

# The Digital Community Information Hub Phase of the CID Pilot -The Chamber Led Initiative

## Greater Cumberland Chamber of Commerce

- Incorporated Association under Associations Incorporation Act 2009
- Manages platform, coordinates marketing, engages businesses
- Acts as central coordinating body for business community

## Council Partnership: Cumberland Council

- Provides strategic support and alignment
- Contributes resources and networks
- Ensures activities complement council plans
- Written partnership agreement (MOU/Service Level Agreement)

## What is the Digital Community Improvement Hub ( DCIH)?

- The Digital Community Improvement Hub is an online Marketplace platform which provides a Digital storefront for business
- This platform has been partitioned from an existing platform which already caters to over 20,000 businesses worldwide.
- **Please see next slide for advantages of the digital platform.**
- Builds capacity of existing business organizations
- It is a communication platform which will facilitate bringing Council, Businesses and the community together.
- It is a data collection platform which will enable us to collect data from the businesses and community by releasing surveys and questionnaires.



The screenshot shows the homepage of the 'Discover the Heart of Guilford' website. At the top, there's a banner with the text 'Discover the Heart of Guilford', 'Support local businesses. Connect with your community.', and 'Celebrate our diversity.' Below the banner is a search bar with placeholder text 'Search for businesses, services, or events...' and a magnifying glass icon. To the right of the search bar are two small orange icons. Below the search bar are three buttons: 'Quick filters', 'Retail', 'Services', and 'Events'. The main content area features a section titled 'Featured Local Businesses' with four cards: 'Guildford Cafe Restaurant' (rating 5 stars, 250 reviews), 'Perfect Produce Groceries' (rating 5 stars, 120 reviews), 'Chic Salon Hair Salon' (rating 5 stars, 75 reviews), and 'The Food Place Hotel restaurant' (rating 5 stars, 60 reviews). Below this is a section titled 'Upcoming Events' with two cards: 'Council Meeting' (December 2 at G-Guildford Council Chambers) and 'Chamber of Commerce Networking'.

# BENEFITS OF THE DCIH

1. Digital shopfront - One central place for all Businesses.
2. Builds collective capacity and capability with shared resources, templates and mentoring and Capability with shared resources and networking.
3. Provides coordinated business support services targeted to needs of local traders
4. Increases networking between businesses and broader trading community
5. Creates a platform for place governance conversations between businesses, council, and community".
6. Supports economic vitality by driving foot traffic to physical precinct
7. Always on Visibility ( Not lost in a newsfeed).
8. More Google friendly - effective SEO.
9. Each shop gets a mini website within the platform. ( currently some won't have one).

The screenshot shows the homepage of the 'Discover the Heart of Guilford' website. At the top, there's a banner with the text 'Discover the Heart of Guilford', 'Support local businesses. Connect with your community.', and 'Celebrate our diversity.' Below the banner is a search bar with placeholder text 'Search for businesses, services, or events...' and a magnifying glass icon. To the right of the search bar are two small orange icons. Below the search bar are three buttons: 'Quick filters', 'Retail', 'Services', and 'Events'. The main content area features a section titled 'Featured Local Businesses' with four cards: 'Guildford Cafe Restaurant' (rating 5 stars, 250 reviews), 'Perfect Produce Groceries' (rating 5 stars, 120 reviews), 'Chic Salon Hair Salon' (rating 5 stars, 75 reviews), and 'The Food Place Hotel restaurant' (rating 5 stars, 60 reviews). Below this is a section titled 'Upcoming Events' with two cards: 'Council Meeting' (December 2 at G-Guildford Council Chambers) and 'Chamber of Commerce Networking'.

# BENEFITS OF THE DCIH - 2

9. Measurable engagement not just likes. - views
10. Facilitates Data Analysis and Market Research
11. Acts as a data collection platform to create Strategic Direction for the development of business
12. Communication platform to build community engagement and loyalty.
13. Council and Chamber can use the platform to engage with the business community.
- 14 Better Layout than Facebook - More information can be shared. The platform link can be shared easily.
15. The entire platform can be boosted on Facebook or Instagram.

# CID Pilot: Revitalising Guildford South via a Digital Community Improvement Hub.

Testing digital placemaking approaches to inform NSW's first formal Community Improvement District



## Objective of the CID pilot program

CIDs are about businesses succeeding in a local place to deliver benefits for the community too.

**The Digital Community Improvement Hub will achieve the objectives of the CID pilot program by**

- Creating an online presence for shops who do not have one.
- Increasing marketing and brand awareness" and "Building collective capacity and capability for businesses in Guildford South .
- Supporting local economic growth and stimulating economic vitality by creating a place-based partnership model between government, businesses, and property owners and leveraging on the digital platform to connect businesses in the targeted precinct to the surrounding community.

Physical and Non Physical Interventions of the Pilot CID program that will be addressed by the Digital community improvement hub.

## Non Physical Intervention

Use of Smart Technology for Data Analysis and Gathering Data.

Development of Strategic Planning Documents.

Establishing and maintaining partnerships and Collaboration

Development of District Brand and Vision.

## Physical Intervention

Events - Place Based.

## Project Manager

Chamber of Commerce in partnership with Cumberland Council

**Timeline - January 2026 - July 2026.**

Phase 1 of a multi-year CID strategy

## The Challenge

- The Guildford Hotel precinct has seen a decline in foot traffic and customer engagement. This reflects broader challenges facing town centres across NSW that CIDs are designed to address.
- Lack of coordinated business support and collective marketing power.
- Local shops and eateries struggle for visibility beyond their immediate street frontage.

# CID Pilot: Revitalising Guildford South via a Digital Community Improvement Hub.

Testing digital placemaking approaches to inform NSW's first formal Community Improvement District



How Will the digital Community Improvement Hub ( DCIH) address each of the Non Physical and Physical Interventions identified in the CID pilot program.?

## Non Physical Intervention

### 1. Use of Smart Technology for Data Analysis and Gathering Data.

THE DCIH will be used as a communications platform between the chamber/council the business owners and surrounding community to roll out surveys and notification and gather data which will

- enable us to identify and develop the strategic directions for the development of businesses in the precinct ( Newcastle Business Improvement District)
- Enable the creation of a strategic plan and branding.

### 2. Establishing and maintaining partnerships and Collaboration

THE DCIH will be used as a communication platform to establish regular communication and collaboration between key partners - The Chamber, The Council, BUsiness Owners and the Community.

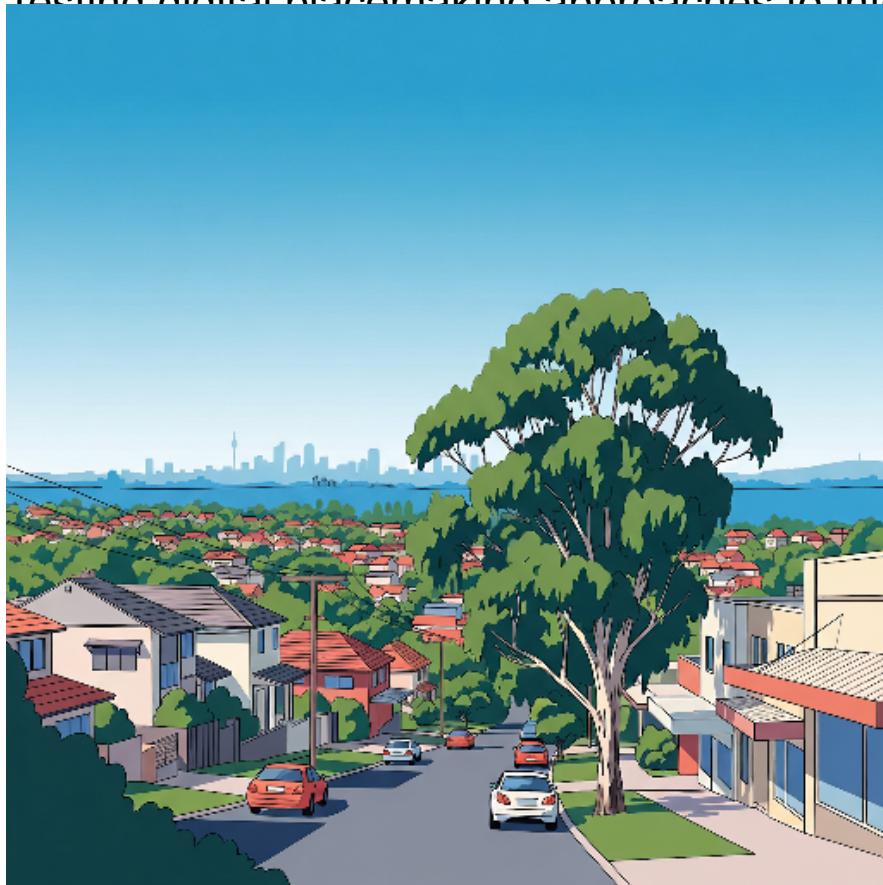
The community will have the option of creating an account on the platform either via a physical QR code found on each shop or through the chamber marketing through social media.

## Partnership & Collaboration Framework

- Chamber-Council formal agreement
- Alignment with Council's strategic plans for Guildford
- Avoid duplication of existing council services
- Leverage Council networks and resources
- Connect to broader 24-Hour Economy Strategy

# CID Pilot: Revitalising Guildford South via a Digital Community Improvement Hub.

Testing digital placemaking approaches to inform NSW's first formal Community Improvement District



## **3. Development of a District Brand and Vision.**

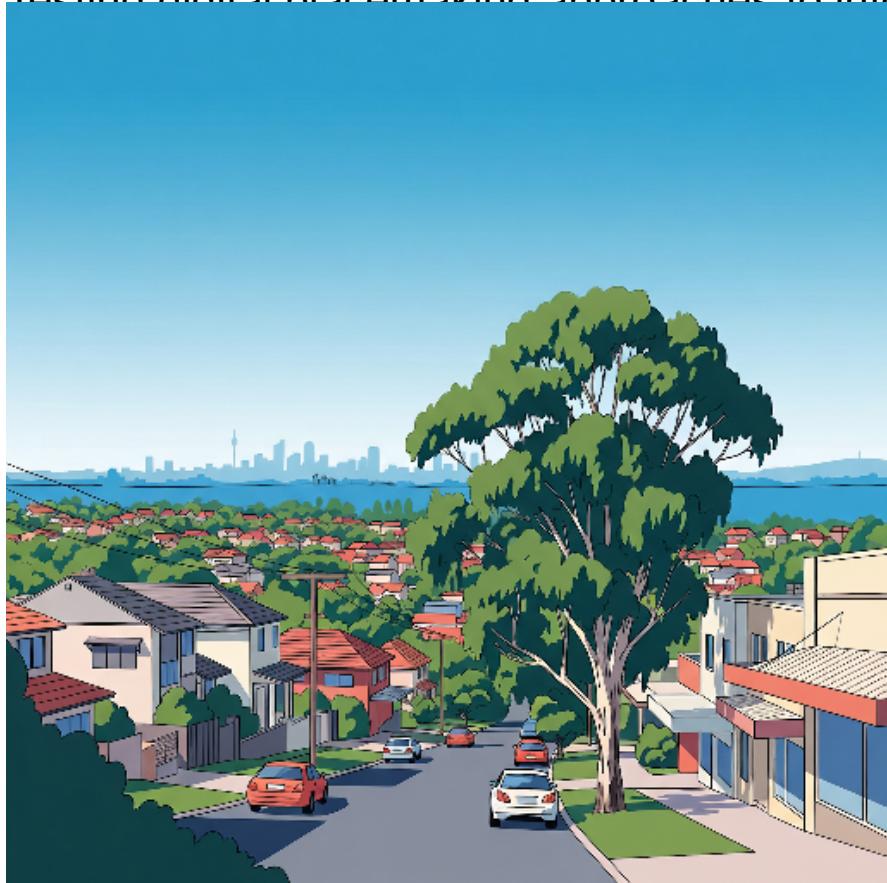
Using the data obtained through a survey - we can create a district brand and encourage the community to buy local and take pride in their local community

## **4. Pilot and trial various Marketing options via social media towards creating an activation framework.**

The chamber will pilot and trial various strategies for effectively marketing the platform , the businesses and events via the DCIH on social media.

# CID Pilot: Revitalising Guildford South via a Digital Community Improvement Hub.

Testing digital placemaking approaches to inform NSW's first formal Community Improvement District



## **Physical Intervention**

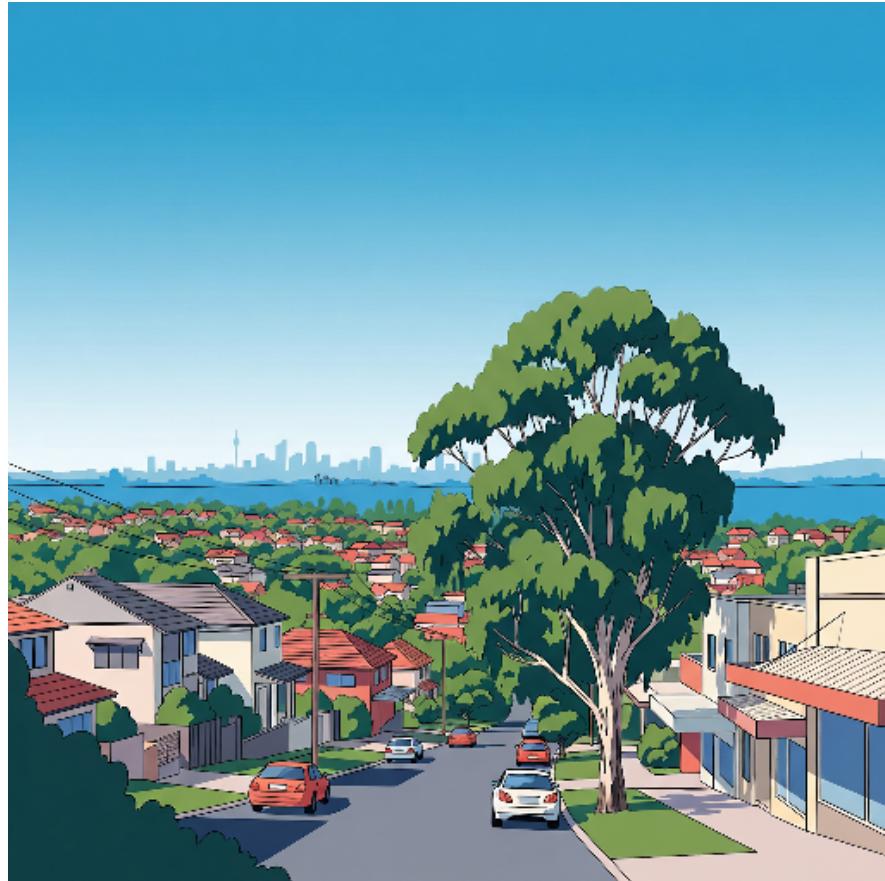
Events - Place based.

The chamber will organise 2 events before June 2026 using the Guildford pub as the venue.

Market platform through QR codes in shops.

# CID Pilot: Revitalising Guildford South via DCIH .

Testing digital placemaking approaches to inform NSW's first formal Community Improvement District



## Project Manager

Chamber of Commerce in partnership with Cumberland Council

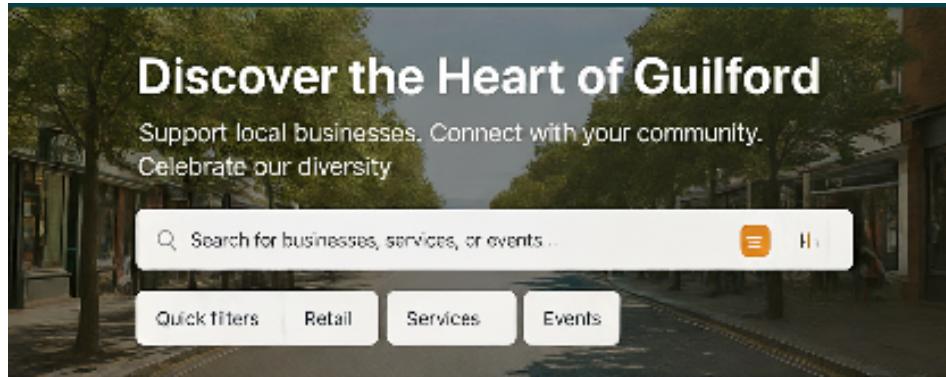
**Timeline** - December 2025 - July 2026.

Phase 1 of a multi-year CID strategy

## The Challenge

- The Guildford precinct has seen a decline in foot traffic and customer engagement. This reflects broader challenges facing town centres across NSW that CIDs are designed to address.
- Lack of coordinated business support and collective marketing power.
- Local shops and eateries struggle for visibility beyond their immediate street frontage.
- Many have no online presence, and social media efforts are fragmented and inconsistent.

As a result, residents from surrounding suburbs (Merrylands, South Granville, Chester Hill, Yennora, etc.) shop elsewhere, missing out on local businesses.



# Revitalising Guildford through DCIH - Project Stages - Step 1 - Creating a Digital Marketplace

1. Create a marketplace specific to the Guildford Precinct from the existing Body Chi Me Marketplace.
  - This will facilitate privacy and specific look and feel which is relevant for businesses in the identified Guildford Business Precinct
  - Create a communication platform for the chamber - business owners - the community and Council to collaborate.
  - Create a platform for individuals in the community to create an account

# Step 2 - Onboarding Businesses to DCIH



## CREATING A DIGITAL SHOPFRONT

- Once the DCIH specific to Guildford is created we will onboard all businesses in the target precinct on to the platform.
- Workshop sessions to build buy-in and collaboration
- Feedback loop to refine platform based on business needs
- Document business support levels

If the shops already have a google presence it will be simple to pull the information from google. If the business has no presence we will create a template to be filled by the business and we will create the required content for the platform.

## What will the digital storefront contain.

### A One page content

- Opening times
- Contact details( email and ph)
- Link to website
- Specials.

We expect Onboarding to take between 30 days to a 45 days. - January 2026.

- Boosting ensures local community sees posts
- Proposed pricing: subscription + managed social media

Engaging property owners in pilot to understand dual stakeholder model

# Step 3 - Facilitate community participation on DCIH - Account Registration.

The screenshot shows a dark-themed website for 'GUILDFORD COMMUNITY EVENTS'. At the top, there's a navigation bar with links for 'Home', 'Events Calendar', and 'About'. Below the navigation is a monthly calendar for December 2024. To the right of the calendar is a section titled 'Upcoming Events' featuring four event cards:

- Council Meeting** (December 4) - Description: Local Council Meeting
- Chamber of Commerce Networking** (December 6) - Description: Monthly networking
- Pub Night** (December 12) - Description: Local pub night
- Farmers Market** (December 19) - Description: Local farmers and crafts market

A large orange button at the bottom right of the calendar area says 'View All Events'.

Through QR codes placed on each shopfront and through emails and website both Council and Chamber will distribute QR codes and links to the community.

The community will use the QR code/link to create an account on the DCIH platform. This will facilitate the DCIH being used as a communication platform.

## Partnership & Collaboration Framework

- Chamber-Council formal agreement
- Alignment with Council's strategic plans for Guildford
- Avoid duplication of existing council services
- Leverage Council networks and resources
- Connect to broader 24-Hour Economy Strategy

# Step 4 - DCIH as a Communication and Data Collection Platform -Conduct Surveys.

The screenshot shows a dark blue header with 'GUILDFORD COMMUNITY EVENTS' and a navigation bar with 'Home', 'Events Calendar', and 'About'. Below is a light grey section with a calendar for December 2024 and a list of four upcoming events:

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Upcoming Events**

- Council Meeting  
Location: 123 Main Street, Guildford  
Description: Local government meeting
- Chamber of Commerce Networking  
Location: 456 Business Center, Guildford  
Description: Local networking event
- Pub Night  
Location: 789 Social Club, Guildford  
Description: Local social gathering
- Farmers Market  
Location: 101 Farmers Market, Guildford  
Description: Local food and crafts market

[View All Events](#)

A survey will be created and rolled out to the business owners and the community. The purpose of the survey is collect Data which will be used to create Branding and The Strategic Direction for Business growth During the actual CID.

## Partnership & Collaboration Framework

- Chamber-Council formal agreement
- Alignment with Council's strategic plans for Guildford
- Avoid duplication of existing council services
- Leverage Council networks and resources
- Connect to broader 24-Hour Economy Strategy

# Step 5 - Leveraging DCIH as a Marketing Platform to market Events and specials .

The platform will be marketed by

1. SEO
2. Social Media
3. Google Ads
4. QR codes on every shopfront
5. Emails from Chamber and Council.



## 1. SOCIAL MEDIA MARKETING

- The platform will be marketed on Facebook and Instagram daily.
- The posts will be made interesting by highlighting a business in the platform and their specials but will ultimately drive traffic to the platform via FB and Instagram.
- Campaign will target surrounding resident communities within a 5 Km radius.
- Increase marketing and brand awareness of the Guildford South district as a collective.

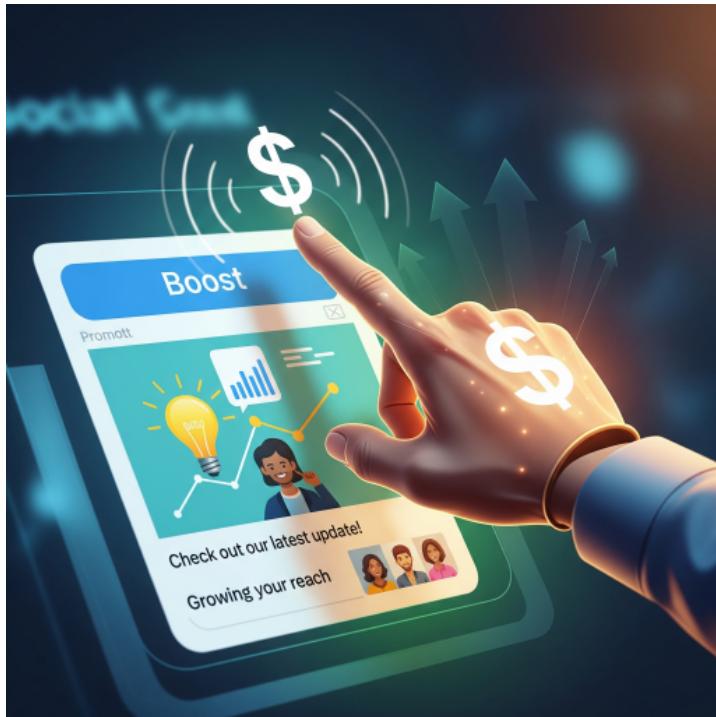
## 2. SEO

- Search Engine Optimisation for organic growth.

## 3. GOOGLE ADS

- Google ads is also an option but much more expensive than FB or Instagram.

# Step 5 -Leveraging DCIH as a Marketing Platform to market Events and specials - 2.



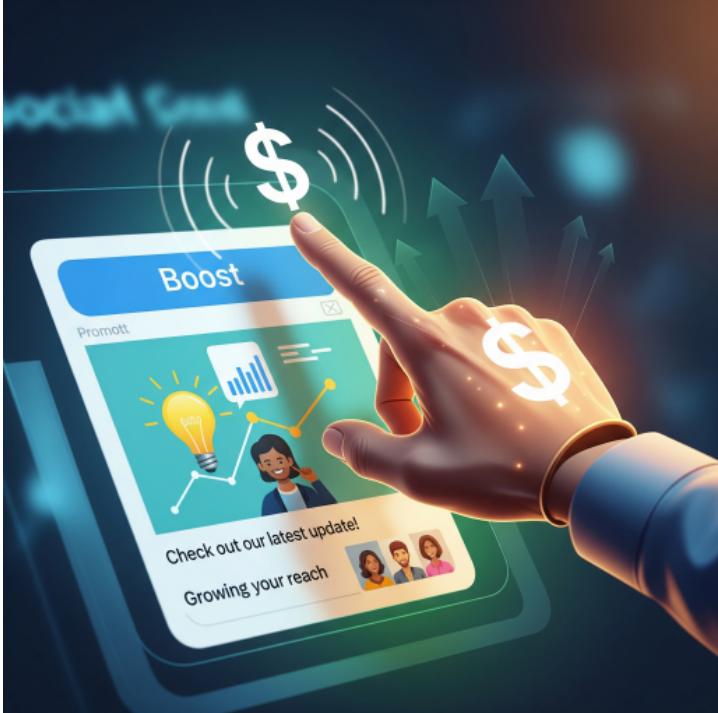
## 4. Physical-digital integration

- QR codes create bridge between street-level activity and online platform, demonstrating how CIDs blend physical place improvements with digital innovation

## 5. Emails from Chamber and Council.

- Both the Chamber and Council will market the platform via email to their network regularly - ideally once a month.

# Step 6 - Physical Intervention - Events and QR Code.



## Physical-digital integration

- QR codes create bridge between street-level activity and online platform, demonstrating how CIDs blend physical place improvements with digital innovation

## Physical Activations & Place-Based Events

- Two major events at Guildford Pub (Feb & May/June)
- Street Market partnership with Council
- Live music, happy hours, and cultural events
- Small-scale pop-up activations
- Community engagement activities

## Place-Based Outcomes

- Increase foot traffic to physical precinct
- Create "vibrant going-out hub" (Uptown objective)
- Improve vitality and quality of public spaces
- Build sense of community and civic pride
- Support local economic growth

# Commercials - Flexible investment

The screenshot shows the homepage of a local business directory website. At the top, there's a banner with the text "Discover the Heart of Guilford" and "Support local businesses. Connect with your community. Celebrate our diversity". Below the banner is a search bar with placeholder text "Search for businesses, services, or events..." and a magnifying glass icon. To the right of the search bar are three small icons: a document, a person, and a gear. Below the search bar are four buttons: "Quick filters", "Retail", "Services", and "Events". The main content area features a section titled "Featured Local Businesses" with four cards: "Guildford Cafe Restaurant" (rating 5 stars, 200 reviews), "Perfect Produce Groceries" (rating 4.5 stars, 120 reviews), "Chic Salon Hair Salon" (rating 5 stars, 75 reviews), and "The Food Place Hold restaurant" (rating 5 stars, 60 reviews). Below this is a section titled "Upcoming Events" with two cards: "Council Meeting" (December 2 at G-Guildford Council Chambers) and "Chamber of Commerce Networking".

## Pilot Investment Structure

### 1. Platform Infrastructure

- Digital marketplace subscription (6 months)
  - Creating the DCIH - Technical setup and customization
  - Communication Platform
  - Digital Shopfront
  - Community Account registration platform
- Future CID: Technology and infrastructure levy component - 15 K

### 2. Business Support Services

- Onboarding businesses and training
  - Ongoing business coordination
  - Creating surveys
  - Creating and rolling out the QR code
- 
- Future CID: Coordinated business support services levy - 15 K

### 3. Marketing & Promotion

Marketing the platform, Individual businesses, Account activation Link, Events, and Survey

- Social media management
  - Content creation and campaigns
- Future CID: Marketing and promotions levy component - 8 K

# Commercials - Flexible investment

The screenshot shows a website for 'Discover the Heart of Guilford'. At the top, there's a banner with the text 'Discover the Heart of Guilford', 'Support local businesses. Connect with your community.', and 'Celebrate our diversity'. Below the banner is a search bar with placeholder text 'Search for businesses, services, or events...' and a magnifying glass icon. To the right of the search bar are three small icons: a red square with a white 'B', a blue square with a white 'S', and a green square with a white 'E'. Below the search bar are four buttons: 'Quick filters', 'Retail', 'Services', and 'Events'. The main content area features a section titled 'Featured Local Businesses' with four cards: 'Guildford Cafe Restaurant' (rating 5 stars, 200 reviews), 'Perfect Produce Groceries' (rating 4.5 stars, 120 reviews), 'Chic Salon Hair Salon' (rating 5 stars, 75 reviews), and 'The Food Place Hold restaurant' (rating 5 stars, 60 reviews). Below this is a section titled 'Upcoming Events' with two cards: 'Council Meeting' (December 2 at G-Guildford Council Chambers) and 'Chamber of Commerce Networking'.

## 4. Place Activation

- Event cost and coordination (Pub events, street markets)

→ Future CID: Activation and events levy component

- Total of

10 K

48 K

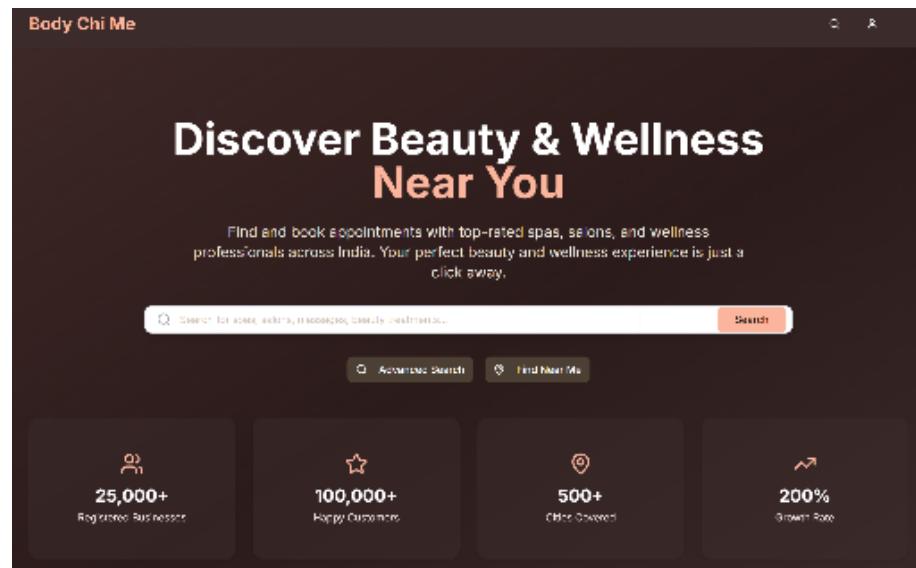
## Pilot Pricing Approach

- Flexible based on available CID Pilot Program funding
- Transparent cost breakdown for business understanding
- Testing fee structures to inform future levy calculation
- Optional business contributions to test willingness-to-pay
- Data collection on cost-benefit for businesses

# Digital Innovation for Place-Based Economy

Leveraging proven platform (Body Chi Me) demonstrates:

- "Data and smart technology" intervention (CID objective)
- Cost-effective solution vs. building from scratch
- Proven track record (20,000+ businesses, 15-200% growth)
- Scalable model for other NSW precincts
- Australian-owned supporting local innovation



# Body Chi Me on Google

**Body Chi Me India Pvt Ltd**

TT 40, Sector 1, New MP Rd, near Khadiya Nagar Chetan Bazaar, Murbad, Raigad 400068, India

**4.1** ★★★★★ 18 reviews

 **Milind Amralkar**  
5 reviews · 2 photos  
★★★★★ 2 years ago

One of the best service provider company and I would like to recommend 🌟🌟 to all to work with Body Chi Me India.

 **Body Chi Me India Pvt Ltd (owner)**  
2 reviews · 0 photos  
Thank you so much for taking the time to leave us a review. We really appreciate your feedback about our service, facilities and Recommendations. hope to see you again soon.

 **Nandan Parekh**  
2 reviews  
★★★★★ 4 years ago

Body chi me is a very good company and provides a very good service for customers and Business Information In detail and Contact with business also very easy.

 **Daya Navik**  
4 reviews  
★★★★★ 2 years ago

Body chi me is the best platform to connecting your need like yoga , healing center , hair extensions and many more.. thank you

 **Body Chi Me India Pvt Ltd (owner)**  
2 years ago  
Thank you so much for taking the time to leave us a review. We really appreciate your feedback about our service and facilities and hope to see you again soon.

 **Pritam Kumar**  
Local Guide · 1 review · 10 photos  
★★★★★ 2 years ago

Very nice place company for advertisement thanks

 **Amit Nayak**  
6 reviews · 1 photo  
★★★★★ 2 years ago

Best Service Thanks for

 **Body Chi Me India Pvt Ltd (owner)**  
2 years ago  
Thank you so much for taking the time to leave us a review. We really appreciate your feedback about our service and facilities. Hope to see you again soon.

 **Kangana Lumber**  
0 reviews  
★★★★★ 2 years ago

I appreciate the work of the staff members 😊