Up while under construction and Ray as San Churros to move CC up to his venue. June -Western Weekender ideas and bookings, Griddle - marketing ideas, Bella & Brows - worried no customers, MG Brows and Beauty - decline in customers can't pay rent, Lakeside Rest meeting for PUP, Inner Forest - new mural and facade change request, Walker Finance on running business and info to guide, Christ Barton on mental health and IMD, Tracy 24/7 chemist painting</p>
			To gather relevant data and research leveraging expertise to generate proposal ideas.	We connected with State and Federal offices to discuss opportunities for lighting grants, safety in CBD. We met with the leader of the Opposition to discuss future needs for the CBD and local business. We are working on plans for murals for EPA on private property in partnerships for Q2.	October we held SB Month breakfast connection with SB Minister, State Member walking the city and discussing future opportunities for collaborative assistance. November we continued discussion with State and Federal on any grants available. We also met with property owner & Raine and Horne as owner was purchasing more local property for any opportunity of partnerships on EPA in 2025. December we met with Raine and Horne, property owner x 2 and emailed several for Christmas	January - holiday first 2 weeks and planning month. February - Discussed ideas on city flags with The Joan, worked with 19 local business on Snr Week, connected with property owners and commercial R & H, Stanton Taylor on murals and graffiti issues. Met with Karen McKeown MP on Snr week, IWD. March - Melissa McIntosh MP shadow minister visit on small business issues. Liberty Finance, High St Music, Walker Finance, Hive Group Media marketing discussion to assist. PAWS on Xmas 25 ideas, Dress for Success Minister opening new business. The Royce for community connection ideas, Attended Melissa McIntosh MP Women in Business event and discussed local issues on crime/business and connection with local businesses. Applied for a grant for lighting and murals with State Gov working with 3 property owners on collaboration for large projects.	
			To meet and communicate with key stakeholders as required.		Met with Richard Fox Chamber of Commerce in December to discuss 2025	Met with Richard Fox Chamber of Commerce January to discuss 2025 opportunities	Met with Richard Fox Chamber of Commerce April discussing World Cup coming October and business economic challenges
Objective 5 - Engaged and Informed Businesses							
Action	Description	Measurement	Delivery	Quarter 1 July to Sept	Quarter 2 Oct to Dec	Quarter 3 Jan 2025 to March	Quarter 4 April to June
5.1.1. Engage and inform businesses	Plan and deliver 10 business networking events to foster business to business connection.	Hold 10 business to business	Monthly.	We held 3 business to business meetings No 1. July - 58 attended CC UP, No. 2 August 59 attended CC Up and No 3. September 59 attended CC Up plus several businesses each month building relationships, assisting with connection.	We held 3 business to business meetings No 4. October - 63 attended CC UP, No 5. November - 50 attended CC UP (note it was the morning after Melb cup) No. 6 December - 68 attended CC UP and we invited PCC Heather Chaffey to address recent homeless and crime issues, which was well received by local businesses.	We held 2 business to business meetings No. 7 February - 68 attended CC UP No 8. March - 66 attended CC Up	We held 3 business to business meetings No 9. April - 75 attended CC Up No 10. May - 60 attended CC Up No 11. June - 54 attended CC Up
			Achieve a minimum satisfaction rate of 80%.	we do our survey twice a year Q2 and Q4	We completed a survey with over 90% satisfaction		We completed a survey with 100% satisfaction

5.1.2 Engage and inform businesses	Plan and deliver 12 events business events (e.g. International Women's Day) and 6 local initiatives (e.g. Christmas Shop & Dine Local campaign) to engage and local businesses, property owners and connect them with consumers.	Hold 12 local business events.	Quarterly	<p>July we held No1. Business Trivia event with 128 attending. Initiative of Shop local 45 videos recorded for local businesses marketing</p> <p>August we held No2. Twilight Catch Up 73 attending. no initiatives this month as we are using the July shop local marketing over the 3 months.</p> <p>September we held No 3.Pink Up Golf Day with 120 attending, great opportunity for business owners, property owners and general consumers to meet and while supporting local Nepean hospital nurses. We also worked on Fathers Day promotion and marketing for the City.</p>	<p>4th October No 4. Small Business Month Breakfast event with 131 attending including Minister for Small Business, State Member and Mayor, GM of PCC. We involved local keynote speakers, local businesses on discuss topics to assist with growth for local businesses.</p> <p>No 5. 11th October Pink Up Penrith High Tea with 120 attending including the Mayor, Federal and State members plus Tracy Bevan from McGrath Foundation and local businesses. We worked on School Holidays marketing initiative including social media.</p> <p>No 6. November 16th we held Christmas Tree Lighting event a very rainy event with approx 15,000 crowd. We had 83 stalls with 16 businesses in the CBD involved. The State, Federal members along with the Mayor and Councillors attending. No 7. 26th November we held our Christmas Twilight Networking event with 78 attending, along with the Mayor and Councillor Reece Nuttall and our Board members. Initiatives We worked on Christmas shop local initiative and videos in readiness for December. No.8 December Christmas Homeless Luncheon feeding 350 local community members and distributing 1500 hampers, toys etc . Initiatives were shop/dine local this Christmas we produced 24 videos for the campaig. Advertised in Western Weekend and Nepean News and social media.</p>	<p>January - holiday time no events held. Initiatives we continued with back to school / work social media. February was a planning month no events. During February we worked on Penrith uncovered and Did you know with Western weekender and Nepean News media promoting local business and promoting Valentines Day.</p> <p>No. 9 March - IWD event with 200 attending, including Councillor Hollie McLean, Clr Robyn Cook, GM Andrew Moore, State Member Karen McKeown MP and local businesses and key note speakers.</p> <p>No.10 March - Senior Citizen Week 130 attending event at Penrith RSL with Mayor and State Member Karen McKeown MP. Our Initiative was a Senior discount and awareness book on local entertainment and business this book was 24 pages and we collaborated with PCC to hand the free book out at The Joan Snr Concert during Snr week. We also did social media post on the 24 page book over the 2 weeks. During March we worked on Penrith uncovered media and social media initiative promoting local business with Nepean News, Western Weekender.</p>	<p>April - no events this month. Initiatives; school holidays and Easter advertising shop local plus Empowering Youth Day 6 local businesses mentored 2 local high schools.</p> <p>May - No. 11 Biggest Morning Tea event held with 60 attendees including the Mayor and State Member. No. 12. Twilight Catch Up with 90 RSVP and 58 attendees (due to big storm and M4 hold up many apologies for the night) Intitiavies - Mothers day shop/dine local, Winter Appeal and Business to Business updated DL 36 page guide and e-version to connect local business support.</p> <p>June - No. 13. Property Owners and Investors night Runway to Growth with 130 attendees. Initiatives Property Owners and Investors 36 page A4 book and e-version distributed to property owners, real estates, builders, investors and interested local businesses we supported PCC information with 2 free pages in this edition.</p>
		Undertake 6 local initiatives.	Gather qualitative of 2 events or initiative achieving a minimum 80% satisfaction rate	1 event achieved 100% satisfaction (Trivia event)	1 event achieved over 90% satisfaction (Tlighing 99.4%)	1 event achieved over 96.5% satisfaction (IWD)	1 Business survey 91.2% Satisfaction
5.1.3 Engage and inform businesses	Business newsletter	Produce 6 bi-monthly business newsletters highlighting local business opportunities available and relevant Council and business information.	Bi-monthly	No.1 . August/Septemberhighlighting local business, PCC offers and information	No 2 . October/November highlighting local business, PCC information. No 3 . December/Jan highlighting local business, PCC information.	No 4 . February/March highlighting local business, PCC information.	No 5. April/May No 6 June/July
			Gather quantitative data through our Issuu subscription, with a minimum of 80 reads per bi-monthly newsletter	We recorded a minimum of 166 impressions	We recorded a minimum of 178 impressions	We didn't use Issue(data collection wasn't working) for this edition no impressions recorded. We have fixed the issue in early April and have resent Feb/March edition.	We recorded a minimum of 67 impressions
5.1.4 Engage and inform businesses	Workshops and skills training	Hold a minimum of 12 workshops annually	12 workshops held.	<p>6 workshops held this quarter.</p> <p>July- no workshops August workshops No 1. Getting clients with social media marketing.</p> <p>No 2. Learn to leverage and love linkedIn.</p> <p>No 3.How to create compelling social media content.</p> <p>September workshops.No 4. Building your brand with social media.</p> <p>No 5. 10 ways to the front page of google and other search tools. No 6. Instagram reels workshop.</p>	<p>3 Workshops held this quarter.</p> <p>October No 7. Productivity for social media marketing with Orbit Marketing</p> <p>No 8. Wordpress Workshop with Amity IT</p> <p>No 9. Business Discover Session with Service NSW with 6 attending 1/2hr appointments.</p>	<p>2 Workshops held this quarter.</p> <p>February No 10. Content Creative Ideas with WSBC</p> <p>No 11. Business Essentials with WSBC</p>	<p>No. 12 WSBC and Service NSW 1 on 1 appointments x 5@. No.13 Business Growth levers, No. 14 Content Creation using A1, No. 15 Content that Converts Sales LinkedIn Hacks, No 16. HR success tips and checks</p>

			Undertake participant satisfaction surveys achieving a satisfaction rate of a minimum of 80%	Surveys collected with 100% satisfaction	Surveys collected with 100% satisfaction	Surveys collected with 100% satisfaction.	Surveys collected with 100% satisfaction
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