

April 10, 2016

REVITALIZING TEDDER AVENUE STRATEGY & PROCESS

Overview

Tedder Avenue is the focal point of the village of Main Beach.

The Main Beach Association supports the revitalization of Tedder Avenue and wants to get a broad range of stakeholders involved in making it happen.

This report maps out a process to make it happen.

Objectives

1. **Perception...**To reinforce Tedder Avenue as the Main Beach village centre
2. **Ambience...**To reinforce the Tedder Avenue image and create a sense of excitement
3. **Market...**To increase visitations to Tedder Avenue and to extend hours of activity
4. **Viability...**To improve business viability and visitor experience

Strategies

1. Initiate project with stakeholders meeting and workshop.
2. Include broad range of stakeholders.
3. Form management group to direct project and hold coordination meetings.
4. Establish budget with independent income/sponsorship strategy.
5. Keep stakeholders and public informed through publicity and MBA website.

Workshop Process

A facilitator would be engaged to plan and run the workshop with assistance from committee delegation.

It is important that the workshop result in a mutually acceptable plan in which all stakeholder's interests have been discussed and reconciled within the overall strategic plan.

Stakeholders would include:

- Businesses and tenants
- Landowners
- Interested residents
- Property / leasing agents
- Building managers
- Councilors
- Council department representatives
- Tourism interests

The Main Beach Association

Sharing a vision for Main Beach and The Spit

In addition to the stakeholders the workshop would have some technical expertise:

- Facilitator (possibly Philip Follent)
- Urban economist
- Planner (possibly Greg Betts)
- Architect / illustrator (possibly Peter Edgeley)
- Media consultant (possibly Carol Edwards)
- Other public interest associations
- Administrative assistants

To prepare for the workshop the following is required:

- Base mapping and detail areas of all relevant properties
- Schedule of ownership and tenancy of all relevant properties
- Context mapping, photographs and images
- Examples of similar main street village centres
- Agenda

Apart from the formalities the agenda should be the framework of issues and potential areas of discovery from which bright ideas will be discussed and tested on each topic.

Some likely topics are:

- Demographics...residents and visitors...problems and opportunities...likely or desirable changes
- Businesses or services...what is successful...what is missing...the retail experience
- Promotion...opportunities...events...ongoing plan...website
- Character...image...branding...visual environment
- Excitement...keeping Tedder lively...how to extend the activity
- Access...public transport...parking
- Publicity...website...social media...calendar...promotions...advertising
- Property issues...costs and returns...other leasing options...temporary solutions
- What contribution can be made by council and property owners?
- What can businesses do?
- How can building managers help promote Tedder Avenue?
- What is the importance of Tedder Avenue to the Gold Coast?
- How do we make it happen?

The timeframe to initiate the workshop is approximately 8 weeks which would allow for engagement of experts and stakeholders, organizing base data, funding, venue, budget and agenda.

Promotion of the event to interested parties can happen during that timeframe.

It would take 4 weeks to finalise the results of the workshop and to produce a summary document for publication.

Conclusion

The Main Beach Association supports the revitalization of Tedder Avenue and wants to get a broad range of stakeholders involved in making it happen.

A public workshop would draw upon the best ideas and resources of all stakeholders and would empower them to work together to reinstate Tedder Avenue as the village centre of Main Beach and as an important tourist attraction for the Gold Coast.