

# YOUR GUIDE TO DOING BUSINESS IN CRONULLA BEACH CBD



**Cronulla Beach CBD**

A business unit of Sutherland Shire Council



A business unit of Sutherland Shire Council



**July 2008**

Your Guide to doing Business in Cronulla Beach CBD is published annually by Cronulla Beach CBD, a business unit of Sutherland Shire Council. Information herein is a guide only and is correct at the time of publication. While every endeavour is made to ensure the accuracy of this guide the publisher cannot be held responsible for any injury, damage or loss caused by relying on information contained herein.

**Designed by Kiss the Sky. Printed by Planet Press**

Dear New Business Owner,

The team at Cronulla Beach CBD Management would like to welcome you and your staff to Cronulla Beach CBD.

You may not know it yet, but you have joined a business community committed to ensuring a prosperous trading centre and an enjoyable shopping, dining and entertainment experience for all who visit Cronulla.

This guide is designed to provide you with important and useful information for doing business in Cronulla Beach CBD. Please keep it handy and take the time to read it, I am sure you will find it to be a valuable resource.

During the course of the year we will keep you informed of upcoming events, business news and opportunities via our bimonthly newsletter and memos.

Please return the enclosed Business Directory Contact Form as soon as possible to enable us to update our directory and after-hours emergency list. Remember to inform us if any of these details change.

The Cronulla Beach CBD Management office is committed to supporting businesses in Cronulla and we look forward to working with you.

Please do not hesitate to call us on 9527 2100 or drop into our office if you require any assistance or information.

We wish you and your business happy trading and a prosperous future here in Cronulla.



**Rebecca Wood**  
**Manager – Cronulla Beach CBD**  
**A business unit of Sutherland Shire Council**

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# CBD MANAGEMENT AND OPERATIONS



## HISTORY AND TODAY

Cronulla Bicentennial Plaza was formed in 1988, with Cronulla Street being closed to traffic and a pedestrian mall constructed from the Kingsway to Purley Place. The south end of Cronulla Street was open to one-way traffic with access from Surf Road or Croydon Street. It was designed with the community in mind, providing a pleasant and appealing focal point for people to meet, shop or socialise.

Since 1988 commercial property owners within the area have been charged a 'special levy' to be used to promote the area, co-ordinate events and support the businesses within what is termed as the 'rateable area'.



*Cronulla Street 1964*

Nowadays, the 'rateable area' comprises of more than 270 businesses. The area has evolved from a traditional local shopping strip to a commercial and tourism centre that also appeals to the leisure and recreational market.



*Cronulla Street today*

A map of the Cronulla rateable area. ■



# CRONULLA BEACH CBD MANAGEMENT OFFICE

The Cronulla Beach CBD Management office is located at the northern end of the Plaza behind the Pavilion Stage.

- **Office hours**

Monday to Friday 9am - 5pm

Saturday 9am - 1pm

Sunday Closed

- **Address**

The Pavilion

Cronulla Plaza

Cronulla NSW 2230

- **Postal Address**

PO Box 854

Cronulla NSW 2230

**Ph** 02 9527 2100

**Fax** 02 9544 4026

**A/Hours** 0414 193 850

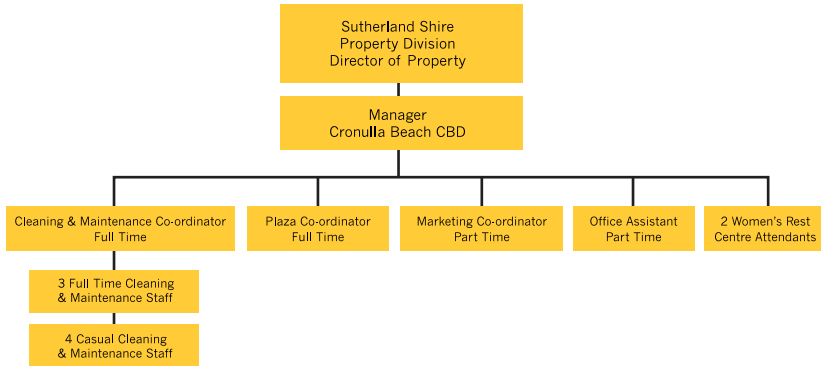
**Email** [cronullabeachcbd@ssc.nsw.gov.au](mailto:cronullabeachcbd@ssc.nsw.gov.au)

**Web** [www.cronullabeachcbd.com.au](http://www.cronullabeachcbd.com.au)



# THE TEAM

Cronulla Beach CBD is a business unit of Sutherland Shire Council's Property Division and the team comprises of 14 staff members.



Rebecca Wood  
*CBD Manager*



Jason Gale  
*Cleaning & Maintenance Co-ordinator*

## CRONULLA BEACH CBD MANAGEMENT OFFICE STAFF



Julie Everton  
*CBD Co-ordinator*



Anita Kenny  
*Marketing and Public Relations Co-ordinator  
(part-time)*



Karyn Loughnan  
*Administration Assistant (part-time)*

Our office staff are happy to help with your enquiries. The office is open Monday to Friday and Saturday till 1pm.

## CRONULLA WOMEN'S REST CENTRE STAFF



Kathy Wood  
*Women's Rest Centre Attendant*



Diane O'Malley  
*Women's Rest Centre Attendant*

## CRONULLA BEACH CBD CLEANING AND MAINTENANCE STAFF



Craig Sparkes  
*Full-time Cleaning and Maintenance Staff*



Greg Sparkes  
*Full-time Cleaning and Maintenance Staff*



Noel Mustow  
*Full-time Cleaning and Maintenance Staff*

Our friendly outdoor staff can assist promptly with cleansing issues outside your business 7 days a week.



Brian Standen  
*Casual Cleaning and Maintenance Staff*



Steve Miller  
*Casual Cleaning and Maintenance Staff*



Todd Blanch  
*Casual Cleaning and Maintenance Staff*



Ibrahim Secim  
*Casual Cleaning and Maintenance Staff*

# WHAT WE DO

## MARKETING

Promotional Marketing, Public Relations and Advertising for Cronulla's Rateable Area

Organise Events

Schedule Entertainment

Conduct Research

Advertising Cronulla

Database Management

- Businesses
- Stallholders
- Entertainers
- Community groups

Signage

Retailer Communications

- newsletters
- memos

Source Opportunities for Businesses

Website Maintenance and Development

Work with Council's Tourism Officer

## PLACE MANAGEMENT

Planning Cronulla's Strategic Direction

Cleaning Rateable Area

Maintenance of Assets in Rateable Area

Lighting Upgrades

Landscaping

Security (contracted) for Property Protection

Secure Taxi Rank

Casual Leasing – Bookings and Equipment

Customer Service and Information

Issue Permits and Regulate Busking Activities

Cronulla Women's Rest Centre Management

Relationships with Key Stakeholders

- Chamber
- Police
- Council
- Contractors
- Business Owners



## HOW ARE WE FUNDED

### **Cronulla Beach CBD is funded from three sources:**

1. Council contributions.
2. Special Levy - collected from property owners in the rateable area.
3. Revenue generated by events and casual leasing.

### **The Special Levy funds are used to:**

- market and promote the area
- provide events and entertainment
- fund part of the security cost
- fund one full-time staff member.

### **Council funds are used to:**

- clean and maintain the public facility
- lighting
- landscaping
- security
- office salaries
- office administration and operating costs.

The spending of the Special Levy is overseen by members of the business community who are elected as directors of a company called Cronulla Promotions Ltd. These representatives meet monthly. See page 53 for the 2008/09 members and meeting details.



## CLEANING AND MAINTENANCE SERVICES

Cronulla Beach CBD has a dedicated cleaning and maintenance team. There is a cleaning and maintenance co-ordinator, three full-time cleaning and maintenance staff and four casual cleaners servicing the rateable area on a daily basis and at all events. Duties performed by these staff members include:

- cleaning and scrubbing of the pavers in the northern and southern end of the Plaza and Peryman Square
- casual lease equipment set-up
- ongoing litter patrols of the rateable area
- sweeping, attending to spills and emptying bins
- maintenance and repairs to council assets
- cleaning the public toilets.

Our outdoor staff are happy to help you on any occasion regarding cleansing, so if you require them to attend to a spill or a mess in front of your shop, please call the co-ordinator on 0414 193 852 or 9527 2100. Our staff members often assist in the delivery of memos to shopfronts as well.



These scrubbing machines clean the pavers 365 days a year.

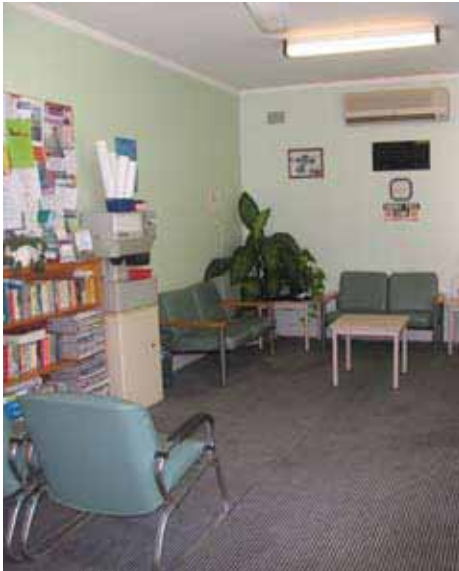
## WOMEN'S REST CENTRE

Officially opened in November 1962, The Women's Rest Centre is a facility for women of all ages to meet and rest. The centre is attended by a staff member at all times.

The centre provides:

- female toilets
- toilet for people with a disability
- mini library
- baby change, feeding and bottle warming facilities
- children's toilets
- coffee and tea making facilities
- community information
- play area for small children, while parents attend to baby.

The Women's Rest Centre is open from 9.30am to 5.00pm Monday to Saturday, and from 10.00am to 4.00pm on Sundays and public holidays (excluding Christmas Day, Boxing Day, New Year's Day and Good Friday). The Women's Rest Centre is located opposite the Pavilion stage at the northern end of the Plaza area.



Men are welcome to change and feed babies at the centre.



## CBD SECURITY

Cronulla Beach CBD, in conjunction with Sutherland Shire Council, provides security services to:

- Ensure the Cronulla rateable area properties remain secure, free from crime, vandalism and other forms of undesirable activities.
- Encourage and create partnerships between the security contractor, Sutherland Shire Council, police, local businesses and the community to prevent crime and undesirable activity.
- Create and promote an environment that is safe and socially vibrant.

The patrol area covers the Cronulla rateable area (see page 6 for map), including Cronulla Street, Monro Park, side streets (Beach Park Arcade from Cronulla Street to Gerrale Street, Surf Road, Surf Lane), Purley Place, Croydon Street car park, Ocean Grove Avenue, from 25 Kingsway to Peryman Square and Dunningham Park. Patrols are completed every 1½ hours. The security patrol roster is reviewed continuously and a guide is below:

- Spring/Summer:** September to February, seven nights a week  
Monday to Wednesday 8pm to 4am  
Thursday to Sunday 7pm to 4am
- Autumn/Winter:** March to August, four nights a week  
Thursday to Sunday 9pm to 4am
- School Holidays:** At the CBD Manager's discretion.

Cronulla Plaza is an alcohol-free zone. If you see patrons drinking alcohol in the Plaza report to the police assistance line 131 444 or 000.



**ECS Security** is our current contracted security providers and have held the security contract with Cronulla Beach CBD for the last six years. ECS was awarded the contract in February 2002 following a lengthy tender process.

The major challenge for security is to maintain the confidence of patrons, tenants and shop owners while providing a ‘community policing’ role without breaching contracted regulations of engagement.

ECS Security holds after-hours contact details for all businesses in the rateable area and will contact you should they find your premises unlocked or anything untoward happening. Therefore it is crucial that you provide us with all your details on the enclosed Business Directory Contact Form. If you require the services of ECS at any time throughout their patrols, please call 0405 420 201.

For CCTV information please see page 40.

