



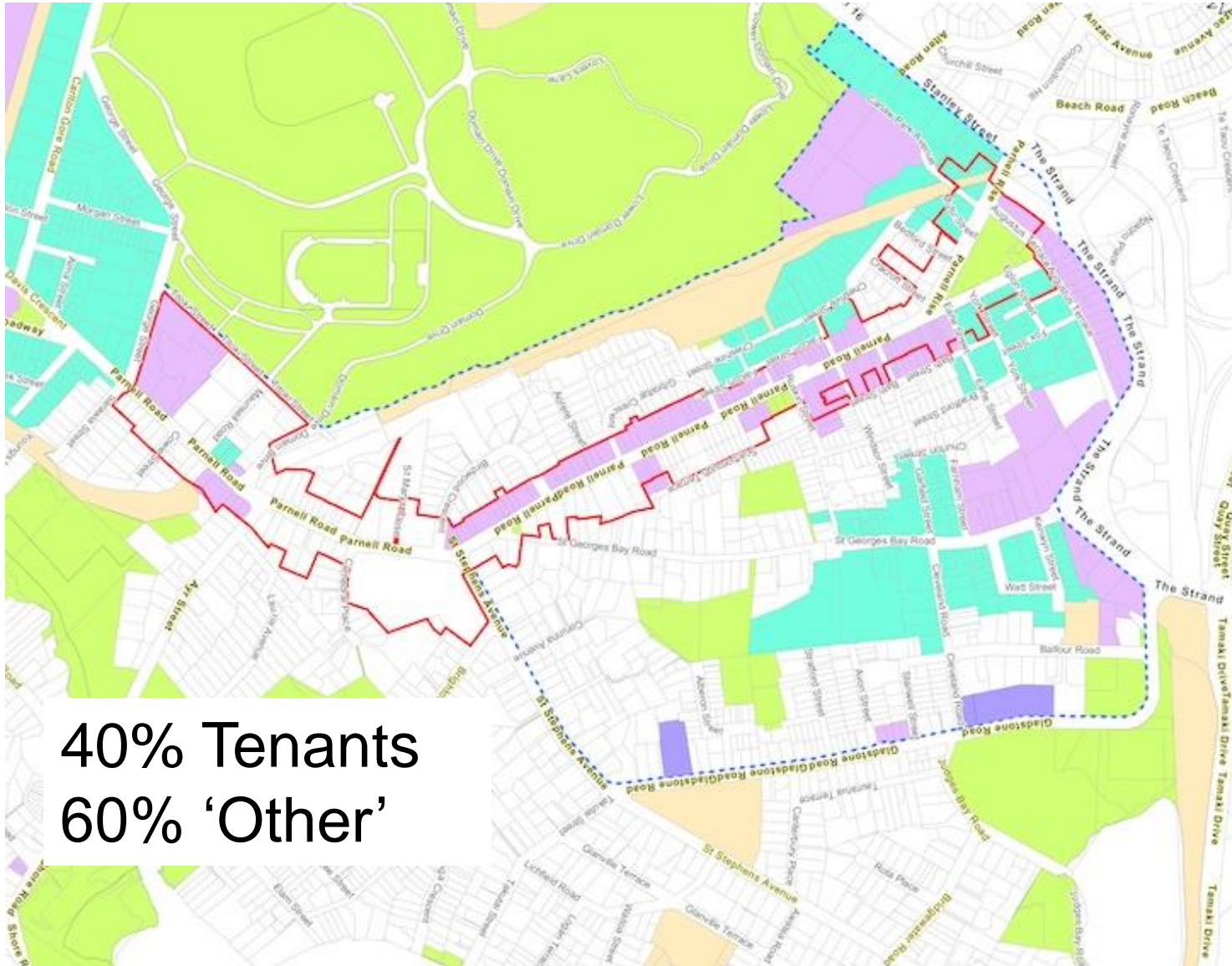
THE SPACE TO BE



LEAD UP TO BID EXPANSION

- 1 BID Manager for 7 years then 5 people in my role in 3 years
- 'Ego maniac' leading the board
- Wanted to do BID Expansion / appoint a GM
- KPI's to achieve this in 1 year, and raise the funds to do it
- Plus reverse decline and gain 13% market share
- New Committee and me
- First task to re-establish credibility
 - No Database (emails on Mailchimp, no idea who they were)
 - Idea of a second rate event management company, there to run up and down the street, putting up balloons

BID BOUNDARIES

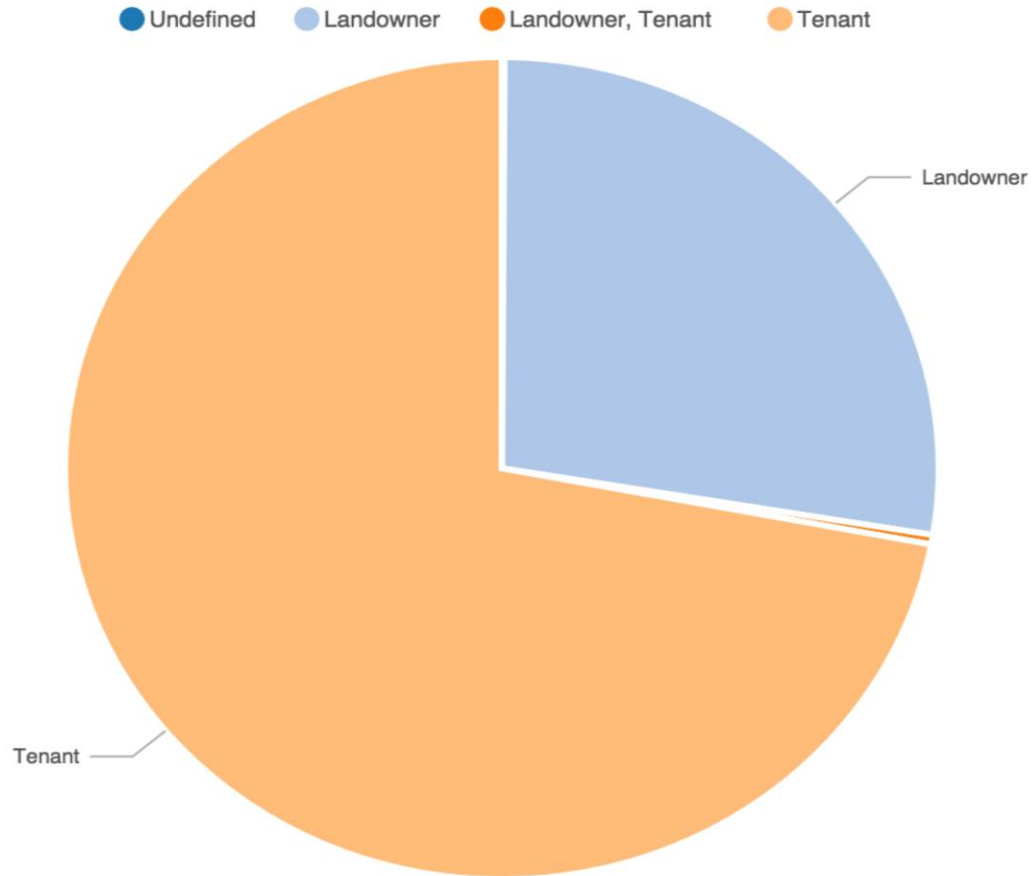


LEAD UP TO BID EXPANSION

- Earmarked 4 landowners, foot in both camps - as sponsors
- Committee and me set target of 50 champions
- Lots of listening and lots of talking
- Achieved Expansion in 18 months, 52% return voter rate and over 70% yes
- More than doubled members and doubled income
- Had 4 months between expansion and AGM to get new board

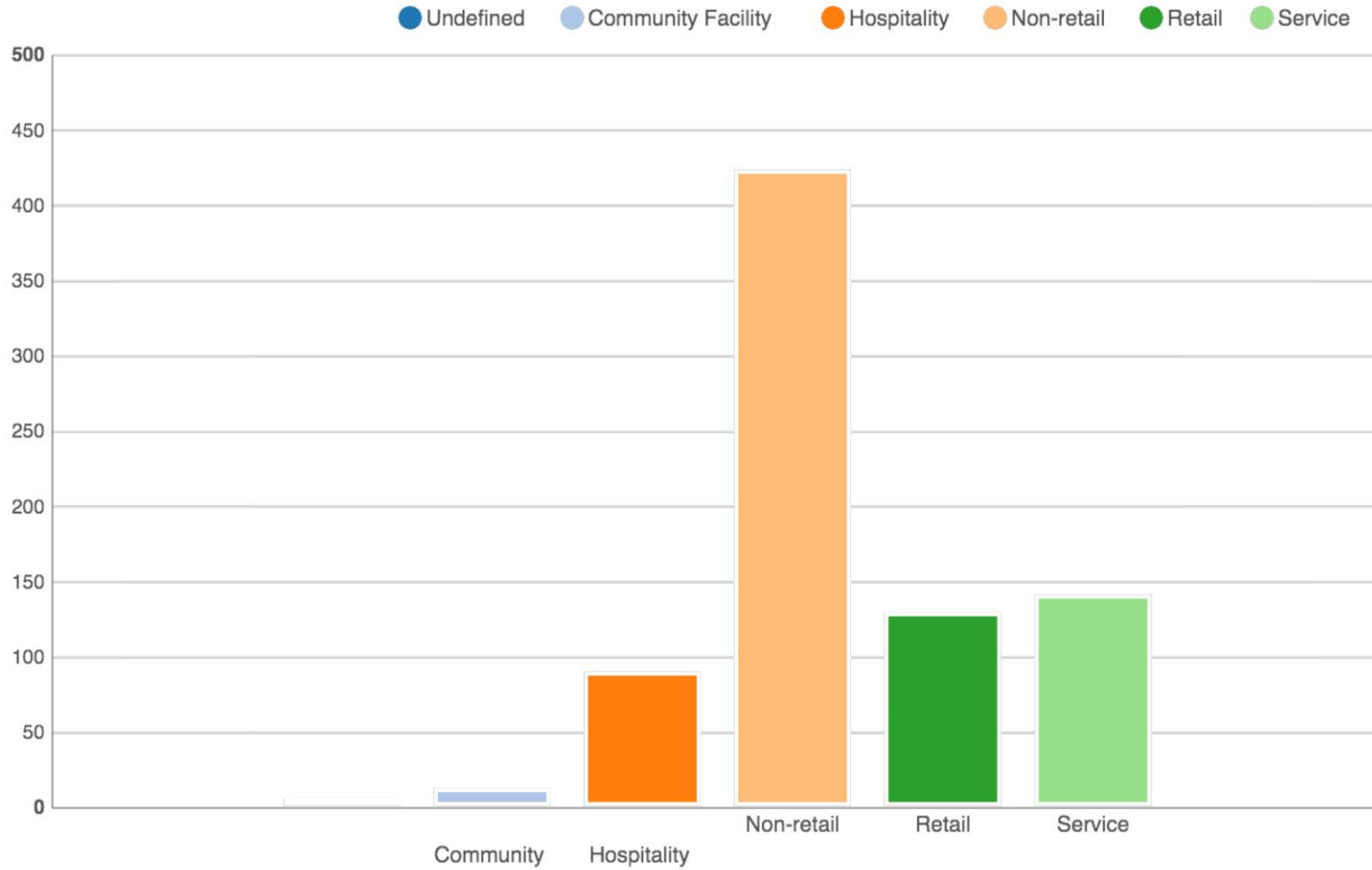
BREAKDOWN OF ALL MEMBERS

Total is 1,080

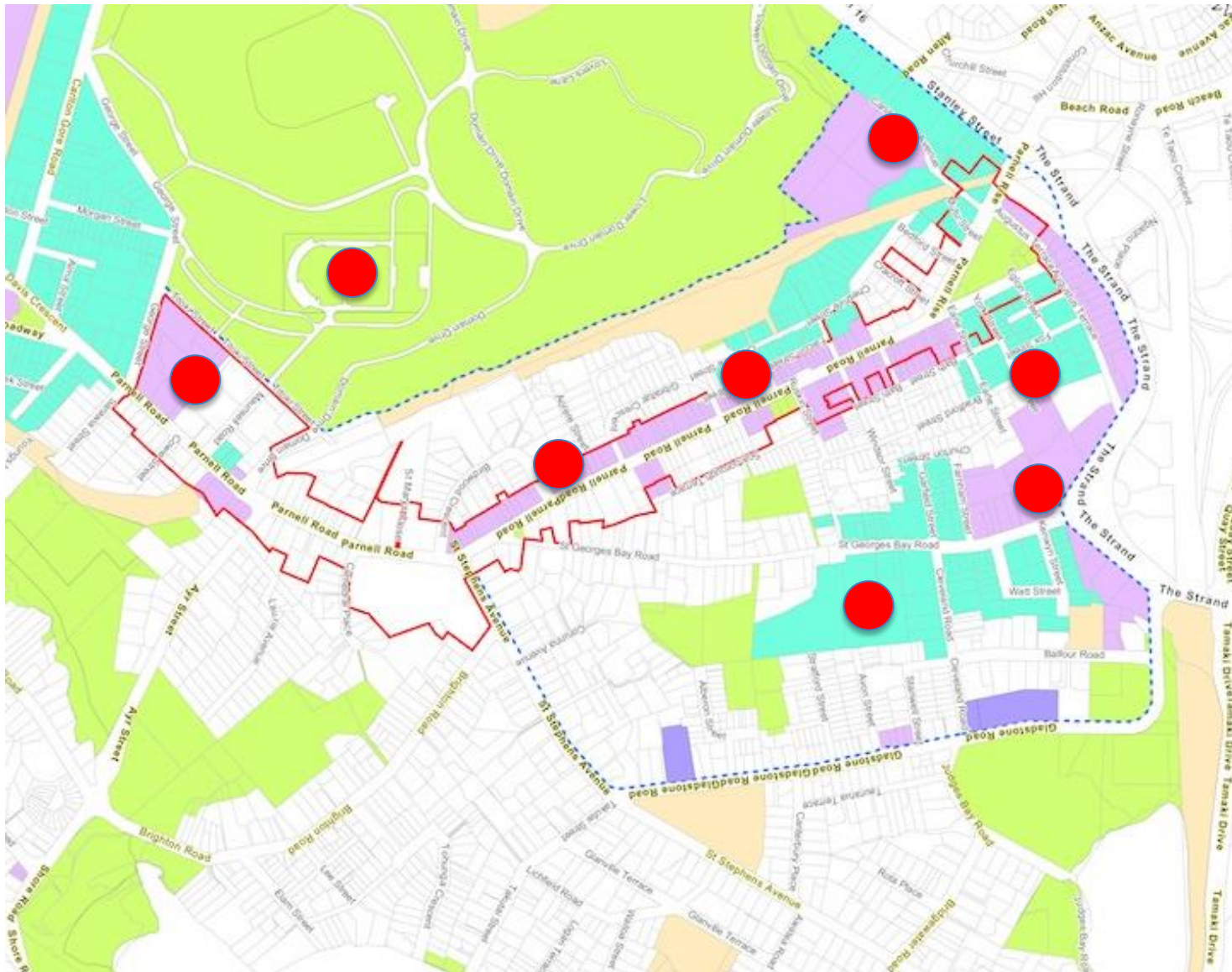


BREAKDOWN OF TENANTS

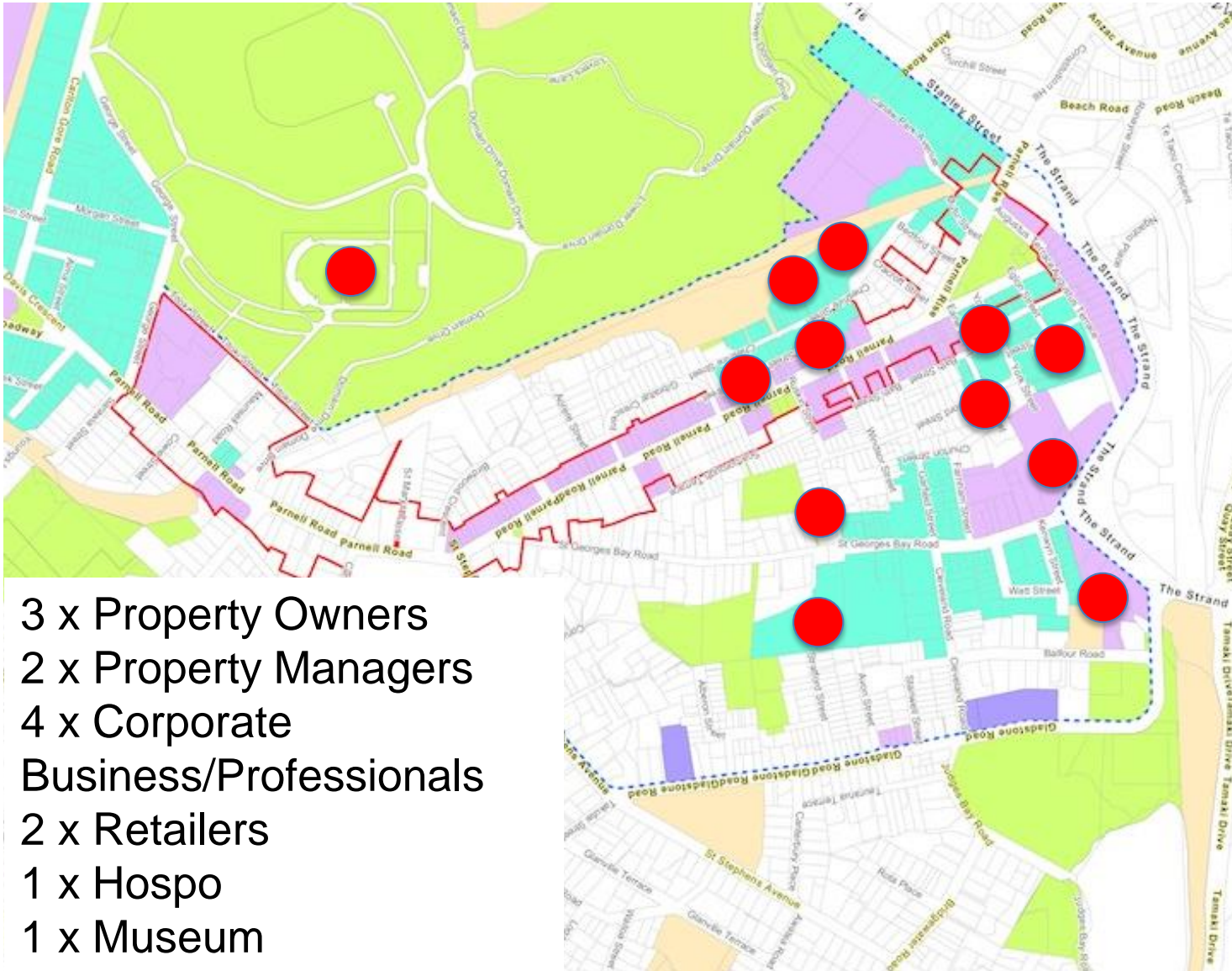
Total is 782



GETTING THE NEW BOARD



GETTING THE NEW BOARD



POST BID EXPANSION

- Reinvigorate Parnell - Blueprint
 - Developed Brand Brief
 - Developed Strategy
 - Started lobbying for wider precinct plan from council
- Launched new brand end 2016
- Have achieved a lot in 3 years, but not without challenges
 - Backlash from retailers
 - Excessive overtime. No extra staff planned after expansion
 - Year 1 x 429 hrs, Year 2 x 634 hrs, Year 3 x 825 hrs
- Struggled to get back priorities – balanced committee essential, plus all strategic work, focussed step by step
- Very good chair
- Strategy Framework – short/med and long term in place