

Nowra CBD Autumn Magazine

Important News!!

CCTV— the fate of the CCTV cameras in Junction Street is going before Council Tuesday 23rd February.

• **Issues being addressed include:**

- ⇒ Review of the CCTV system;
- ⇒ Advice considering Litigation;
- ⇒ Protocols, operations, compliance, maintenance;
- ⇒ Ongoing Costs;
- ⇒ Privacy and personal information

The autumn edition of the Nowra CBD magazine is now in production and our new advertising salesperson Rhonda McGuire is out and about .

The Nowra CBD Magazine is aimed at the local shopping market. It lets residents know what is available in town and is designed to stop 'escape' spending .

- * 32,000 copies are printed and are delivered FREE to over 30,000 households and businesses in the Shoalhaven inside the Shoalhaven and Nowra News. It's readership is estimated to be over 100,000 people.
- * The magazine is distributed to all tourist centres, most motels, caravan parks, cafes, hairdressers, surgeries and general stores in



- villages and towns in the area.
- * No other quality publication is as directly targeted to your market—the residents and visitors.

- * The Nowra CBD Magazine is published seasonally and has a three-month life span.
- * Advertising is only available to businesses located in the Nowra CBD.
- * As an initiative of the Nowra CBD Promotions Committee (part of the Shoalhaven Business Chamber) it is part of a marketing strategy that aims to boost the image and success of Nowra CBD.
- * The Nowra Promotions Committee subsidise the cost of advertising to assist the CBD businesses.
- * Advertising is hassle free. Just give us your logo, photo and copy and we'll design your ad.

Interested in participating in this great CBD

Shoalhaven rewards

Take part in a Free Promotion to benefit the Nowra CBD!

Shoalhaven City Council, through the Shoalhaven Tourism Board and Economic Development Office have launched the Shoalhaven Rewards program. Shoalhaven Rewards is about offering rewards or discounts to local residents and ratepayers to encourage them to shop locally and support our local Businesses.

All you have to do to be a part of Shoalhaven Rewards is to provide a deal that your business is willing to offer, some brief details about your business and a picture (must be in jpg format) to go on our Rewards Website. If you visit <http://www.shoalhavenrewards.com.au/default.htm> and click on one of the towns at the map,

you can check out some of the great deals that other businesses are offering. To post your own deal simply click on [Shoalhaven Rewards application](#) link, fill out the form and follow the instructions on the application..

There is no charge to join this promotion.



Christmas in the City

The Nowra CBD committee worked with Shoalhaven City Council and businesses to 'dress up the CBD for Christmas 2009.

The school children from Nowra Primary School and Nowra Anglican College painted and decorated wooden stars and baubles which were hung onto green swags strung along Junction Street. Four large

Christmas trees were installed on Junction St/Kinghorne St intersection and these were decorated with solar lights. 50 banners were designed, produced and hung along Princes Highway and the famous helicopter had lights installed.

Additionally businesses were asked to decorate their shop windows to add to

the festive atmosphere. The winners of the best dressed windows were:

Winner: Flamingo Florist
Highly Commended: Spirals: Illawarra Credit Union: Sea the Difference
Thank you to all who participated.

On a very limited budget, Christmas decorations happened in the CBD. We will add to these decorations in

Relay for Life

The Shoalhaven Relay for Life will be held on the 27th & 28th of March 2010 at the Nowra Showground.

To promote the Relay for Life Nowra businesses are invited to enter a window display competition (this week is your last opportunity to participate)

All entries must display the Relay for Life logo and

promote one of the Cancer Council healthy lifestyle messages.

These include

- * Quit smoking
- * Be SunSmart
- * Eat a healthy diet
- * Maintain a healthy weight
- * Be physically active
- * Limit Alcohol
- * Check for unusual changes and have regular screening tests

Each business that enters will be given a money box to collect donations. The winner will be the window display that raises the most money.

The winner will be announced in the South Coast Register.

Contact: Sarah Ketelhohn

T: 44435565

M: 0410 465 150

E: ab27sk@aapt.net.au



Nowra CBD Urban Design Master Plan:

Friday 19th saw the first meeting of the CBD Master plan Liaison Committee take place. Council called for tenders to undertake design work and received submissions from many highly desirable companies.

The Shoalhaven Business Chamber and the CBD Committee have three representatives on the liaison committee and these representatives are keen to see good practical solutions presented with some dynamic

vision for the future. Ideally this will include fixing Junction Court, linking the CBD and Stocklands and take in the River Precinct.

If you have ideas you would like to contribute please email:

cbd@shoalhaven.net.au

There are 17 Master Plan Objectives overall which include the following

- * Protect & expand the regional status of the town centre by limiting excessive growth on the coast;
- * Increase opportunities for town centre residential living and working;
- * Create a city centre heart through improved civic facilities, open space, entertainment and leisure facilities;
- * Strengthen the association of the town centre with the Shoalhaven River and develop strong pedestrian linkages to the river and tourist precincts;
- * Activate the river precinct and encourage tourism opportunities through improved vehicle and pedestrian access;
- * Develop a pedestrian orientated retail hub based around the two historic shopping streets- Kinghorne and Junction Streets;
- * Integrate the traditional shopping centre with the retail facilities approved east of the Princes Highway;
- * Protect character residential precincts and heritage conservation areas adjoining and within the study area and limit conflicting land use activities
- * Reinforce Nowra's future desired character through controls on height mass and bulk in the town centre.