



ourPlace

Concord Road, North Strathfield

BUSINESS IMPROVEMENT PROGRAM PROSPECTUS

Incentives and
programs to
grow your
business





A highly desirable place to live, work and conduct business and where there is a true sense of community pride.

Why a Business Improvement Program?

Council has been working with the community to develop a Place Plan for the Concord Road, North Strathfield Shopping Village. It is based upon an invigorated partnership between businesses, residents and Council all working together to promote and enhance the precinct and the need to share responsibility for the improvements.

In response to consultation with businesses and the community, an action identified was the establishment of a Business Improvement Program.

The Business Improvement Program suggests ways in which business operators and commercial property owners can enhance their offerings to attract and retain customers and tenants. Many of the elements included in the program are to achieve quick wins whilst delivering long term value.

Glossary

Small Business Entity Concessions (SBE): An eligible small business is basically one that is carrying on a business and that has 'aggregated turnover' of less than \$2 million. This includes legal structures of sole traders, companies, trusts etc.

Large Business: those who are ineligible for the SBE

Property Owners: property owners who are not conducting a business from the premises

Low Value Pool: Items added to the low value pool can be depreciated on a reducing balance basis at 18.75% for the year of acquisition or 37.5% for subsequent years.

Key Elements

Building façade improvements

- removal of paint or painting of façade,
- awning replacement/skinning;
- drop awning replacement,
- under awning lighting

Activation of precinct through business use of the footpath

Environmental and social sustainability

- ResourceWise Program
- Crime Prevention Programs

Business Innovation Programs

- Business Advisory Services and Skill Development
- Digital Strategy and Implementation
- Business Audits and Visual Merchandising

Establishment of a Business Association / Chamber

- Collaborative Marketing

Disclaimer

The advice provided in this factsheet is only general and individuals will be required to seek their own independent advice which is specific to their circumstances

Sections of the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 is not applicable to heritage items



2012

Building Facade Improvements

Direct and easy access from the footpath to the shop ‘draws the street into the shop’. Active frontages are therefore a vital contributing factor to a business centres vitality. The shopfront of any building contributes greatly to its appearance in the streetscape and is the area of the building most obvious to pedestrians.

Incentives: maximum \$3000 rebate per premises + under awning light fixtures

Appendix: Business Facade Improvements Application Form

Suggested Action A: Removal of existing paint to expose brickwork and painting of architraves and panes

Indicative Costs	Prior to establishing if this is a suitable option, lead testing of existing paint is required. Access costs to be established depending on site. Soda Blasting Removal is from \$150 per hour plus GST (excl. access costs). Indicative costs do not include estimations for painting of architraves and panes.
Rebates which may be available	City of Canada Bay: TBA est. maximum of 50% or \$2000, whichever is less
Tax Implications	All entities Repairs: deductible.
Planning Implications	<p>State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.</p> <p>Subdivision 27 Minor building alterations (external) (Exempt Development) 2.53 Specified development</p> <p>(a) minor external non-structural building alteration, such as the following: painting, plastering, cement rendering, cladding, attaching fittings or decorative work,</p> <p>(b) the replacement of an external window, glazing areas or a door (other than those on bush fire prone land),</p> <p>(c) the repair to or replacement of a non-structural wall or roof cladding, (d) the installation of a security screen or grill to a door or window or a security door,</p> <p>(e) the repair to or replacement of a balustrade,</p> <p>(f) restumping or repairing structure foundations without increasing the height of the structure, is development specified for this code if it is not constructed or installed on or in a heritage item or a draft heritage item or in a heritage conservation area or a draft heritage conservation area.</p> <p>2.54 Development standards</p> <p>The standards specified for that development are that the development must: (a) not comprise the making of, or an alteration to the size of, any opening in a wall or roof, such as a doorway, window or skylight, and</p> <p>(b) not reduce the existing fire resistance level of a wall or roof, and (c) if located on bush fire prone land:</p> <p>(i) be adequately sealed or protected to prevent the entry of embers, and</p> <p>(ii) use equivalent or improved quality materials, and</p> <p>(d) not affect any existing fire resisting components of the building, and (e) not affect the means of egress from the building in an emergency, and (f) if it is the installation of a security screen or grill to a door or window or a security door—be for domestic purposes only.</p>

Future



Suggested Action B: Repainting of building façade and windows to reflect art deco nature of the precinct

Indicative Costs	\$3500 - \$5000 for a 5 metre wide frontage
Rebates which may be available	City of Canada Bay: TBA est. maximum of 50% or \$2000, whichever is less Refer to recommended colour palette below
Tax Implications	All entities Repairs: deductible.
Planning Implications	State Environmental Planning Policy (Exempt and Complying Development Codes) 2008. Subdivision 27 (Refer to Suggested Action A on page 4)

Main Building Colour

W1	W2	W3	W4	W5
RED OXIDE RGB: 113, 66, 57	SIENNA STONE RGB: 114, 67, 53	COYOTE RGB: 149, 98, 79	TURKISH BATH RGB: 187, 144, 121	MALLARD GREY RGB: 110, 104, 110

Window Trim Colour

T1	T2	T3	T4	T5
LIMED WHITE RGB: 207, 201, 192	WARM GREY RGB: 191, 183, 161	REGENCY WHITE RGB: 227, 212, 188	SLIP CAST RGB: 218, 213, 206	STONEWARE RGB: 211, 172, 140

Contrast Colour

C1	C2	C3	C4	C5	C6
FOZZIE BEAR RGB: 112, 97, 92	RED OXIDE RGB: 113, 66, 57	WARM GREY RGB: 191, 183, 161	OBOE D'AMORE RGB: 73, 61, 66	CHINCHILLA CHENILLE RGB: 207, 186, 166	CREAM RGB: 244, 214, 169
C7	C8	C9			
YORK STONE RGB: 204, 190, 160	TICKING RGB: 73, 77, 83	CONSTELLATION RGB: 131, 115, 115			

Business Facade Improvements continued



Suggested Action C: Repair or replace awning structure

Indicative Costs	<p>Estimated from \$2500 - \$6000 excl. Development Application (DA) and Principal Certifying Authority (PCA) fees.</p> <p>DA Fees vary dependent on value of work. For example 2012/2013 fees:</p> <ul style="list-style-type: none"> • Work value less than or equal to \$5,000 - fee is \$110 (GST exempt) • Work value between \$5,001 and \$50,000 – fee is \$170 plus an additional \$3/\$1,000 of estimated cost or part thereof. • Notification for a development application, S96 application or S82A application which is not a dwelling house.– fee is \$175 (incl. GST) <p>PCA fees vary</p>
Rebates which may be available	N/A. It is the property owners liability to ensure the structural integrity of awning structures
Tax Implications	<p>SBE: eligible for immediate deduction up to \$6500</p> <p>All other entities: Depreciable over useful life</p>
Planning Implications	City of Canada Bay Development Application required: DA - Application Form; DA - Checklist 15 - Commercial & Industrial New Buildings, Alterations & Extensions.

Suggested Action D: Skin existing awning structure and fascia with new material and signage

Indicative Costs	Estimated from \$890 excl. GST
Rebates which may be available	City of Canada Bay: TBA est. maximum of 50% or \$500, whichever is less. Rebates only apply to awnings which have been certified as structurally sound by a structural engineer and have appropriate guttering and stormwater outlets which prevent overflow onto the footpath.
Tax Implications	<p>SBE: Repairs: deductible OR are eligible for immediate deduction up to \$6500 for business</p> <p>All other entities: Repairs: deductible OR Depreciable over useful life, or items less than \$1000 can be added to the Low Value Pool</p>
Planning Implications	<p>State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.</p> <p>Subdivision 36A Signage (replacement of identification signs)</p> <p>2.72A Specified development The replacement of: (a) an existing building identification sign or the content of such a sign, or an existing business identification sign or the content of such a sign, is development specified for this code.</p> <p>2.72B Development standards</p> <p>The standards specified for that development are that the development must:</p> <ol style="list-style-type: none"> replace a lawful sign, and not be greater in size than the sign that is replaced, and not be a sign that is flashing or animated, and not involve any alteration to the structure or vessel on which the sign is displayed, and not obstruct or interfere with traffic signs.

Suggested Action E: New drop down awning with new J hooks

Indicative Costs	Estimated from \$600 - 890 excl. GST
Rebates which may be available	City of Canada Bay: Rebate of \$500
Tax Implications	SBE: Repairs: deductible OR are eligible for immediate deduction up to \$6500 for business All other entities: Repairs: deductible OR Depreciable over useful life, or items less than \$1000 can be added to the Low Value Pool
Planning Implications	City of Canada Bay approval required, though this is exempt development under Schedule 2 of the LEP. Also, refer to Business Use of Public Footpath Policy

Suggested Action F: Replace existing under awning lighting

Indicative Costs	Estimated at \$200 per light fixture excl. installation
Rebates which may be available	Council to provide 2 light fixtures per 5 linear metre on under awning street frontage. Property owner or Business Operator to pay for licensed electrician to install
Tax Implications	SBE: eligible for immediate deduction up to \$6500 for business All other entities: Depreciable over useful life, or items less than \$1000 can be added to the Low Value Pool
Planning Implications	TBA

Business Use of the Footpath



Suggested Action G: Food service businesses to consider increasing seating capacity by applying for a Business Use of the Footpath permit

Incentives: only \$150 psm pa (equates to \$150 per seat per year)

Appendix: Business Use of the Footpath Policy and Application Form

Indicative Costs	Application Fee: \$230 Annual Rental: \$150 per sqm (ie. \$150 per seat per year) Bond: minimum \$500
Rebates	N/A
Tax Implications	SBE and Large Business: Operating expense - Deductible Property Owners: n/a
Planning Implications	City of Canada Bay approval required. Exempt development, though an application must be made to Council to seek approval: Refer to Business Use of Footpath Application Form and Business Use of Public Footpath Policy

Environment and Social Sustainability



Resourcewise Program

Suggested Action H: Reduce operating costs and environmental footprint



There are four components within the program and your business can sign up for one, some or all of them. You can start with one and add others later, it's up to you. The four components are:

- energywise
- waterwise
- wastewise
- communitywise.

Appendix: Resourcewise Facsheet and Application Form

Indicative Costs	Participation in the ResourceWise program is free. Implementation costs are dependent on actions undertaken
Rebates and Programs which may be available	<p>Energy</p> <p>Energy Efficiency for Small Business Program</p> <p>The Energy Efficiency for Small Business Program is available to businesses that use up to approximately \$20,000 in electricity a year or have up to approximately 10 employees. The program offers:</p> <ul style="list-style-type: none"> • a subsidised energy assessment (Businesses pay only \$75 or \$150, depending on electricity use, to the assessor at the time of the assessment or when they receive their Energy Action Plan) and tailored energy action plan • 50% off installation costs up to \$5,000 (for businesses using \$5,000-\$20,000 a year in electricity) and up to \$2,000 (for businesses using less than \$5,000 a year in electricity) • coordination assistance by an assessor to install energy saving improvements, at no cost to the business (up to four hours). <p>www.savepower.nsw.gov.au</p> <p>Energy Efficiency Finance and Carbon Neutral Program</p> <p>www.lowcarbonaustralia.com.au</p> <p>Energy Savings Scheme</p> <p>www.ess.nsw.gov.au</p> <p>Energy Efficiency Exchange (EEX) website</p> <p>The EEX website aims to increase business productivity and reduce energy costs and emissions by providing:</p> <ul style="list-style-type: none"> • guidance on how to develop effective business cases on energy efficiency projects • information on industry support programs to help businesses secure energy efficiency funding • links to the latest best practice information from state-based projects and overseas. <p>www.eex.gov.au</p>



Rebates which may be available cont'

Water

Saving water in your business - DIY tool. The DIY tool is a step-by-step guide to better manage water within your business and has instructions to complete a simple water audit.

www.sydneywater.com.au/Water4Life/InYourBusiness/

Waste

Love Food Hate Waste

The focus of the business program is to improve knowledge and awareness of the economic and environmental impacts of wasting food. The aim is to encourage businesses to adopt simple and practical actions to avoid food waste. Love Food Hate Waste can help your business get started.

www.lovefoodhatewaste.nsw.gov.au

Community

Good Business Register

The Good Business Register® provides Small to Medium (SME) businesses with a free and easy way to report on your responsible & sustainable business practices as well as a way to share your journey with others. By joining today, your business can create its own responsible business and sustainability report and get listed on the Good Business Directory for free in a few easy steps. Get active, be noticed, be seen by your customers and suppliers today.

www.goodbusinessregister.com.au

Tax Implications

All entities: dependent on actions undertaken

Planning Implications

Dependent on actions undertaken

Crime Prevention Programs



Suggested Action I: Implement a business led neighbourhood watch program

Support local businesses in implementing and promoting a precinct neighbourhood watch program to protect local children

Program Costs

Council to financially support the implementation of this program

Suggested Action J: Participate in Burwood Police's EyeWatch Program

Businesses to consider working with local police to report and monitor crime and anti-social behaviour



Program Costs

Free. Businesses will require to have a Facebook account - Free

Suggested Action K: Report illegal dumping, graffiti and anti-social behaviour

Grffiti

Grffiti Hotline on 9911 6444 24 hours a day

Illegal Dumping

City of Canada Bay Council on 9911 6555

Report to Council

With your iPhone or Android phone through www.snapsendsolve.com

Crime

Report non-urgent crime to 131 444

Business Improvement Programs



Business Advisory Services and Skills Development

The Federal and State Government in addition to not for profit organisations and registered training organisations provide a range of innovative programs and services to assist small businesses.

Incentives: Maximum \$500 rebate per business

Suggested Action L: Embrace innovation and up skilling to maintain a contemporary business

Indicative Costs	From \$0+
Programs and Services available	<p>Small Business Support Line T 1800 77 7275 www.business.gov.au</p> <p>SmallBiz Connect Program www.smallbusiness.nsw.gov.au</p> <p>Small Business Advisory Service www.ausindustry.gov.au</p> <p>Enterprise Connect www.enterpriseconnect.gov.au</p> <p>The Enterprise Hub www.enterprisehub.com</p> <p>Business Building Blocks www.businessbuilding.com.au</p> <p>TAFE NSW www.tafensw.edu.au</p>
Tax Implications	All entities Operating expense - deductible

Business Auditing and Visual Merchandising

Suggested Action M: Improve the internal layout and visual merchandising of your business

24/7/2012 - This section will not be finalised for a few days, as Information is still outstanding from education institutions (for student placements) - TAFE NSW and Whitehouse Design; Visual merchandise/Retail Auditors - AUSVM, Magnolia Solutions, ARA; Restaurant audits and operations: RCA. Also Enterprise Connect program

Food Safety Star Rating Program

Suggested Action N: Gain recognition in Council's award winning Food Safety program

Council's award winning Food Safety Star Rating Project is a 'scores on doors' style program that publicly recognises local food businesses that make a consistent and serious commitment to food safety. FREE

Digital Strategy and Implementation



Developing a digital strategy will assist you in:

- identifying the function and content of your business website
- if undertaking online marketing, the most advantageous channels for your business
- whether social media and/or eMarketing is beneficial to your business; and when and how to use it
- ascertaining the use of eCommerce and online reservation/booking systems.

Ultimately the objectives are to: raise awareness of your business; retain and attract customers; develop a virtual relationship with your customers; and, enable the 30,000+ motorists and their passengers who drive past your premises every day, find out more about your business.

Did you know, in the 2 years to June 2011:

Age	Accessed Internet	Bought Goods and Services online
25–34 years	93%	78%
35–44 years	90%	74%
45–54 years	85%	69%



Suggested Action O: Improve your marketing and customer engagement

Indicative Costs	From \$0+
Programs and Resources available	<p>Digital Business Australia Want to get your business or community organisation online, but don't know where to start? Need some help with your transition to e-commerce? Or do you just want practical advice about the internet and what it means for your organisation? digitalbusiness.gov.au provides information that may assist you.</p> <p>Winning Business Online Winning Business Online offers five free e-business short courses, each consisting of two modules to help you turbo-charge your business' online presence. www.winningbusinessonline.com.au</p> <p>Getting Aussie Business Online Getting Aussie Business Online (initiative by Google and MYOB) takes the time, hassle and cost out of getting a website so that you can get on with running your business. You only need a phone number, ABN and 15 minutes. Here's what you get</p> <ul style="list-style-type: none"> • free customisable website for 1 year • free .com.au web address for 2 years • free e-commerce functionality for 1 year • \$75 free Google advertising trial with expert phone support <p>www.gettingbusinessonline.com.au</p> <p>Driving Business Online Driving Business Online is an initiative of PayPal Australia, along with supporting partners, to help small business – especially those in regional areas – get onto the internet, or make their existing online business more successful. www.drivingbusinessonline.com.au</p> <p>Social Media Twitter, Facebook, Pinterest, Google+, LinkedIn etc – FREE</p> <p>Direct eMarketing Constant Contact, Vision6, Mailchimp, Joomba etc – from \$15 per month</p>
Tax Implications	All entities Operating expense - deductible



Working Collectively

Business Chamber or Association

Business Associations enhance and promote local business precincts, advocate, and assist new and establishing businesses to grow and prosper.

Suggested Action P: Establishment of a business association providing a collaborative vehicle to achieve success for the precinct

Incentives: Matched seed funding of \$2000 in addition to support with programs and grant applications

Appendix: Starting a Chamber Checklist

Indicative Costs	Up to \$2500 to establish the chamber. Costs to be offset by membership fees
Start Up Assistance	Council to provide match funded (ie. Chamber to illustrate that it can raise the equivalent amount) of \$2000. In addition in 2012/2013, Council to provide establishment, programing and grant application in kind assistance
Grants which may be available	<ul style="list-style-type: none"> Beverage Container Recycling Grants – up to \$10,000 City of Canada Bay Council Community Grants – up to \$3000 ClubGrants - varies Community Relations Community Sponsorship Grants – up to \$2000 Department of Premier and Cabinet Community Building Partnership - varies NRMA Community Grants – up to \$10,000 NSW Heritage Office Historical research and local archive projects – up to \$4500 Westpac Seed Funding Grant - \$50,000 to \$100,000
Tax Implications	The Association will be required to submit an annual tax return. Membership Fees - all entities Operating expense (Memberships and Subscriptions)- deductible

Suggested Action Q: Effectively and economically attract your local market through cooperative marketing

Initially, businesses may consider developing a branded 'catalogue' which is letter box dropped to local households. This could also be supported by social media, media releases, collaboration with the school, business referrals etc - which all cost nothing, but time.

Indicative Costs	Template design of 'catalogue' - either A4 - 4pp or DL - 8pp - \$800 (one off cost)							
	<table border="0"> <tr> <td>8,000 Households</td> <td>2000 Households</td> </tr> <tr> <td>Printing of 10,000 A4 copies \$850</td> <td>Printing of 4,000 A4 copies - \$550</td> </tr> <tr> <td>Distribution to 8k households - \$ 650</td> <td>Distribution to 2k households - \$250</td> </tr> <tr> <td>Total: \$1500 (\$150e for 10 businesses)</td> <td>Total: \$800 (\$80e for 10 businesses)</td> </tr> </table>	8,000 Households	2000 Households	Printing of 10,000 A4 copies \$850	Printing of 4,000 A4 copies - \$550	Distribution to 8k households - \$ 650	Distribution to 2k households - \$250	Total: \$1500 (\$150e for 10 businesses)
8,000 Households	2000 Households							
Printing of 10,000 A4 copies \$850	Printing of 4,000 A4 copies - \$550							
Distribution to 8k households - \$ 650	Distribution to 2k households - \$250							
Total: \$1500 (\$150e for 10 businesses)	Total: \$800 (\$80e for 10 businesses)							
Start Up Assistance	Council to provide administrative in kind assistance.							

Further Information

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 F 9911 6550
 E business@canadabay.nsw.gov.au