



NARRABRI SHIRE
DISCOVER THE POTENTIAL

CHRISTMAS ACTIVATION PLAN

2023 - 2028





LEST WE FORGET

NARRABRI DISTRICT SOLDIERS MEMORIAL

THE CLOCK TOWER IN THIS BUILDING WAS CREATED BY THE PEOPLE OF THE NARRABRI DISTRICT TO REMEMBER THE NAMES OF THE MEN WHO FELL IN THE GREAT WAR 1914-1918

ALLEN R. W.	CLAYTON R. W.	HOLDEN V. J.
BROWN A. J.	COOPER R. W.	JOHNSON J. J.
BROWN V. J.	DAVIDSON R. W.	JACKSON J. J.
CAMPBELL W.	FERGUSON R. W.	KEENE R. W.
CAMPBELL E. J.	FERGUSON R. W.	KEENE R. W.
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Introduction

Narrabri Shire Council's 2022 – 2026 Delivery Plan outlines a vision that Narrabri Shire will continue to be a strong and vibrant regional economic growth centre providing a quality living environment for the entire community. A Shire that is vibrant, connected, and inclusive celebrating its people and place.

Council is also committed to supporting a strong, diverse, and sustainable economy through supporting collaboration, enhanced cultural activities and events, activating main streets for economic growth, and providing support to build a sustainable and robust retail and creative sectors.

Narrabri Shire Council was successful in received grant funding in 2021 to deliver a pilot Christmas Activation program that included purchasing Christmas decorations and lighting for Narrabri, Boggabri and Wee Waa retail centres, a live music program during peak trading periods and establishment of Christmas Pop Up Shop initiative. Following the success of pilot program and legacy established through endowments in 2021, the pilot program was enhanced and implemented in 2022.

This plan builds upon Narrabri Shire Council 2021 and 2022 pilot Christmas Activation programs and responds to Council's vision for a Christmas Activation strategy, garnered through engagement with community and Council. This plan also responds directly to public feedback gathered through consultation in 2022 and 2023.

Narrabri Shire is known for successfully collaborating across all tiers of government, with business and community, building creative partnerships to deliver festivals, events and activities across the regions CBD's, public spaces, and venues.

The Christmas Activation strategy has been created to complement our growing reputation as a regionally renowned hub for festivals and events. Christmas creates a unique season of celebration, strengthening community bonds and connecting people to place.

Narrabri Shire has an opportunity to engage new technologies in digital, lighting displays for Christmas. New augmented reality and sound technologies are emerging to delight and inspire residents and visitors to the region at Christmas.

Council was acutely aware in 2021 and 2022 of its roles in supporting the regions businesses and CBD centres during these Christmas periods, following consecutive economic challenges including drought, COVID-19 and floods. This plan continues that recovery work.

In 2022 and 2023, Council conducted research with Narrabri Shire visitors, residents and businesses, who shared their vision and preferences for Christmas time in the region, telling us what they most enjoy and what they would like to see grow in future.

Favourite Christmas activities included:

- Christmas decorations and lighting
- Christmas Pop Up Shop
- Christmas carnivals and Mardi Grass
- Christmas carols and live music program, and
- Shopping.

These responses indicate that a variety of experiences, shopping and festive offerings attract people to the region. Respondents also told us they wanted an inclusive Christmas program for the whole community, providing accessibility to all. Council is committed to delivering a sustainable Christmas Activation Strategy to ensure enduring legacy.

This plan sets out the ways the Christmas Activation Program will be sustainable and grow in its offering and attraction over the next five years.

Towns and cities throughout the world consistently invest in decoration and lighting in the public realm to attract visitation and create places of wonder and festiveness at Christmas time. Decoration and lighting in the Southern Hemisphere, and in the Australian context can be unique and bespoke compared to darker and colder cities in the Northern Hemisphere as well as celebrating European traditions.

Council will invest in signature community events, new banners, decorations and lighting and marketing over the life of the plan, rolling out new experiences and new festive spaces over five years.

Council will build strong partnerships and community collaboration to achieve a consistent outward facing campaign across the region to attract local, regional and interstate visitation. The Christmas Activation Program will harness local creativity through events and space activations, as well as support local business by generating increased visitation and dwell time in regions CBD centres.

Narrabri Shire Council, in its role as leader and facilitator, creates and lead's Narrabri Shires Christmas Activation Program as a platform for visitation, community celebration and participation.

Council encourages businesses and traders to leverage off the Christmas activation program for the benefit of business growth during the season.

This plan has four goals:

Goal 1: Narrabri Shire retail centres will be brimming with festive atmosphere, decorations and lighting, and inclusive experiences that draw people in day and night.

Goal 2: Narrabri Shire businesses, artists and makers will be supported to grow their cultural, artistic and economic contribution to the Shire, to attract audiences and visitors.

Goal 3: Narrabri Shire will be regionally renowned as the premier location to participate in signature events and activities of the festive season.

Goal 4: An inclusive, accessible, and sustainable Christmas activation program for all people of Narrabri Shire.







explore
NARRABRI
region

MERRY
Christmas

explore
NARRABRI
region

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Strategic Planning Context

Narrabri Shire Delivery Plan 2021 – 2024

Objective 1.2: A vibrant and connected community.

Objective 1.3: A resilient and strong community.

Objective 3.1: A diverse economy.

Objective 3.2: A regional renowned economy.

Aligned policy documents.

Disability Inclusion Action Plan 2022 – 2026

Local Strategic Planning Statement 2040

Community Events Policy 2022

Economic Development Strategy 2023 – 2032



Council's role in Narrabri Shire Christmas Activation

Council plays the following roles in Narrabri Shire Christmas Activation strategy.

Leader

As a leading community agency, Narrabri Shire Council drives Christmas festivities as a platform for a community connection and to support a strong local economy during the festive season.

Service Provider

Council provides services to towns and villages across the Shire, during Christmas such as infrastructure, lighting, decorations and festive installations, event and experience facilitation and support to businesses.

Regulator

Council facilitates and regulates safe events in the public realm.

Advocate

As a leading organisation representing the community and people of Narrabri Shire, Council has an important role in advocating for businesses, community organisations through a strong Christmas activation program, to continue strengthening bonds and pride in the community and support increased economic activity during the festive period.

Facilitator

Council undertakes funding and facilitation for creative industries, artists and musicians to deliver pop up activations, live music, performances, events and high-quality magical experiences during the Christmas Activation Program.

Owner of Asset

Narrabri Shire Christmas Activation program is delivered across Council buildings, infrastructure assets, streets, community lands and public roads. Council has purchased decorative and temporary event assets to support the delivery of Christmas Activation Program.







Collaboration is key

Collaboration is at the core of this strategy. Together, many important contributors play a vital role in delivering the Christmas Activation Strategy in partnership with Council. They include:

- Australian Government
- NSW Government
- Boggabri Business Chamber
- Narrabri and District Chamber of Commerce
- Wee Waa Chamber of Commerce
- Local businesses and main street retailers
- Creatives and artists
- Major industries
- Community groups and community members



Narrabri Shire Council 2021 and 2022 Christmas Activation Program Evaluation and Key Findings

Three community portals, group stakeholder sessions and one on one interviews were undertaken to attain feedback about the pilot Christmas Activation program as well as ascertain community expectations of the program into the future.

Council research resulted in 47 online surveys, 3 stakeholder group engagement session being completed, and feedback received from Christmas pop up shop participants.

What makes the Narrabri Shire feel festive?

Feedback received through community engagement indicated high levels of support for Council to continue all elements of pilot Christmas activation program.

This includes a live music program, Christmas Pop Up Shop, installation of Christmas lighting and decorations, and collaboration with local business associations to support their Christmas activities such as Christmas carnivals and street events.

Those surveyed said that they would like Council to provide more of the following elements to feel festive:

- More Christmas lighting
- More festive events
- More Christmas decorations and displays

Why is Narrabri Shire Christmas Activation Program Important?

The community told us that the most important outcomes of Narrabri Shire Christmas Activation Program are, from most to least important:

1. Supports local businesses, creatives, and equally that it
2. Provides a reason to visit and shop at local retailers
3. Creates a sense of inclusiveness and community
4. Creates a festive atmosphere day and night







What will the Narrabri Shire Christmas Activation Program contribute to the Region?

Council's Christmas Activation Program supports and contributes benefits to our local economy and community as outlined below:

- Strong economy and dynamic culture, celebrating Narrabri Shire as a regional renowned centre.
- Generates spending on retail and hospitality by attracting visitors and locals.
- Directly supports local businesses, musicians, makers and artists to deliver Christmas experiences and attractions.
- Whole of shire approach to Christmas.
- Platform for collaboration with local businesses, community, business organisations and creatives to create magical festive experiences.
- Delivers a coordinated season of attractions and activities.
- Showcases our assets as a regional community with enviable amenity, community bonds and resilience.

A Sustainable and Strategic Approach

To ensure sustainability, Council's Christmas Activation Strategy will focus on core economic and community areas.

Narrabri Shire consists of 3 main retail districts;

- Boggabri (Merton Street),
- Narrabri (Maitland Street),
- Wee Waa (Rose Street)
- and village community spaces in outlying villages including Pilliga, Gwabegar, Baan Baa and Bellata.



Goal 1:

Narrabri Shire retail centres will be brimming with festive atmosphere, decorations and lighting, and inclusive experiences that draw people in day and night.

What we want to achieve together:

- Stunning, magical places unique to Northwest NSW evoke the feeling of Christmas.
- Bustling, festive summer days and nights in enhanced outdoor environments.
- Significant places and buildings are decorated as Christmas destinations.



How we will do it:

Actions	Narrabri Shire Delivery Plan 2022 – 2026			
	Society – An empowered, inclusive, and connected community		Economy – A strong, diverse, and sustainable economy	
	A vibrant and connected community	A resilient and strong community	A regionally renowned economy	A resilient and sustainable economy
Install Christmas garlands, wreath and fairy lighting on Council Administration building in Narrabri.	✓		✓	✓
Install Christmas wreath on Narrabri Town Clock.	✓		✓	✓
Install Christmas decorations in Rose Street and Green Space, Wee Waa including garlands, wreaths, lighting and Christmas Tree.	✓		✓	✓
Deliver Christmas tree and Christmas pool party at Narrabri Aquatic Centre.	✓		✓	✓
Installation of Christmas Decorations in Merton Street and Middle Park, Boggabri.	✓		✓	✓
Deliver Christmas Decorations in selected Maitland Street rotunda spaces and roundabouts.	✓		✓	✓
Invest in new Christmas Banner Flags for Narrabri, Boggabri and Wee Waa.	✓		✓	✓
Develop and roll out a 5-year progressive plan for decorative and lighting installations in trees, buildings and spaces across Narrabri Shire.	✓	✓	✓	✓
Install Christmas lighting into centre median trees in Maitland Street, Narrabri.	✓		✓	✓
Investigate and install fairy lighting on Collins Park Palm Trees.	✓		✓	✓
Investigate and install Christmas garland on Narrabri Shire Libraries.	✓		✓	✓
Investigate and deliver exterior Christmas decorations at The Crossing Theatre and Tourism Precinct.	✓		✓	✓
Develop and invest in a program of annual infrastructure upgrades (Power, brackets, footings) to enable more lighting and decorative displays to be installed on Council assets.	✓	✓	✓	✓

Goal 2:

Narrabri Shire businesses, artists and makers will be supported to grow their cultural, artistic and economic contribution to the shire, to attract audiences, visitors and givers.

What we want to achieve together:

- Festive experiences enhance shopping, gift giving and celebration.
- Mainstreet and significant places are creatively activated through incentives and place activation.
- Businesses local organisations, and creative industries are supported to lead Christmas activities.



How we will do it:

Actions	Narrabri Shire Delivery Plan 2022 – 2026			
	Society – An empowered, inclusive, and connected community		Economy – A strong, diverse, and sustainable economy	
	A vibrant and connected community	A resilient and strong community	A regionally renowned economy	A resilient and sustainable economy
Deliver annual 'Christmas Pop Up Shop' in vacant CBD retail space in collaboration with local home-based businesses, creatives, artisans and producers deliver.			✓	✓
Enable Christmas music program, providing local live music during peak retail trading periods (Saturday mornings and late-night shopping in December) to attract shoppers, diners and enhance festive atmosphere.	✓		✓	✓
Leveraging Narrabri Shire Why Leave Town Gift Cards, support local business groups/ chambers to deliver 'shop local' Christmas campaign/competitions.		✓	✓	✓
Encourage local clubs, businesses and organisation to utilise Narrabri Shire Why Leave Town Gift cards as prizes, awards and gifts during Festive Season.		✓	✓	✓
Investigate and deliver a Christmas window/ façade decorations financial incentive/rebate program for local businesses.			✓	✓
Support and encourage additional market and late-night shopping activities in main retail districts.		✓	✓	✓
Support and encourage approved alfresco dining activities by hospitality businesses.			✓	✓

Goal 3:

Narrabri Shire will be regionally renowned as the premier location to participate in signature events and activities of the festive season.

What we want to achieve together:

- Christmas signature events are celebrated, support and delivered.
- Community, cultural, retail and tourism partnerships are nurtured to grow the Christmas Activation Program.
- Narrabri Shire will be a must-visit location during the festive season for regional and interstate visitors.



How we will do it:

Actions	Narrabri Shire Delivery Plan 2022 – 2026			
	Society – An empowered, inclusive, and connected community		Economy – A strong, diverse, and sustainable economy	
	A vibrant and connected community	A resilient and strong community	A regionally renowned economy	A resilient and sustainable economy
Support and collaborate with local business and community groups to deliver Christmas events such as street carnivals ,shop local initiatives, Christmas tree lightings and carols events across Narrabri Shire.	✓		✓	✓
Continue to deliver annual community Christmas Carols event at The Crossing Theatre.	✓	✓	✓	
Investigate and deliver free Christmas Movie events across towns and villages of Narrabri Shire (through use of Outdoor Cinema Assets and The Crossing Theatre Cinemas).	✓	✓	✓	
Deliver 'Narrabri Shire Why Leave Town Gift Card' marketing campaign in lead-up and during festive season annually, to encourage local spending and support local business.			✓	✓
Develop an annual Christmas Marketing campaign with key partners to promote signature Christmas activities, events and messages.		✓	✓	✓
Work with partners to investigate and deliver new and grow existing Christmas activities across the Narrabri Shire including Christmas tree lighting events, carols, shop local initiatives and shopping nights.	✓	✓	✓	

Goal 4:

An inclusive, accessible, and sustainable Christmas activation program for the whole of Narrabri Shire.

What we want to achieve together:

- Narrabri Shire Christmas program is considered and has longevity.
- A Christmas activation program that is enjoyed and accessible to all community.
- A fiscally responsible Christmas program with emphasis on resource sustainability.



How we will do it:

Actions	Narrabri Shire Delivery Plan 2022 – 2026			
	Society – An empowered, inclusive, and connected community		Economy – A strong, diverse, and sustainable economy	
	A vibrant and connected community	A resilient and strong community	A regionally renowned economy	A resilient and sustainable economy
Maintain Christmas asset, maintenance, and damage register.		✓		
Establish a Christmas Activation PCG to meet at agreed, regular intervals and assist/support the Council's staff in the development and promotion of Christmas activation programs. <ul style="list-style-type: none"> Secure a membership that includes engaged representatives from the business community, CBD retailers, the health and education sectors, youth, creative and cultural communities. Set the PCG's agenda to be a positively focussed resource for inviting/reviewing creative program content, problem identification and solving and as to act as the Strategy's champion. 	✓		✓	✓
Investigate and support community partnerships and volunteering initiatives for Christmas Activation program delivery. (e.g.: Decoration installation, pop up shop volunteers)		✓		
Maintain assets through correct storage, handling and maintenance.		✓		
Installation of access ramps at 'Face-In-Place' photo opportunity displays in Rotunda Spaces – Maitland Street, Narrabri	✓	✓		
Investigate Christmas-themed sensory installations, displays and decorations, for future purchase and use.	✓	✓		✓
Investigate accessibility issues and solutions for Christmas infrastructure displays.	✓	✓		✓
Investigate new technologies in digital, lighting displays, augmented reality, power infrastructure and storage, sound technologies for inclusion in future Christmas programs.	✓	✓		✓
Investigate suitable locations and decoration types for Christmas installations in Baan Baa Bellata. Gwabegar, Maules Creek and Pilliga.	✓	✓		✓
Investigate and support Maitland Street CBD power infrastructure upgrades for Rotunda spaces and median strip.	✓	✓	✓	✓

Measuring Success

Council will review the success of each Christmas Activation Program annually which will include survey of community, business and visitors. In addition, a set of measures will be collected annually over the life of the Christmas Activation Strategy 2023– 2026.

KPI's Measures

Number of locations for lighting and decorations	Baseline number and locations 2022 Source: Economic Development Team Christmas Installation Plan 2022.
Number of Christmas activation program activities and participants	Live music, performance, pop up shop vendors, events baseline 2021 and 2022. Source: Economic Development Team.
Number of new partnerships/major events	Baseline 2021 and 2022 Pilot Christmas Activation Programs Source: Economic Development team
Public Satisfaction Measures	Region Festiveness – 58 % of attendees felt the region was festive – Christmas Activation Program Survey 2022 Source: Economic Development Team







Stakeholders

Regional Partners and Stakeholders play an important role in delivering the Christmas Activation Strategy in partnership with Narrabri Shire Council.

Government Agencies

- Australian Government
- NSW Government
- Transport for NSW

Council Internal Stakeholders

- Economic Development Team
- Parks and Gardens
- Roads
- Planning
- The Crossing Theatre
- Narrabri Aquatic Centre
- Narrabri Shire Libraries
- Narrabri Region Visitor Information Centre

Community Stakeholders

- Local business, property owners and industry
- Local creatives and performers
- Narrabri and District Chamber of Commerce
- Wee Waa Chamber of Commerce
- Boggabri Business Chamber
- Community organisations
- Religious institutions





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