



# AGENDA

Economic Development Committee

to be held at

Council Administration Centre  
Council Chambers  
180 Mort Street, Lithgow

on

Monday 4 March 2019

at 5:00 pm

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1. **Present**
2. **Apologies**
3. **Confirmation of Minutes**
4. **Declaration of Interest**
5. **Presentations**

## 6. Staff Reports

### 6.1. Lithgow Economy Scorecard

#### Summary

The purpose of this report is to advise the Economic Development Committee of the Lithgow online economic profile and to provide a brief scorecard highlighting some important local statistics.

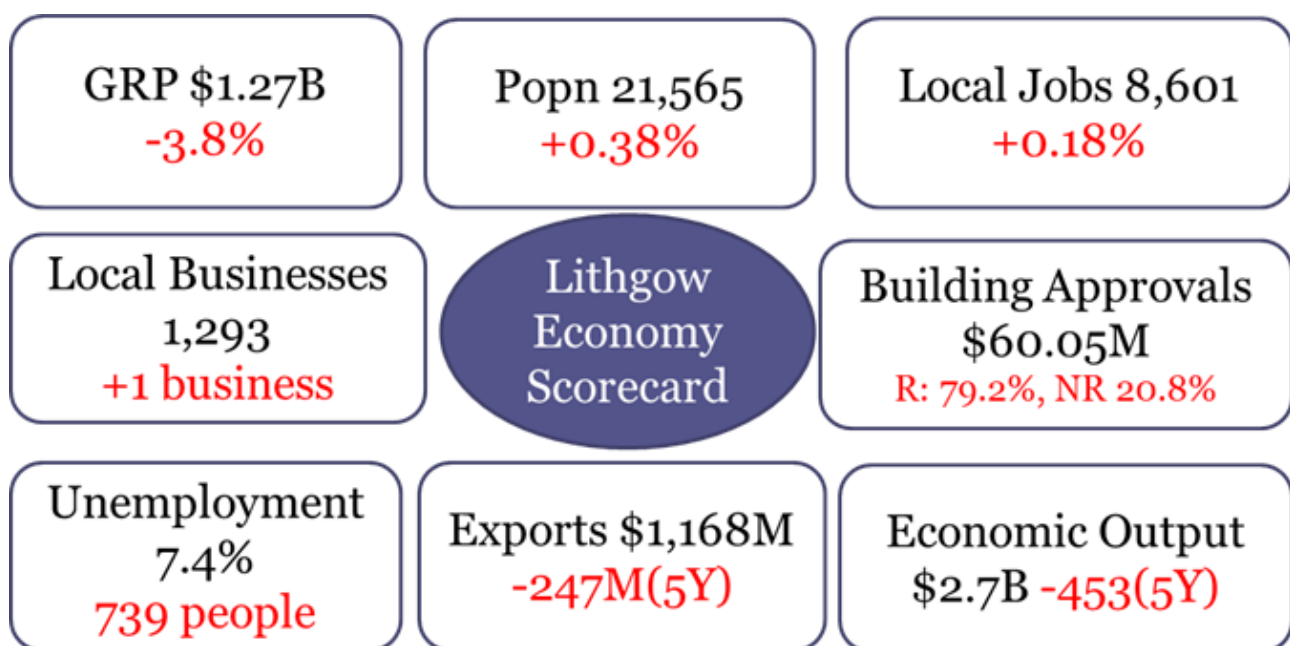
#### Commentary

At Council we have an online resource, called the Lithgow Economic Profile - which provides economic data on our location. The data-sets provide access to detailed demographic data for the 1991 to 2016 Census years, economic data and maps on industry sectors as well as population and employment forecasts.

The economic data is important as it provides comprehensive information about workforce characteristics, industry contributions, the role of tourism and gaps in local supply chains.

There is also a public website available that gives an economic overview of Lithgow's key indicators and trends: <https://economy.id.com.au/lithgow>.

#### LITHGOW ECONOMY SCORECARD



The economy scorecard shows:

1. Slight population growth year on year – currently 21,565,
2. GRP of \$1.27B – down year-on-year (-3.8%) as is economic output of \$2.B (-\$453M 5 year trend),
3. Unemployment of 739 people – 7.4%,
4. Local businesses and local jobs holding steady (1,293 businesses and 8,601 jobs),
5. Over \$60M in building approvals in 2018 – almost 80% residential,
6. Exports over \$1,100M, but as with GRP and economic output – trending downwards.
7. A brief presentation will provide further analysis.

**Policy Implications**

Nil

**Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

**Legal Implications**

Nil

**Attachments**

Nil

**Recommendation**

THAT the Economic Development Committee note the report on the Lithgow Economic profile and the brief presentation on the scorecard.

## 6.2. Lithgow Tourism Alliance

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### Summary

The purpose of this report is to advise the Economic Development Committee on progress to date on the assembly of a Lithgow Tourism Alliance that has been formed with the aim of developing the governance and operational/management industry structure for a Lithgow Local Tourism Organisation (LTO).

### Commentary

The Lithgow Destination Management Plan was endorsed by Council in 2014. The strategy was developed in consultation with representatives of the local tourism industry as well as regional and state tourism organisations.

The strategy identifies actions of:

1. *"Explore the possibility of establishing an industry based Tourism Association".*
2. *Develop and implement an integrated and effective marketing and branding strategy for tourism that also aligns with Council and Economic Development."*

In April 2018 the Economic Development Committee adopted a report and recommendations from the Tourism Bureau Working Party. The recommendations identified:

1. *The adoption of an aligned delivery model that will see the LCC and Industry jointly taking responsibility for tourism in the Lithgow LGA. The delivery model proposed involves a 'division of responsibility', while the Industry (under a not for profit organisation with Board governance) would bring its skills to carry out **destination marketing, promotion and training**.*
2. *The aligned delivery structure be phased-in over a 2-3 -year period in a three-staged process thus allowing sufficient time for both industry to organise itself into a united group and for **LCC and Industry to formalise the operating model** and recruit the necessary skills required.*
3. *LCC should adopt a multi-faceted approach to future funding of tourism;*
  - a. *LCC engage with the tourism industry community to gain alignment on the direction for tourism management in the future and **the pros and cons of a future funding regime**;*
  - b. *Actively pursue and identify suitable tourism grant funding opportunities; and*
  - c. *LCC engage the wider business community to outline the potential for SRV application to fund tourism infrastructure, the specifics of how a SRV would fund tourism, the cost-benefit to both the business community and the wider LGA community and, seek agreement to work towards an agreed position and business case for Council determination.*

Discussions have occurred with industry representatives to progress the option of establishing the Local Tourism Organisation and when all tourism industry members were asked for expressions of interest to form a Tourism Alliance, a strong number of responses were received.

A Tourism Forum was held at the Lithgow Visitor Information Centre in late 2018 where an update was provided on the progress of the development of a Lithgow Destination Marketing Campaign, and discussion also took place surrounding one of the priority actions in place for our region as we look to create regional management/ownership of the tourism industry, the formation of a 'Tourism Alliance'.

The aim of the Tourism Alliance is to establish a representative body of the tourism industry in Lithgow that will work alongside Lithgow Tourism to further the vast potential that exists in all areas of tourism in the Lithgow destination.

Expressions of interest from representatives of the different sectors of the tourism industry to be involved in the 'Tourism Alliance' were sought and an initial meeting held. It is anticipated that the Tourism Alliance will engage tourism experts, with local tourism organisation management experience, to undertake the planning for a new local tourism organisation. In time, it is anticipated the "experts" will work with the Tourism Alliance to:

1. Determine the local tourism organisation model and management structure;
2. Determine the sustainable funding for the organisation;
3. Prepare a marketing plan, business plan and corporate sponsorship proposals;
4. Prepare the membership prospectus and cooperative marketing calendar;
5. Prepare the timetable to transition the lead role in marketing from Lithgow City Council's Tourism Unit to the local tourism organisation;
6. Prepare the Executive Officer and/or other staff position descriptions;
7. Coordinate the appointment of the Board and the Executive Officer.
8. The purpose of the local tourism organisation should be to take a lead role in destination marketing and be the "voice" of the industry. Critical to the establishment of a local tourism organisation is its sustainability, as traditionally local tourism organisations are primarily funded by local industry and local government/s.
9. It was also noted when the Tourism Bureau report was adopted by the Economic Development Committee that: *"There are some provisos, such as budget, that will need to be considered in due course."*
10. As such the Economic Development Committee is advised that the development of a Lithgow Local Tourism Organisation will potentially present funding and budget requirements/issues once the "division of responsibility" delivery model is reached with the Tourism Industry leading destination marketing and promotion.

### **Policy Implications**

Nil

### **Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact – This will be a likely future consideration.

### **Legal Implications**

Nil

### **Attachments**

Nil

### **Recommendation**

THAT the Economic Development Committee note the report on the assembly of the Lithgow Tourism Alliance and that the establishment of a Lithgow Local Tourism Organisation will pose future funding and budget considerations.

### **6.3. Lithgow Destination Movie Campaign 2018/2019**

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#### **Summary**

The purpose of this report is to advise the Economic Development Committee on progress to date on development of seven “Destination Lithgow” movies that will underpin a digital/online destination marketing campaign planned for early 2019.

#### **Commentary**

1. Progress to date:
2. 4 actors chosen (two couples one for each day of shooting).
3. Male and female voiceover actors selected and voiceovers completed in studio.
4. Shooting of Lithgow Halloween 2018 completed.
5. Two days of drone shooting completed.
6. Digital/online specialist appointed.
7. Post production underway.
8. Scheduled launch to industry Thursday 28<sup>th</sup> March.

#### **Policy Implications**

Nil

#### **Financial Implications**

Destination Management Plan budget for the 2018/219 financial year is \$20,000.

- Budget approved – N/A
- Cost centre – N/A
- Expended to date – N/A
- Future potential impact – N/A

#### **Legal Implications**

Nil

#### **Attachments**

Nil

#### **Recommendation**

THAT the Economic Development Committee note the report and brief presentation on the progress to date on the Lithgow Destination movies development.



## 6.4. Lithgow Halloween 2018

### Summary

The purpose of this report is to provide the Economic Development Committee with a review/debrief on Lithgow Halloween 2018.

### Commentary

#### 1. Attendance:

Number by hour and total detailed below. Note; this data was secured by use of people counters by security staff who did not cover all entry and exit points – and first count was at 4pm, not 3pm. So the numbers are indicative only. However, these statistics align with anecdotal feedback that numbers were the highest ever (2017 numbers secured via using behavioural analytics linked to cell phones estimated attendance for last year at 11,250). A free, non-gated 7 hour event means it is impossible to get an exact count on numbers. Allowing for entry at additional points and in the first hour points to numbers somewhere in the range of 10,000-12,000.

Time Taken	Zone	Zone 2	Zone 3	Total
4pm Initial Count				1359
5pm	893	398	2371	3662
6pm	390	475	1474	2339
7pm	164	310	91	565
8pm	228	81	433	742
9pm	53	8	513	574
<b>TOTALS</b>	<b>1728</b>	<b>1272</b>	<b>4882</b>	<b>9,241</b>

#### 2. Survey Results Highlights:

*Question 1: What is your postcode?*

Local 40%

Bathurst 15%

Blue Mts 24%

*Question 2: How did you find out about Lithgow Halloween?*

Family/Friends 30%

Social Media 26%

TV 10%

*Question 3: Did you stay in Lithgow overnight?*

Yes I live in the area 39%

Yes with Family 11%

No 47%

*Question 4: Best thing about Lithgow Halloween?*

Everything 27%

Costumes 26%

Atmosphere 17%

Entertainment 16%

*Question 5: What time did you arrive at the event?*

3 - 4pm 36%

4 - 6pm 52%

*Question 6: How did you travel to the event?*

Car 79%  
Walk 14%

*Question 7: What were the age groups in your group?*

Family with school aged children 30%  
Adults 25%  
Family with children 21%  
Teenage group 15%  
Family with children and grandparents 9%

*Question 8: How would you rate the event with 10 being the best?*

10 30%  
9 17%  
8 34%

*Question 9: What would you like to see more of?*

More Markets 21%  
Rides 24%  
Trick or Treat 14%  
More Music 13%  
Street performers 10%  
More seating 9%

*Question 10: How safe did you feel at Lithgow Halloween?*

Extremely Safe 49%  
Very safe 42%

*Question 11: Will you be back next year?*

Yes 87%

*Question 12: How likely are you to recommend Lithgow Halloween?*

Extremely likely 56%  
Very likely 36%

**3. Website on the Day:**

- 4,851 website users.
- 6,423 sessions.
- 18,160 page views.

**Policy Implications**

Nil

**Financial Implications**

- Budget approved - \$120,000 total. \$80,000 directly by Council and \$40,000 in projected revenue –Sponsorships, Rides, Stall fees etc.
- Cost centre – 600159
- Expended to date - \$111,156

A late, but appreciated, contribution from the Minister for Tourism discretionary fund of \$5,000 and revenues from stall hirers and rides greatly contributed to the positive budget position. The revenue from rides is highly dependent on the weather.

**Legal Implications**

Nil

**Attachments**

Nil

**Recommendation**

THAT the Economic Development Committee note the report and presentation debriefing the Lithgow Halloween 2018 Festival.

## 6.5. Mount Blaxland Proposed Walking Trail

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### Summary

The purpose of this report is to advise the Economic Development Committee of a community submission that requests support to develop walking track access to Mount Blaxland.

It is recommended that Council:

1. Provides in principle support into the establishment of walking track access to Mt Blaxland
2. Note the proposed project requires further information on costs and liabilities before any further support can be contemplated.

### Commentary

The following copy is a submission received from community members on the potential opportunity to establish walking track access to Mount Blaxland.

#### ***Mt Blaxland***

*Mt Blaxland is one of the most iconic landmarks in the Hartley Valley. A walking track to enable access to Mt Blaxland would add to the array of outdoor recreational activities available for Lithgow visitors. It would appeal to those interested in the history of European settlement and exploration and holds potential to be promoted to a broad tourism audience as a short walk to an iconic site, equivalent to or even more important than Mt York.*

*Mt Blaxland was named Mt Blaxland by George Evans in November 1813, to commemorate its significance as the end point of BLW's crossing. The Mount bears three monuments acknowledging its significance. The mountain is accommodated within a crown reserve of some 50 hectares abutting the Cox's River on its northern side but otherwise surrounded by privately owned freehold land.*

#### ***Proposed Track/Route***

*Along the south bank of the Cox's River from the McKanes Falls bridge to reach the western boundary of the reserve. Then turn south and an ascent of 120 metres to the ridge at the back of the mountain from which the summit can be accessed via an old vehicle track. In all the track length would be just over four kilometres.*

*The track would be a walking track only. Appropriate signage would indicate the route to be taken and provide warnings on the need to travel on the track only, to respect adjacent private property and would ban camping and fires within the reserve. Such signage would also alert walkers to the rare eucalypt community within the reserve.*

#### ***Negotiating Access***

*The walking track requires the cooperation and support of the landowner as the title concerned goes to the centre of the river. Also both Council and Crown Lands would need to enter into the easement agreement and to indemnify the landowner against damages that might arise from walkers using the track. Early conversations with Crown Lands, and the presentation of an easement agreement example, have returned a favourable response.*

*Historically, this landowner has resisted approaches seeking to access the Mt Blaxland reserve via the farm road used to access their property. Such refusal was probably based on the loss of privacy that would occur with vehicles being allowed to access the reserve in that way. This is an alternative proposal that has walkers more than a kilometre from the homestead and out of sight behind a wooded ridge walking along the river bank on the very perimeter of the property. Furthermore the track would be beyond the property's boundary fence that runs parallel to the river some 20 -50 metres back from the river bank, preventing stock from accessing and possibly crossing the river.*

**Council Support Request**

*Council adopt a resolution to support the investigation of walking track access to Mt Blaxland as outlined, and also to assist in approaching the landowner to discuss the proposed project.*

Whilst the proposed walking track has merit in potentially added to the tourism offerings in the Lithgow destination further information and assessment needs to be made on potential costs and liabilities relating to a proposed easement agreement which is a matter involving a private property owner.

**Policy Implications**

Nil

**Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

**Legal Implications**

Nil

**Attachments**

Nil

**Recommendation**

THAT the Economic Development Committee provides 'in principle' support into the establishment of walking track access to Mt Blaxland noting the proposed project requires further information on costs and liabilities before any further support can be contemplated.

## **6.6. Development of 5 Industry Clusters/Networks to advance Economic Development Outcomes**

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### **Summary**

The purpose of this report is to seek endorsement from the Economic Development Committee for the establishment of five industry clusters/networks that will work collaboratively with Economic Development staff on economic growth opportunities for the region.

It is recommended that Council endorses the assembly of 5 industry clusters/networks:

1. Lithgow Home Based Business Network.
2. Lithgow Tourism Alliance.
3. Lithgow Smart Cities and Communities Network.
4. Lithgow Young Professionals Network.
5. Lithgow Workforce Capability Cluster.

### **Commentary**

The Lithgow Regional Economic Development Strategy 2018-2022 has two priority actions that have been developed to activate local leadership and foster an environment of collaboration to achieve economic development outcomes in the region.

1. *Foster networking, collaboration and partnerships, between public and private institutions and the broader community to realise economic growth opportunities for the region.*
2. *Establish business alliances that are engaged with and support broader decision making, and foster and lead collaborative outcomes.*

Assembly of industry clusters/networks will enable the delivery of such priority actions.

The establishment of five community business clusters is proposed:

1. Lithgow Home Based Business Network.
2. Lithgow Tourism Alliance.
3. Lithgow Smart Cities and Communities Network.
4. Lithgow Young Professionals Network.
5. Lithgow Workforce Capability Cluster.

**Industry Clusters Terms of Reference:**



**LITHGOW CITY COUNCIL  
Lithgow Industry Clusters/Networks**

**Terms of Reference**

**Industry Clusters/Networks:**

1. Lithgow Home Based Business Network.
2. Lithgow Tourism Alliance.
3. Lithgow Smart Cities and Communities Network.
4. Lithgow Young Professionals Network.
5. Lithgow Workforce Capability Cluster.

**Establishment**

This Industry Clusters are assembled and guided by the Senior Economic Development and Destination Manager via delegation from the General Manager through the Director of Economic Development and Environment.

**Delegations**

The Industry Clusters have no delegations from the Council and no member of the Clusters has authority to speak on behalf of Lithgow Council.

**Financial Arrangements**

The Industry Clusters have no power to commit nor expend any Council funds.

**Term of the Clusters**

The Industry Clusters shall operate as required from the date of establishment, primarily driven by project or programs in-development/developed. The Industry Clusters continuation and currency will be reviewed on an annual basis.

**Industry Clusters Responsibilities**

The principal responsibilities of the Industry Clusters are to:

1. Foster networking, collaboration and partnerships, between public and private institutions and the broader community to realise economic growth opportunities for the region.
2. Establish business alliances that are engaged with and support broader decision making, and foster and lead collaborative outcomes.
3. Identify and guide the implementation of business support programs that will have practical and beneficial impacts on local businesses.

4. Develop a Lithgow Smart City Strategy Road Map and create a portfolio of actionable Smart City projects.
5. Garner corporate sponsorship and support for leadership capacity building and other economic development initiatives in the region.
6. Establish an employer network to link stakeholders for joint human resources recruitment, training and development.

### **Industry Clusters Membership/Appointment**

All members of the Clusters will be appointed via an expression of interest process, and then on a flexible, as-required basis.

### **Industry Clusters Member Responsibilities**

- Observation and compliance with Council's Code of Conduct.
- Observation and compliance with Council's OHS system objectives and instructions.

### **Executive Support**

Council Economic Development, Events and Tourism Division will provide executive support for the life of the Industry Clusters:

- be responsible for preparing the agenda and minutes of Industry Cluster meetings;
- be responsible for preparing a report to the Economic Development Committee containing the minutes; and, providing staff comment on the recommendations made by the Committee to the Council; and
- provide to the Industry Clusters the outcome and resolutions of the Council

### **Minutes and Reports to Council**

- Minutes of Industry Cluster meetings will be kept of all meetings and will be reported to the Economic Development Committee.
- The Minutes of the Economic Development Committee meeting will be submitted to the next ordinary meeting of Council.

### **Policy Implications**

Nil

### **Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

### **Legal Implications**

Nil

### **Attachments**

Nil



## **Recommendation**

THAT Council endorses the assembly of 5 industry clusters/networks:

1. Lithgow Home Based Business Network.
2. Lithgow Tourism Alliance.
3. Lithgow Smart Cities and Communities Network.
4. Lithgow Young Professionals Network.
5. Lithgow Workforce Capability Cluster.

## **6.7. Presentation by Decline in Retail Working Party**

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### **Summary**

To receive a presentation from the Working Party established to research the decline in Retail.

### **Commentary**

The principal responsibilities of the Decline in Retail Working party were to:

1. Research and advise the Economic Development Committee as to global and local pressures causing a decline in retail activity in international retail and regional and metropolitan retail industries in Australia.
2. Identify any strategic responses from Australian Retail Industry Associations or Metropolitan and/or Regional Chambers of Commerce.
3. Comment on actions taken by local Lithgow business in response to the negative pressures identified with a view to assisting in outlining a local retail strategy for their use.

The Working Party have now completed their work and wish to present to the Economic Development Committee. It is now in order to receive those presentations. The report from the working party is attached.

### **Policy Implications**

Nil

### **Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

### **Legal Implications**

Nil

### **Attachments**

1. Retail Working Party Attachment **[5.7.1]**
2. Final Report of the Retail Working Party **[5.7.2]**

### **Recommendation**

THAT

1. The Economic Development Committee thank the members of the Decline in Retail Working Party for their work and also their presentations, and
2. The report be noted and be further considered at the next meeting of the Economic Development Committee.

## 6.8. Progress Update on Lithgow REDS

### Summary

The Economic Development Committee receive a presentation from the Senior Economic Development and Destination Manager on progress against the REDS for the first 8 months of 2018/2019.

### Commentary

The development of the Lithgow REDS was undertaken to identify new opportunities for employment and economic growth in the Lithgow region.

Six strategic elements underpin the REDS:

1. Activate and cultivate a community of **economic development leadership**.
2. Create **labour force capability** in line with future business needs.
3. Prioritise lifestyle infrastructure and **local place-making**.
4. Foster a collaborative and **vibrant community** led by a diverse and inclusive culture.
5. Develop **tourism and marketing** opportunities.
6. Drive local **business capability** and inward business **investment**.

The REDS:

- Provides context and directions for local economic development across the Lithgow Local Government Area,
- Is an important part of Council's decision making framework and will have regard to other key policy documents, and
- Establishes a whole of Council approach to the delivery of services which advance local economic development.

The Senior Economic Development and Destination Manager will provide a brief presentation on progress against the REDS for the first 8 months of 2018/2019.

### Policy Implications

Nil

### Financial Implications

- Budget approved -
- Cost centre -
- Expended to date -
- Future potential impact -

Cost Centre/Description	Budget approved	Expended YTD
600086 LithGlow	50,000	1,000
600137 Christmas in the Park	3,750	3,429
600147 Christmas Decorations	11,250	13,186
600159 Halloween 2018	120,000	111,156
600155 VIC Car Park	25,000	0
600105 Implementation of the DMP	20,000	0
600100 Events Attraction Package	11,250	5,000

400147 Lake Wallace Plan of Management	46,000	15,045
700035 Street Facades Program	10,000	0
700045 REDS Implementation	60,000	15,183
600084 VIC Interior	10,000	6,271

**Legal Implications**

Nil

**Attachments**

Nil

**Recommendation**

THAT the Economic Development Committee note the presentation on progress against the Lithgow REDS for the first 8 months of 2018/2019.

## **6.9. Invitation to Small Business Commissioner**

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### **Summary**

To advise of the status of an invitation to the NSW Small Business Commissioner to attend a meeting of the Economic Development Committee.

### **Commentary**

Councillors may recall this matter whereby an invitation was issued to the NSW Small Business Commissioner to attend the March meeting of the Economic Development Committee. Unfortunately, the Commissioner could not attend on this day but has indicated that she would be happy to attend the September meeting of the Economic Development Committee. However, due to travel arrangements the Commissioner could only attend at 11am. It is suggested that the offer to attend on the day be accepted and that members of the Economic Development Committee that are available for an informal meeting with the Small Business Commissioner attend in line with their own availability.

### **Policy Implications**

Nil

### **Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

### **Legal Implications**

Nil

### **Attachments**

Nil

### **Recommendation**

THAT the NSW Small Business Commissioner be invited to attend Council on 2 September 2019 to informally meet with members of the Economic Development Committee.

## **6.10. Invitation to Local Chambers and Business Associations**

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### **Summary**

To receive presentations from Executive members of the Lithgow and District Chamber of Commerce, Portland Business Association and Wallerawang Lidsdale Progress Association.

### **Commentary**

Council has resolved to issue an invitation to the Lithgow and District Chamber of Commerce, Portland Business Association and Wallerawang Lidsdale Progress Association to attend the meeting of 4 March 2019 and give an overview of some of their programs and activities.

At the time of writing this report it was not sure if all the respective organisations would be able to attend the meeting on 4 March but if so, an offer should be extended to attend a future meeting of the Economic Development Committee.

It is anticipated that the presentations from each organisation should be short and informal taking approximately 10 minutes each.

### **Policy Implications**

Nil

### **Financial Implications**

- Budget approved - N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

### **Legal Implications**

Nil

### **Attachments**

Nil

### **Recommendation**

THAT the presentations from the Lithgow and District Chamber of Commerce, Portland Business Association and Wallerawang Lidsdale Progress Association be received with thanks.

## **7. General Business**

DECLINE IN RETAIL – WORKING PARTY.





## International Picture

Most **pervasive change** in retail world-wide is the role of internet retailing in the realms of online shopping, digital marketing, and consumer decision tools.

Global Retail **E-commerce sales \$1.3 Trillion USD** in 2014 and are expected to grow to \$4.5 Trillion in 2021

Digital marketing platforms including social media, search engines, and review sites have **revolutionized advertising**.

People trust “**consumer opinions posted online**” more than ads on TV, radio, billboards, and papers.

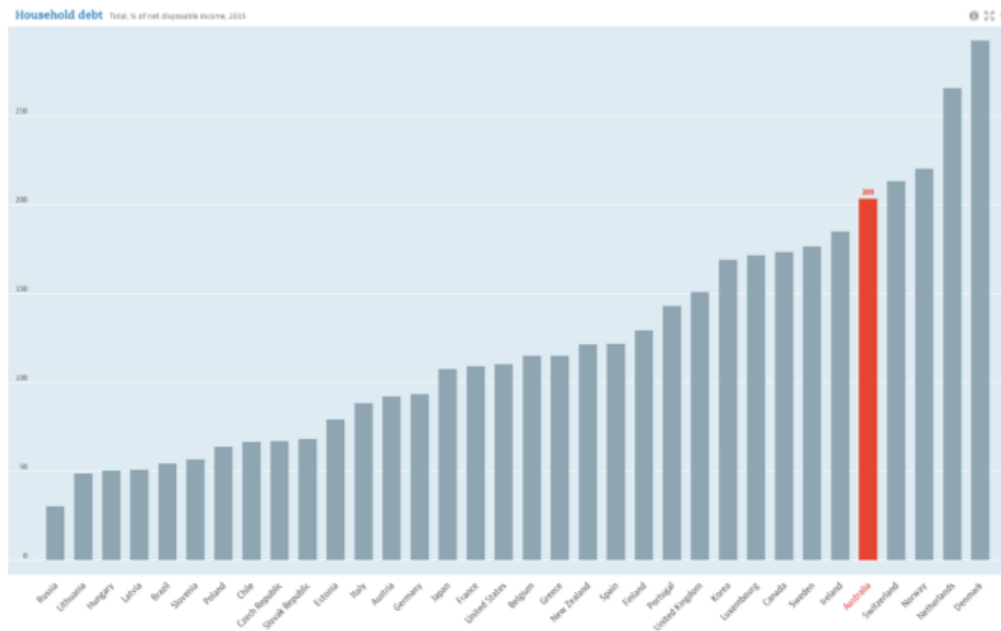
The information available through social media, search engines, and review sites is more available than ever as the **use of smartphones** continues to rise



## National Picture

Australian disposable income is not significantly higher than nations with economies performing similarly or even more poorly.

Australia has a significantly higher rate of household debt.



## Regional & Local Picture

Lithgow is well-positioned as a potential retail destination for the large populous of the greater Sydney region

Lithgow is in direct competition with neighboring towns for retail draw, including Bathurst, Orange, Katoomba, and Blackheath.

Customer service has been identified as a potential problem in the Lithgow retail sector.

Lithgow's own population may not be enough to sustain the development and growth of its retail sector.

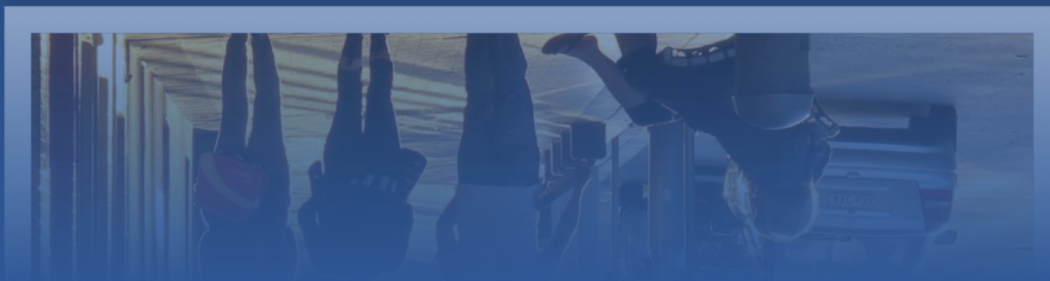
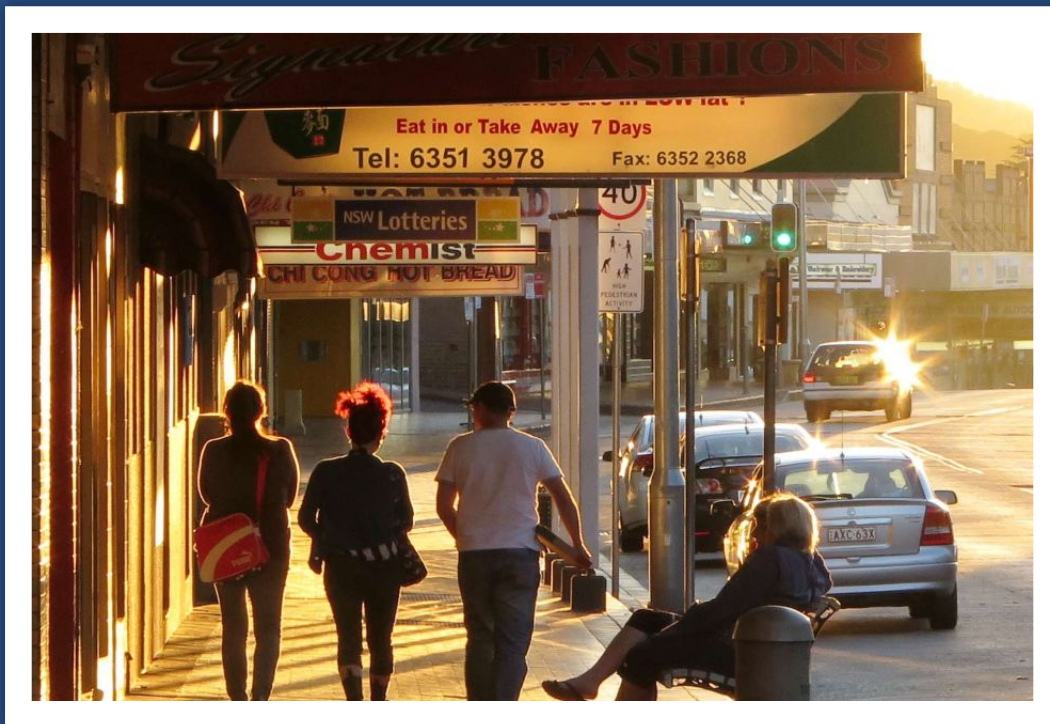


## Recommendations

1. Retailers must **develop a greater awareness of digital advertising techniques**. Some advertising tools such as Facebook Ads use algorithms to target the individual's specifics and develop a personal market profile in place of mass advertising.
2. Retailers must develop a greater **knowledge of 'influencers'** in a particular market. Influencers result in people buying what they buy and doing what they do.
3. **Organizing coaching resources** on how to compile, monitor and respond to reviews and interact with customers regarding feedback on websites such as Yelp, TripAdvisor, and other online guides.
4. Organize a **seminar/educational series around online presence** to raise awareness around why it's important.
5. Retailers should develop an **ongoing measurement tool** to monitor customer service feedback/levels.



## Report of the Retail Working Party



Barry Kavanagh

Katie Churchill

Final – 24 October 2018

## Executive Summary

The world of retail has changed dramatically in recent years, affecting small businesses and main streets perhaps the most. The Retail Working Party researched the reasons behind these changes and their effects on international, national, and regional retail realms. The party discussed cases of towns that have had similar histories to Lithgow and explored their methods for re-building retail in their communities. Finally, based on the group's finding, the party compiled a list of recommendations for Lithgow retailers to consider in order to be successful in the changing retail sector. The Retail Working Party has focused its recommendations around embracing the digital economy as this is critical for retailers to stay relevant and prosper.

## Forces at Play

### International

The most pervasive change in retail world-wide is the role of internet retailing in the realms of online shopping, digital marketing, and consumer decision tools.

Global Retail E-commerce sales were \$1.3 Trillion USD in 2014 and are expected to grow to \$4.5 Trillion USD in 2021, nearly tripling in under ten years (source: Shopify Global E-Commerce Statistics).

A global trend in e-commerce is that purchasers are highly likely to consider and make a purchase from an overseas online retailer. This adds competition for local retailers that they had not previously dealt with. Conversely, retailers today need to ensure they appeal to the overseas market in order to capitalize on international customers.

Digital marketing platforms including social media, search engines, and review sites have revolutionized advertising. Consumers are now targeted specifically based on their online activities and interests. Social media helps people connect with others who have similar interests and retail preferences, while companies that sponsor ads gain access to vast pools of targeted customers.

Consumers are using the digital platform to find and connect with businesses large and small. This includes a businesses' own website, review sites, and social media pages. According to a Nielsen study reported by Yelp and Search Engine Land 74% of shoppers searching for a local business use consumer review sites at least once a month. The study also reported that in the Asia-Pacific region people trust "consumer opinions posted online" more than ads on TV, radio, billboards, and newspaper/magazines. Only editorial content such as newspaper articles, branded websites, and recommendations from people the consumers know ranked higher.



	ASIA-PACIFIC	EUROPE	AFRICA/MIDDLE EAST	LATIN AMERICA	NORTH AMERICA
RECOMMENDATIONS FROM PEOPLE I KNOW	85%	78%	85%	88%	82%
BRANDED WEBSITES	78%	54%	76%	75%	61%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	71%	52%	71%	74%	63%
CONSUMER OPINIONS POSTED ONLINE	70%	60%	71%	63%	66%
ADS ON TV	68%	45%	70%	72%	63%
BRAND SPONSORSHIPS	67%	43%	73%	70%	57%
ADS IN NEWSPAPERS	63%	44%	69%	72%	65%
ADS IN MAGAZINES	62%	43%	65%	70%	62%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	60%	40%	64%	63%	57%
EMAILS I SIGNED UP FOR	60%	41%	59%	65%	64%
TV PROGRAM PRODUCT PLACEMENTS	60%	35%	64%	64%	53%
ADS BEFORE MOVIES	59%	38%	57%	62%	56%
ADS ON RADIO	54%	41%	62%	68%	60%
ONLINE VIDEO ADS	53%	33%	55%	52%	47%
ADS ON MOBILE DEVICES	50%	26%	49%	48%	39%
ADS ON SOCIAL NETWORKS	50%	32%	57%	54%	42%
ADS SERVED IN SEARCH ENGINE RESULTS	50%	36%	52%	58%	49%
ONLINE BANNER ADS	48%	27%	49%	46%	41%
TEXT ADS ON MOBILE PHONES	42%	22%	41%	39%	37%

Source: Nielsen Global Trust in Advertising Survey (2015)

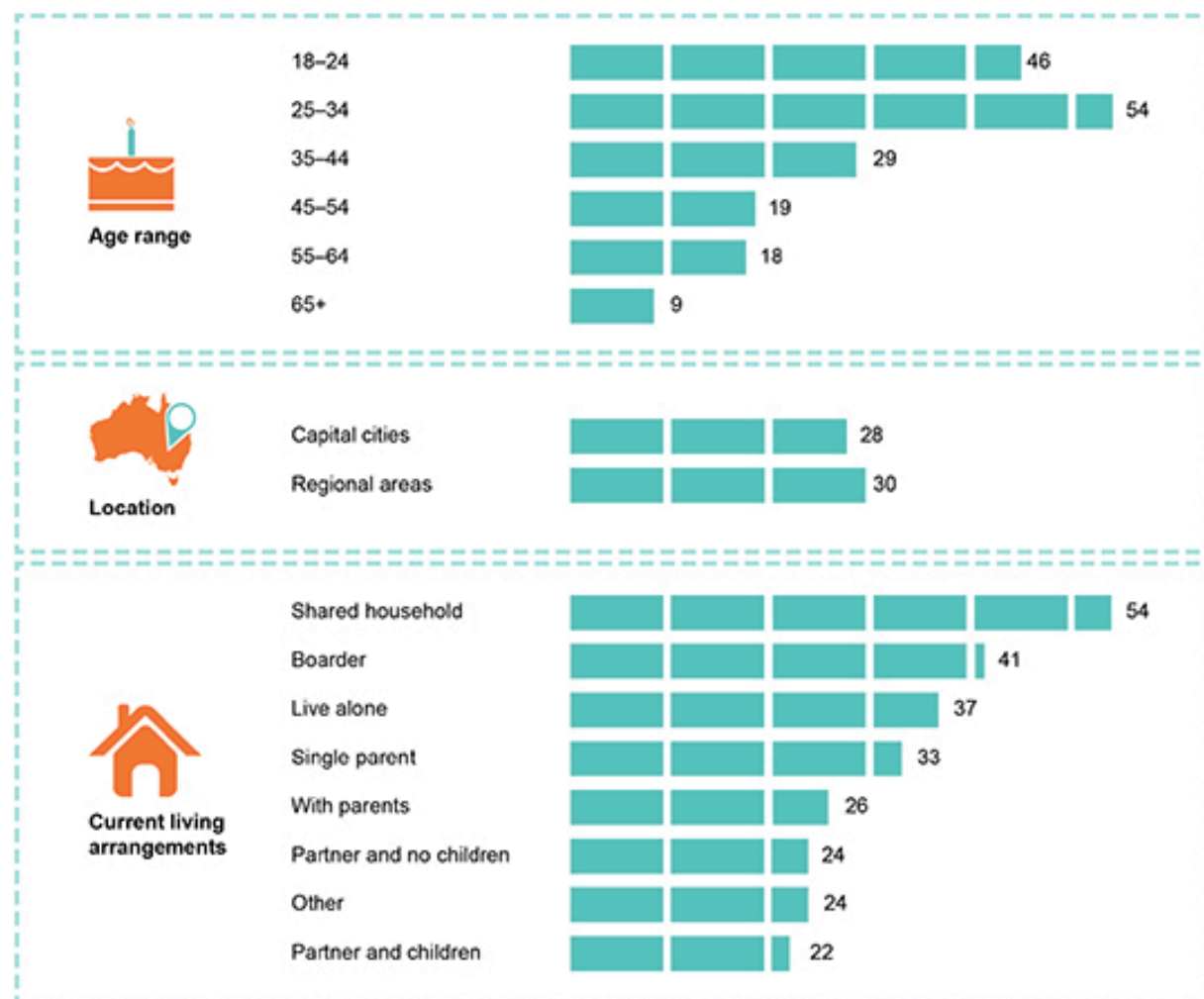
Consumers were more likely to connect with local businesses after visits to ratings and review sites (65%) than social media (61%) and search engines (59%) (Burke Local Media Tracking Study).

The information available through social media, search engines, and review sites is more available than ever as the use of smartphones continues to rise. The difference in age demographics related to smartphone usage can be a challenge for retailers who are trying to target consumers across all ages. According to a Google Consumer Barometer Survey 40% of millennials research their purchases on smartphones, more than twice as many consumers aged 35 and over. The Australian Communications and Media Authority reports that 54% of Australians aged 25-34 and 46% of



Australians aged 18-24 use mobile phones exclusively as their phones, as opposed to only 9% of those aged 65 and older.

**Figure 6: Demographics of mobile-only phone users, December 2014**



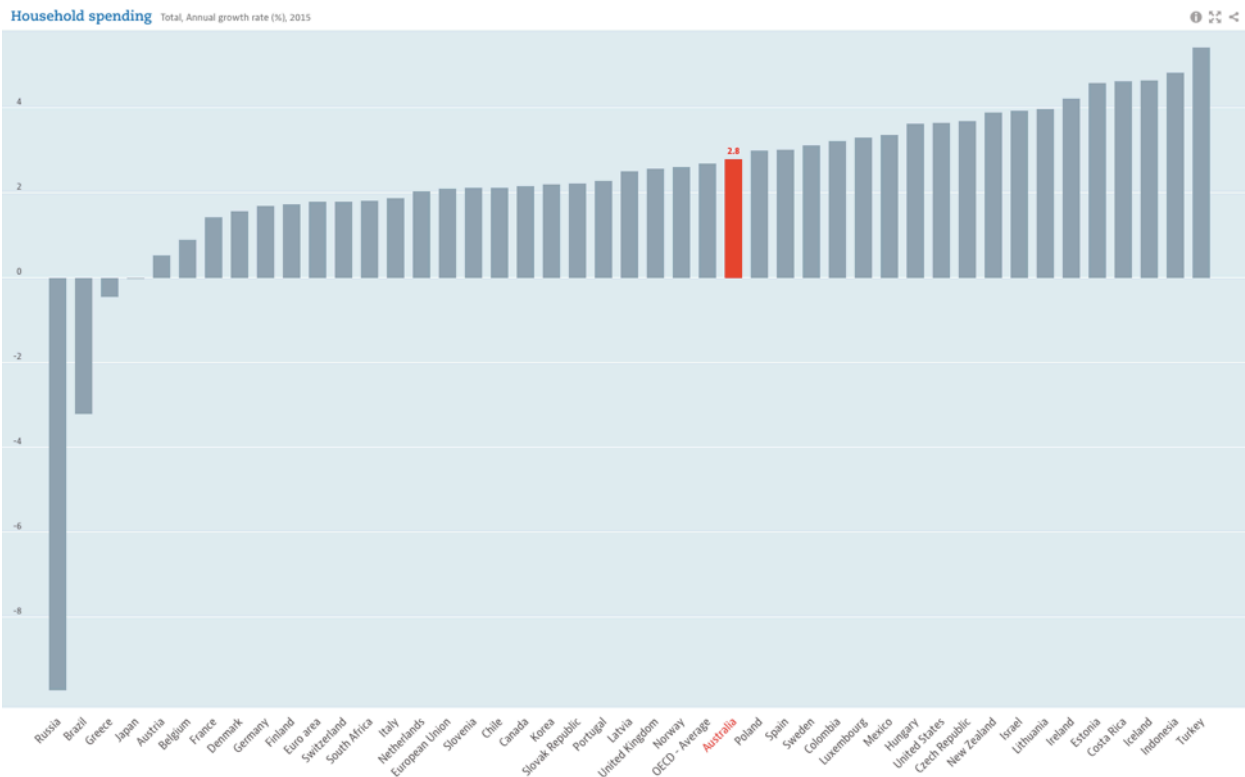
Source: Australian Communications and Media Authority, 2014

# National

There are a few key indicators of the reasons behind spending habits across Australian households. While the Australian economy continues healthy growth the level of household spending and disposable income is not significantly higher than nations with economies performing similarly or even more poorly than Australia.

Household Spending % Annual Growth Rate 2015	
United States	3.6%
Australia	2.8%
United Kingdom	2.6%
Canada	2.2%
European Union	2.1%

Source: Organisation for Economic Cooperation and Development (OECD)

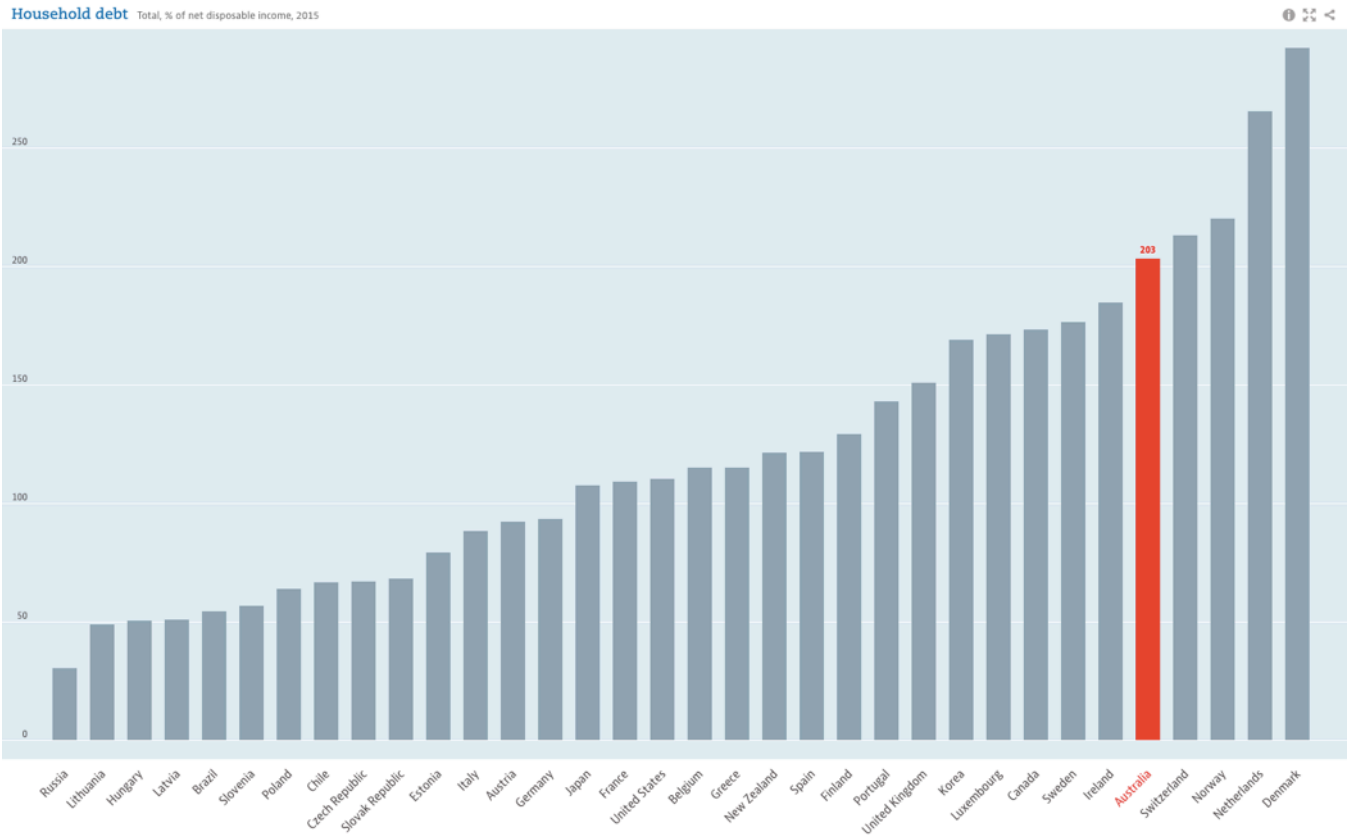


Disposable income growth is in line with the countries listed in the chart above. However, Australia has a significantly higher rate of household debt. This means that the overall level of disposable income among households is more restricted than households of other nations.

Household Debt as % of Net Disposable Income  
2015

Australia	203%
Canada	173%
United Kingdom	151%
Canada	110%

Source: Organisation for Economic Cooperation  
and Development (OECD)



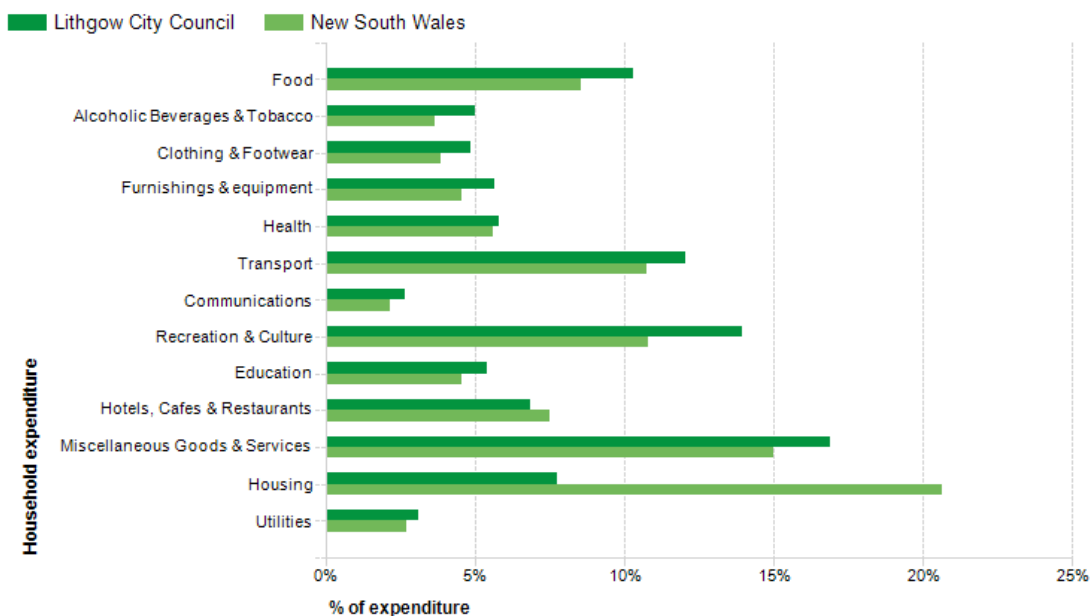
### Regional and Local

Lithgow is well-positioned as a potential retail destination for the large populous of the greater Sydney region. Lithgow is accessible to public transport via the train system and is at the crossroads of the two main driving routes over the Blue Mountains. However, Lithgow is geographically more distant from Sydney than other Blue Mountains towns and has the added disadvantage of infrequent train service. Lithgow is in direct competition with neighboring towns for retail draw, including Bathurst, Orange, Katoomba, and Blackheath, among others. When compared to these other towns Lithgow has the potential disadvantage of a smaller retail sector and/or farther distance from Sydney, in addition to a smaller tourism draw.

Customer service has been identified as a potential problem in the Lithgow retail sector. There are perceptions around negative customer service experience in Lithgow. This is a potential drawback to attracting new customers, especially in service and experience based shops. Further more, Lithgow retailers have limited hours during the week and weekend, which reduces the potential business in town.

Lithgow's own population may not be enough to sustain the development and growth of its retail section for a few reasons. First, unemployment rates in Lithgow were significantly higher than the NSW and national average from 2012 through 2016. As of March 2018 the unemployment rate had dropped back in line with the Australian average, around 5.4% (source: Lithgow City Council)

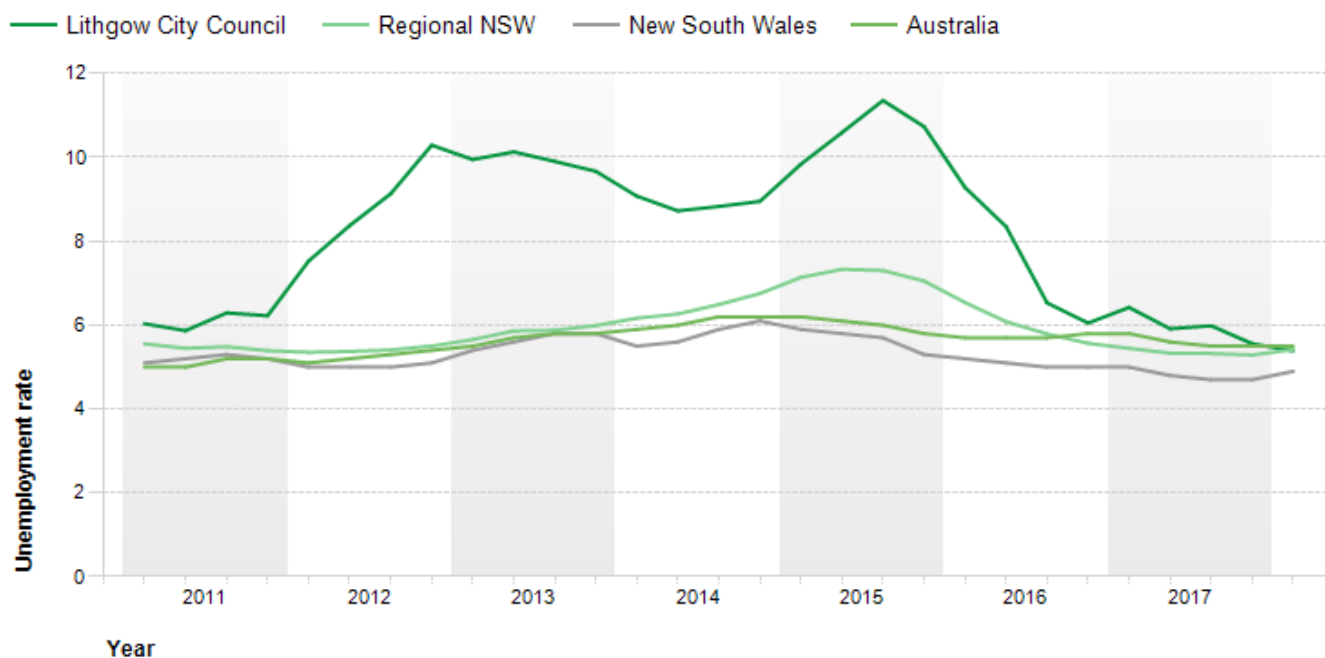
### Household expenditure 2016/17



Source: National Institute of Economic and Industry Research (NIEIR) ©2016  
Compiled and presented in economy.id by .id the population experts

Lithgow's household expenditure in 2015/2016 was also higher than the NSW average in every category except housing. While this may be an indicator that locals are spending more money in Lithgow than if they lived elsewhere, it may also mean that their disposable income is lower due to a higher cost of living.

## Quarterly unemployment rate



Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets, June 2017. Compiled and presented in economy.id by .id the population experts.

## Case Studies and Solutions

There are many examples of cities with industrial cores that have transformed in response to changes in economics and shifts in industry trends. Each city had the same general formula for reinventing itself and changing declines in population and retail to steady growth and innovation. Property Council of Australia cites the “four key ingredients for successful innovation ecosystems: a government that makes the first move, strategic anchor tenants, integrated infrastructure plans and engagement with the local community”. Wollongong, NSW has recently gone through a manufacturing bust and has reinvented itself, attracting families who cannot afford or want to live in Sydney. The healthcare, education, and IT sectors are growing with an estimate that three-quarters of job growth in the next 20 years will be in white collar positions (Property Council of Australia<sup>1</sup>).

Similarly, Newcastle NSW has recently endeavored large-scale development projects as it turns a new leaf after a decline in industry. Projects include better rail and transport connections, the introduction of a cruise ship port, and a \$750M investment for Hunter Street Mall (The Urban Developer). Newcastle’s leadership and community are leveraging its assets such as location to draw people to the city and bring in new opportunities for growth.

Retailers have a better growth rate with digital presence, which helps a business increase its competitive advantage, builds trust and authority (i.e. differentiates its level of service), and generates new business by reaching more customers. A study of 500 Australian small businesses reported that those with a digital presence demonstrate a 20% increase in annual revenue over businesses that did not have a digital presence (Crucial<sup>2</sup>). The same study reported that up to 35% of small to medium businesses in Australia lack a digital presence. Common reasons for the lack of digital presence includes the “fear of the web” and fear of failure, in addition to a lack of professional guidance and web-awareness.

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1

[https://www.propertycouncil.com.au/Web/Content/News/National/2017/Reinvention\\_in\\_the\\_century\\_of\\_the\\_city.aspx](https://www.propertycouncil.com.au/Web/Content/News/National/2017/Reinvention_in_the_century_of_the_city.aspx)

<sup>2</sup> <https://www.crucial.com.au/blog/2014/09/23/an-incredible-35-of-australian-small-businesses-are-offline/>

## Recommendations

It is critical for retailers to embrace the digital economy and to understand the ways they can leverage a digital presence to grow their business. The Retail Working Party makes the following recommendations for Lithgow retailers based on our research and collaboration:

- Lithgow businesses (all businesses) need to be aware that a great deal of research is done by customers online via phones, computers, and tablets prior to purchase.
- Retailers must develop a greater awareness of digital advertising techniques. Some advertising tools such as Facebook Ads use algorithms to target the individual's specifics and develop a personal market profile in place of mass advertising.
- Retailers must develop a greater knowledge of 'influencers' (e.g. Royals, Kardashians) in a particular market. Influencers result in people buying what they buy and doing what they do. Influencers include not only individuals but also renowned authorities for a certain topic such as blogs, companies, and website directories/magazines. Example: Lithgow State Mine Heritage Park listed on "WedShed", a website directory for wedding venues as seen in Appendix B<sup>3</sup>
- Organizing coaching resources on how to compile, monitor and respond to reviews and interact with customers regarding feedback on websites such as Yelp, TripAdvisor, and other online guides.
- Organize a Seminar / educational series around online presence to raise awareness around why it's important. An initial seminar would educate retailers on the importance of online presence, whether they realize they have a presence or not they are searchable and often already have feedback posted online by customers. Further seminars would guide retailers through the steps for establishing a controlled online presence and how to build a brand with their customers and attract more customers through their online presence.
- Retailers should develop an ongoing measurement tool to monitor customer service feedback/levels. Retailers should put in place a simple feedback mechanism for their customer base.

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<sup>3</sup> [https://www.wedshed.com.au/wedding\\_venues/lithgow-state-mine-heritage-park-nsw/](https://www.wedshed.com.au/wedding_venues/lithgow-state-mine-heritage-park-nsw/)

## Appendix A – List of Lithgow Shops

The shops in Lithgow are catalogued below based on their offer of physical goods versus services or experiences.

<b>South side Main street</b>		<b>Experience or Product</b>
Empty	1	
5 Premises	2	
Bianca Villa	3	<b>PRODUCT</b>
Empty	4	
Natural Health Spot	5	<b>EXPREIENCE</b>
Emerald Lanteen	6	<b>PRODUCT</b>
Antique old wares	7	<b>PRODUCT</b>
Wellness and Yoga Body Mind and soul	8	<b>EXPERIENCE</b>
Taxation and Bookkeeping	9	<b>PRODUCT</b>
Mobility Aide	10	<b>PRODUCT</b>
Coffee Gifts	11	<b>PRODUCT</b>
Hairdresses	12	<b>EXPERIENCE</b>
John Joseph Solicitors	13	<b>PRODUCT</b>
News, Lotto	14	<b>PRODUCT</b>
Natural	15	<b>EXPERIENCE</b>
Empty	16	
Lithgow Prime Meats	17	<b>PRODUCT</b>
Empty	18	
Community Corrections Lithgow Justice	19	<b>PRODUCT</b>
Main Dry Cleaner	20	<b>PRODUCT</b>
Door	21	
Game on	22	<b>EXPERIENCE</b>
Old Dennis sea food	23	<b>PRODUCT</b>
Fresh Flowers	24	<b>PRODUCT</b>
Lithgow Technology Service	25	<b>PRODUCT</b>
Natural by Nature	26	<b>EXPERIENCE</b>
Lithgow Palace Chinese Restaurant	27	<b>PRODUCT</b>
Dennis Sea Food	28	<b>PRODUCT</b>
Coffee/Barber	29	<b>EXPERIENCE</b>
Papadinos Pizzeria	30	<b>PRODUCT</b>
Optometrist	31	<b>PRODUCT</b>
Grand Hotel	32	<b>EXPERIENCE</b>
ANZ Bank	33	<b>PRODUCT</b>
Lithgow Locksmith	34	<b>PRODUCT</b>
Bathurst Podiatry	35	<b>EXPERIENCE</b>
Stitchings Clothes	36	<b>PRODUCT</b>
Blackrock Café	37	<b>EXPERIENCE</b>
The Old Exchange	38	<b>EXPERIENCE</b>



Barratt and Smith	39	<b>EXPERIENCE</b>
EVA Jewellery	40	<b>PRODUCT</b>
Guang Zhou Restaurant	41	<b>PRODUCT</b>
H&R Block	42	<b>PRODUCT</b>
Intimate Dreams	43	<b>PRODUCT</b>
Bouquest Florist	44	<b>PRODUCT</b>
Absolute Dance	45	<b>EXPERIENCE</b>
Topend Hair Studio	46	<b>EXPERIENCE</b>
Simdra Pet and Hobby	47	<b>PRODUCT</b>
Salvation Army	48	<b>PRODUCT</b>
Lithgow Mercury	49	<b>EXPERIENCE</b>
Dougherty Pharmacy	50	<b>PRODUCT</b>
Metro Café	51	<b>EXPERIENCE</b>
Trinity Beauty	52	<b>EXPERIENCE</b>
Family Community services	53	<b>PRODUCT</b>
Silhouette Beauty Saloon	54	<b>EXPERIENCE</b>
Australian post	55	<b>PRODUCT</b>
Free Choice Tobacconist	56	<b>PRODUCT</b>
Empty	57	
Rock star Clothes	58	<b>PRODUCT</b>
Empty	59	
Hair and Beauty Saloon	60	<b>EXPERIENCE</b>
Anglicare Store	61	<b>PRODUCT</b>
Signature Fashion	62	<b>PRODUCT</b>
Tina's Restaurant	63	<b>PRODUCT</b>
Lithgow Revitalisation site office	64	
Logan Signs	65	<b>PRODUCT</b>
Lansdown Hotel	66	<b>EXPERIENCE</b>
News, Lotto	67	<b>PRODUCT</b>
Hopes Pharmacy	68	<b>PRODUCT</b>
Chi Cong Bakery	69	<b>PRODUCT</b>
Smart Dollar	70	<b>PRODUCT</b>
Lithgow Takeaway	71	<b>PRODUCT</b>
Tatt's Hotel	72	<b>EXPERIENCE</b>
Lithgow Smiles Orthodontist	73	<b>PRODUCT</b>
Library	74	<b>EXPERIENCE</b>
Professionals Realestate	75	<b>PRODUCT</b>
High Street Music	76	<b>PRODUCT</b>
Message train Computer Education	77	<b>PRODUCT</b>
Print and Frame	78	<b>PRODUCT</b>
EVE Clothes	79	<b>PRODUCT</b>
R&K Workwear	80	<b>PRODUCT</b>

Harvey Norman	81	PRODUCT
Telstra	82	PRODUCT
R&W Realestate	83	PRODUCT
BV Kitchens	84	PRODUCT
Hearts for Animals	85	PRODUCT
Auley Accountancy	86	PRODUCT
Vinnes	87	PRODUCT
Empty	88	
L J Hooker	89	PRODUCT
Treasure Gifts/Wollemi Barkery	90	PRODUCT
BWS	91	PRODUCT
Super Cheap	92	PRODUCT
Lithgow Bike Shop	93	PRODUCT
Lithgow laser Clinic	94	PRODUCT
Tyre Power	95	PRODUCT
Lithgow fire	96	PRODUCT
Vet	97	PRODUCT
Lithgow City Holden	98	PRODUCT
Lean & bennett Toyota	99	PRODUCT
Lithgow Plumbing and Heating	100	PRODUCT
Empty	101	
Blue Fox Restaurant	102	EXPERIENCE
Ray White Realestate	103	PRODUCT
Pic Mi Realestate	104	PRODUCT
Radio Station 107.9	105	
Bunnings	106	PRODUCT
TLE Electrical Wholesales	107	PRODUCT
MidTown Fuel	108	PRODUCT
Great Dane Power Equipment	109	PRODUCT
News, Lotto	110	PRODUCT
Empty	111	
Red Rooster	112	PRODUCT
<b>North Side Main Street</b>		
McDonalds	113	PRODUCT
Thirfty Car Rentals	114	PRODUCT
Theatre Royal	115	EXPERIENCE
Gang Gang Gallery	116	EXPERIENCE
Noi's Restaurant	117	PRODUCT
Commercial Hotel	118	EXPERIENCE
Blue Sky Restaurant	119	PRODUCT
Domino's	120	PRODUCT
King Tobacconist	121	PRODUCT

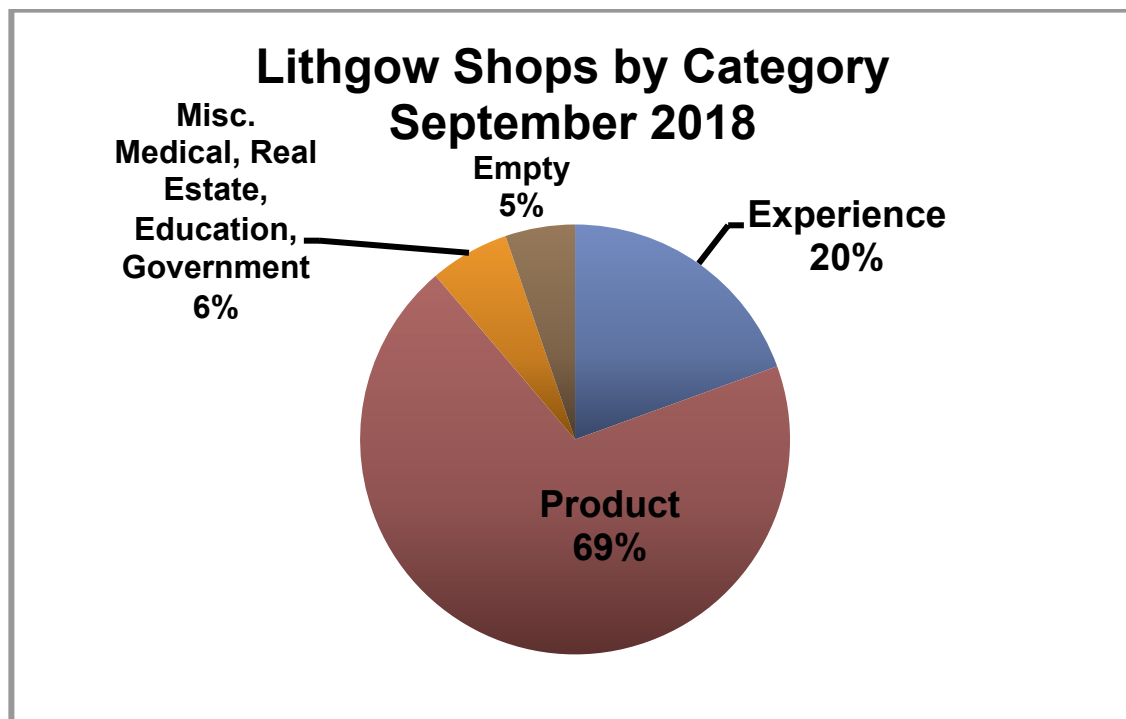
Empty	122	
Onelia's Place Restaurant	123	<b>PRODUCT</b>
Electronic Repairs	124	<b>PRODUCT</b>
D & R Bric Brac	125	<b>PRODUCT</b>
Clever Clippers	126	<b>EXPERIENCE</b>
Kirinari Community Services	127	
Lithgow Dental	128	<b>PRODUCT</b>
Empty	128	
Podiatry	129	<b>PRODUCT</b>
Empty	130	
Subway	131	<b>PRODUCT</b>
Dimmey's	132	<b>PRODUCT</b>
NAB Bank	133	<b>PRODUCT</b>
Empty	134	
Family First Credit Union	135	<b>PRODUCT</b>
Graces Hair Boutique	136	<b>EXPERIENCE</b>
Westpac Bank	137	<b>PRODUCT</b>
CommonWealth Bank	138	<b>PRODUCT</b>
?????	139	
Ochre Medical	140	<b>PRODUCT</b>
St George Bank	141	<b>PRODUCT</b>
Pizza Hut	142	<b>PRODUCT</b>
Lithgow Hotel	143	<b>EXPERIENCE</b>
OutBack Café	144	<b>PRODUCT</b>
Audio clinic	145	<b>PRODUCT</b>
Reliance Bank	146	<b>PRODUCT</b>
Eye Q Optometrist	147	<b>PRODUCT</b>
West Fund	148	<b>PRODUCT</b>
Blue Bird	149	<b>PRODUCT</b>
Lithgow gift	150	<b>PRODUCT</b>
GIO Insurance	151	<b>PRODUCT</b>
Le Fevere Solicitors	152	<b>PRODUCT</b>
Hello World Travel	153	<b>PRODUCT</b>
Empty	154	
Crowe Horwath Accountants	155	<b>PRODUCT</b>
Cartridge World	156	<b>PRODUCT</b>
Uniting Care	157	<b>PRODUCT</b>
Empty	158	
Janine's Hair	159	<b>EXPERIENCE</b>
Curtains and Fabrics	160	<b>PRODUCT</b>
Little Ninja's Karate	161	<b>EXPERIENCE</b>
Verto Employment	162	<b>PRODUCT</b>

Nail N More	163	EXPERIENCE
Alana Wooland Craft	164	PRODUCT
Hair Bar Saloon	165	EXPERIENCE
Chinese massage	166	EXPERIENCE
National Hearing Care	167	PRODUCT
Empty	168	
Bill's Bakery	169	PRODUCT
Denture Clinic	170	PRODUCT
Ezgence Hair and Beauty	171	EXPERIENCE
Empty	172	
Barber Hairdresser	173	EXPERIENCE
Empty	174	
56 main ??	175	
Pho 68 Vietnamese Restaurant	176	PRODUCT
Corner Chiropractice/ Barry Cosier	177	EXPERIENCE
Hometown Restaurant	178	PRODUCT
Higgins Solicitors	179	PRODUCT
Lithgow Community Housing	180	PRODUCT
Aftercare emotional wellbeing	181	EXPERIENCE
Lithgow Laundry	182	PRODUCT
Central West Information Technology	183	PRODUCT
Hairdresser	184	EXPERIENCE
Vanilla Restaurant	184	PRODUCT
Kip McGrath Educational Centre	185	PRODUCT
Vivability	186	
Antiques	187	PRODUCT
Lithgow Community Projects	188	
?????	189	
Kumon Education	190	
24 ?????	191	
Massage on Main	192	EXPERIENCE
Thia Massage	193	EXPERIENCE
Cinema	194	EXPERIENCE
<b>Musket Parade</b>		
O'Briens Windscreens		PRODUCT
<b>Lithgow Street</b>		
Brakepro Auto Spares		PRODUCT
Club Lithgow		EXPERIENCE
<b>Ferro Street</b>		
Ferro Street Bakery		PRODUCT
Glass (Windscreens)		PRODUCT
Vet		PRODUCT

<b>Eskbank Street</b>		
Joe Inzitari Electrical Contractor		PRODUCT
Sureway Employment		PRODUCT
Eskbank Surgery		PRODUCT
Empty		
Diamond Hair Saloon		EXPERIENCE
Sirens Hair Studio		EXPERIENCE
Readers Heaven Books		PRODUCT
Planing and Environment		
<b>Mort Street North side</b>		
Woolworths		PRODUCT
Glenray Employment		
Carpet One		PRODUCT
Centre Link		
Coffee on Mort		PRODUCT
OCTEC Employment		
<b>Mort Street South side</b>		
Lithgow Physiotherapy		PRODUCT
Tableland Sport and Spinal		PRODUCT
C & W Printing		PRODUCT
King's Auto parts		PRODUCT
Hick's Auto		PRODUCT
Lithgow Free Range Meats		PRODUCT
<b>Tank Street</b>		
Workies Club		EXPERIENCE
<b>Bridge Street</b>		
Lithgow Bearings and Industrial Supplies		PRODUCT
Salude Tin Shed		EXPERIENCE
Union Theatre		EXPERIENCE
Western University		
<b>Chifley Road</b>		
Ivan's Carpets		PRODUCT
Tradelink Plumb Hot water		PRODUCT
R & K Gas Supplies		PRODUCT
D & J Ford Car Sales		PRODUCT
KIA Car sales		PRODUCT
Lithgow tyre service Kumho Tyre		PRODUCT
<b>Railway Parade</b>		
Lithgow Furniture and Bedding		PRODUCT
King's Chinese Restaurant		PRODUCT
Lithgow Valley medical Practice		PRODUCT
Waratah Dental		PRODUCT

Physiotherapy		PRODUCT
<b>Plaza Valley drive</b>		
Repco		PRODUCT
Thompson Bolts and Bearings		PRODUCT
Pacific Furniture and Bedding		PRODUCT
Prestige Boxing		EXPERIENCE
Aldi		PRODUCT
<b>Valley Plaza</b>		
ISPA Kebab		PRODUCT
Empty		
Aussie Super pet		PRODUCT
Miller's Fashion Club		PRODUCT
Empty		
William's Shoes		PRODUCT
Kteen		PRODUCT
Just Jeans		PRODUCT
Empty		
Tag Tobacco Station		PRODUCT
Empty		
Golden Sunshine Bakery		PRODUCT
Empty		
Empty		
Subway		PRODUCT
Rockmans clothes		PRODUCT
NRMA		PRODUCT
India Restaurant		PRODUCT
Empty		
Services NSW		PRODUCT
Coles		PRODUCT
Sanity music CDs		PRODUCT
Empty		
Sunnyridge Butchers		PRODUCT
Tranquil Massage		EXPERIENCE
Lowes Clothes		PRODUCT
The Reject Shop		PRODUCT
EB Games		PRODUCT
Golden Horse sushi		PRODUCT
Donut King/Royal Beans Coffee		PRODUCT
Empty		
Goldmark jewellers		PRODUCT
Empty		
Neonails Nails and pedicure		EXPERIENCE

Sports Power		PRODUCT
Target		PRODUCT
Michelle's		PRODUCT
Prouds Jewellers		PRODUCT
Bliss Hair Creations		EXPERIENCE
Blooms Pharmacy		PRODUCT



## Appendix B - Snapshot of Lithgow Retail Online Presence

## Trip Advisor Overview

## Lithgow, Australia

3,860 reviews and opinions

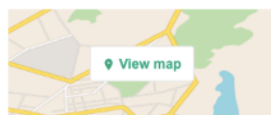


	<b>Accommodation (16)</b> 1,601 Reviews	>
	<b>Holiday Rentals (3)</b>	>
	<b>Flights</b>	>
	<b>Things to Do (19)</b> 573 Reviews	>
	<b>Restaurants (44)</b> 1,685 Reviews	>
	<b>Forum</b>	

**Overview** Places to Stay Location Things to Do

## Trip Advisor Restaurant Overview

## Restaurants in Lithgow



## Establishment Type

- ☐ Restaurants
- ☐ Coffee & Tea
- ☐ Bakeries

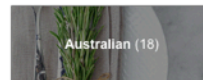
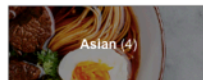
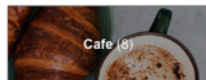
## Cuisines &amp; Dishes

- ☐ Cafe
- ☐ Fast food
- ☐ Asian

More ▾

## Browse Lithgow by Food

See all



## Dinner

See all



**Crib Room Restaurant**  
★★★★★ 140 Reviews  
\$\$ - \$\$\$, Australian



**The Blue Fox Bar + Kitchen**  
★★★★★ 97 Reviews  
\$\$ - \$\$\$, Australian, Bar, Contemporary



**Secret Creek Cafe**  
★★★★★ 211 Reviews  
\$\$ - \$\$\$, Cafe, Australian



**The Switchback Restaurant**  
★★★★★ 85 Reviews  
\$\$ - \$\$\$, Australian

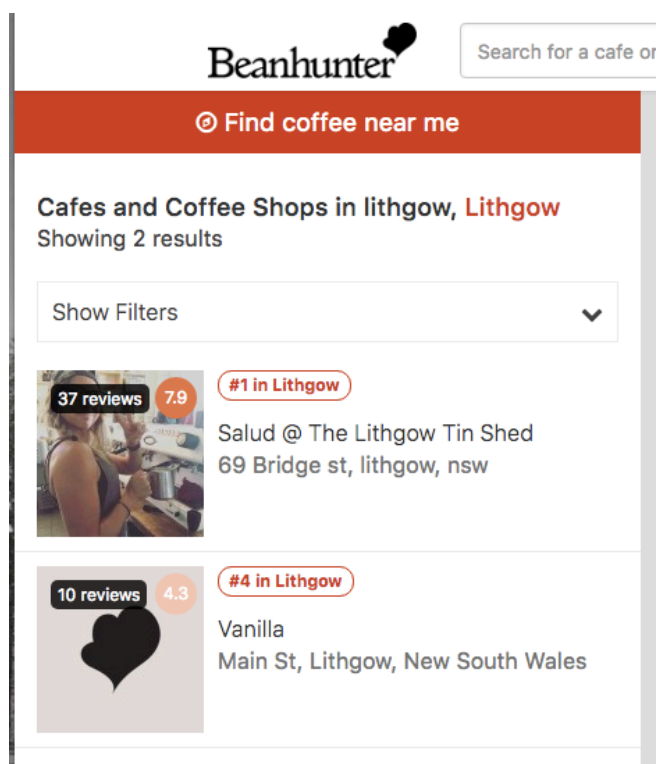


## Influencer Examples

Prime Minister Scott Morrison “If that’s true, Elvis is cutting hair in Lithgow...” The comments yielded some online articles and local hair shop posted:



Bean Hunter directory for cafes:



Blue Mountain Wedding Venues in Lithgow via WedShed Online Directory

FIND A VENUE

FIND A VENDOR

WEDSPIRATION

WedShed

HOW IT WORKS

ABOUT

LOGIN

Lithgow State Mine Heritage Park

Blue Mountains - NSW, Australia

Find Vendors For This Region

Add To Favourites

View Favourites

Price

From \$3,000

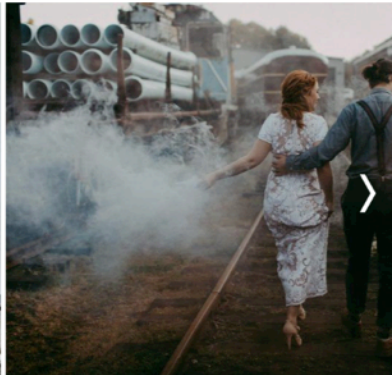
Cocktail

150



Seated

150

SEND ENQUIRY OR ARRANGE VIEWING



## Google Information Page for Lithgow Valley Plaza



## Lithgow Valley Plaza

[Website](#) [Directions](#) [Save](#)

3.6 ★★★★★ 285 Google reviews

Shopping mall in Pottery Estate, New South Wales

**Address:** Bent St & Lithgow St, Lithgow NSW 2790

**Hours:** Open · Closes 10PM ▼

**Phone:** (02) 6353 1886

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### Questions & answers

**Q:** Do they have wireless,streetpass,wifi?

**A:** No, and reception for phonies can also be poor

(4 more answers)

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## Google Reviews for Lithgow Valley Plaza

## Lithgow Valley Plaza

Bent St & Lithgow St, Lithgow NSW

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3.6 ★★★★★ 285 reviews

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**M&D Bressington**

5 reviews

★★★★★ 2 days ago

For shopping, Coles a small number of smaller shops. Not a big variety. Not many checkouts open at Coles it took a long time to get out of there.

Like



**JP M**

Local Guide · 59 reviews · 79 photos

★★★★★ a month ago

This centre has the basics- Target, Coles, Reject Shop, Prouds, Sanity, Butcher etc. It is conveniently located near the main street of Lithgow and only a few kilometres away from most accommodation. There is lots of parking. However, the centre is very average and is in need of an upgrade. There are many vacant shops and more variety is needed.

Like