



WYNNUM TOWN CENTRE DESTINATION PLAN

WYNNUM, BRISBANE'S SEASIDE

The Local Business Partnership Initiative (LBPI) is one way Brisbane City Council works to build our local economy and support small businesses right across Brisbane.

For the Wynnum Local Business Partnership Initiative, Council spoke to the local business community and heard their ideas for the future of Wynnum town centre and their feedback about doing business in the area.

Now the Wynnum business community is empowered to realise the opportunities they identified as important for the area.

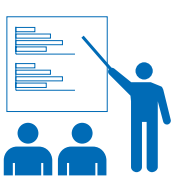
LBPI PROCESS



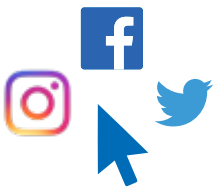
Online survey sent to 200 local businesses



Stakeholder meetings



LBPI workshop



Digital marketing skills workshop

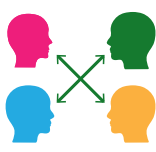
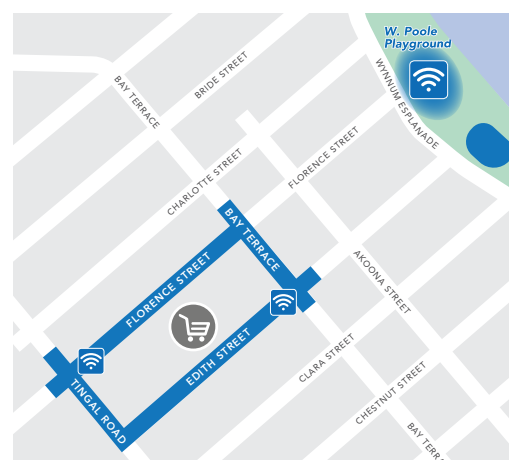
WHY DO BUSINESS IN WYNNUM TOWN CENTRE?



Friendly bayside village lifestyle



Well connected to CBD and transport hubs



Collaborative business community



Bayside lifestyle



Loyal and diverse local customer base

41

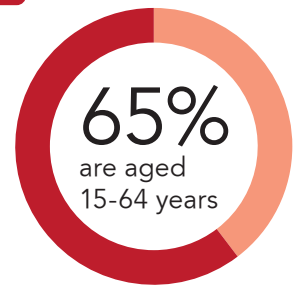
Median age



Median annual family income



Median annual personal income



COUNCIL INVESTMENT IN WYNNUM



Free Wi-Fi



Aqua park upgrade



Beach volleyball series



Upgraded business centre

OPPORTUNITIES FOR WYNNUM TOWN CENTRE

- Appealing bayside locale is a drawcard to visitors
- Enhance connection between the foreshore and town centre
- Potential to develop the tourist accommodation economy
- Opportunity for activations in vacant shop fronts

AREAS TO IMPROVE

- Improve longevity of businesses within the area
- Increase retail and business diversity
- Increase promotion for the area and improve perceptions
- Establish a night time and weekend economy

LOCAL BUSINESS COMMUNITY ASPIRATIONS

- Increase diversity of businesses and offering to customers
- Increase day time economy
- Retain close-knit community

HOW DO WE GET THERE?
DEVELOP WYNNUM TOWN CENTRE AS A DESTINATION

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WYNNUM, BRISBANE'S SEASIDE



STEP 1 ACTIVATION

- Engage a curator to explore the activation and development of local laneways with pop-up events and murals.
- Partner with creative industries and business property owners to activate vacant shop spaces to promote the Wynnum town centre and provide opportunities to emerging entrepreneurs and artists.
- Create a parklet to provide more outdoor seating and encourage visitors to stay longer.
- Promote the town centre during major events on the foreshore such as the Beach volleyball series.
- Use Council's event trailer for staging local events and entertainment.



STEP 2 POSITIONING

- Connect with Brisbane Marketing and Tourism and Events Queensland to reach the tourist market.
- Promote the town centre to the tourist market via the Brisbane Visitor Guide and other visitor guides.
- Attract the cycling fraternity and sports groups (and their support networks) by creating incentives to visit the town centre.
- Develop a retro fashion guide to promote the multitude of Wynnum op shops to vintage fashion enthusiasts.
- Council will install wayfinding signs to link the foreshore to the town centre.



STEP 3 A PLACE TO DO BUSINESS

- Businesses work together to streamline and coordinate the use of digital marketing products to enhance business development and maintain community interest.
- Support co-working spaces as a flexible alternative for small businesses and an opportunity for business collaboration.

IMPLEMENTATION

A key aspect of the LBPI is for Council to empower local businesses to determine the future of their area by stimulating discussion and facilitating skills-building. The next phase of the LBPI will see Wynnum's local business community implementing the destination plan and realising the opportunities they identified.

START, RUN OR GROW YOUR BUSINESS



Call our dedicated Business Hotline 133 BNE (133 263) 24 hours a day, seven days a week.



Join us for the free Lord Mayor's small business workshops and forums or book in for a digital marketing skills refresh with Digital Brisbane's Power-Up series.



Add your event to the Visit Brisbane website or connect with Brisbane Marketing via their membership program to receive industry updates, facilitated introductions and more.



Visit brisbane.qld.gov.au/business to see Council's online business resources. Apply for awards, read newsletters, access community profiles, learn from the Business Masterclass and read about Brisbane's economy.



Meet our Small Business Liaison Officer for advice on how Council can best assist you to meet your business needs. Call 133 BNE (133 263) for information.



Find information on Council's business and trade missions, the Asia Pacific Cities Summit and Mayors' Forums, Brisbane's sister city relationship programs and more at brisbane.qld.gov.au/business