

Thriving Places Strategy – Implementation Annual Update

| Plan | Action | Funding Allocation (as estimated at time of TPS adoption) | Responsible Team(s) | Status | Timing | | | | | 2023/24 Annual Review Update (August 2024) |
|--|--|--|-----------------------------------|-----------|--------|-------|-------|-------|-------|---|
| | | | | | 23/24 | 24/25 | 25/26 | 26/27 | 27/28 | |
| Focus Area 1: Enable | | | | | | | | | | |
| 1.1 Support initiatives that enhance, restore and activate places and spaces. | 1.1.1: Implement a new Business Enhancement Grant program to support small businesses and commercial property owners to make small-scale enhancements. | \$125,000 (\$25k p.a) | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The inaugural round of the Business Enhancement Grant program opened in October 2023 with 65 applications being received during the application period.</p> <p>26 applications were approved for a total value of \$114,402.48. The 26 projects had a total project cost of approximately \$466,945.04, meaning for every \$1 of City of Vincent funding, the applicant would spend \$3+ of their own money to improve the town centres.</p> <p>At the closure of the 2023/24 round, 21 of the 26 successful applicants completed their projects totalling \$86,839.29 of total grant funding.</p> |
| | 1.1.2: Investigate streamlining the administration of all grant funding through a centralised accessible process and online platform. | \$7,500 p.a. | Community Development | On Track | • | • | • | • | • | <p>The City has subscribed to the SmartyGrants platform to administer our grant funding. To date, the program has been effectively utilised to manage and oversee the administration the Business Enhancement Grant, Community Development Grant and Event Sponsorship programs.</p> <p>The Town Team Funding, Heritage Assistance Fund and Mural Co-funding Program will be transferred onto the SmartyGrants platform in 2024/25.</p> |
| 1.2 Empower Vincent's small business community to build long-term sustainability and resilience. | 1.2.1: Partner with external groups or individuals to deliver networking, engagement and education opportunities for local businesses. | Nil | Urban Design & Strategic Projects | On Track | • | • | | | | <p>The Perth Inner City Group – Economic Development Peer Group have identified leveraging existing business workshops as a key task.</p> <p>The Peer Group will be partnering with Healthy Mind Menu to host networking/information sessions for hospitality businesses in August/September 2024 ahead of Mental Health Month in October.</p> <p>The Peer Group have also agreed that training sessions hosted by member local governments will extend invitations to businesses in the other four Perth Inner City Group LGs and will advertise the training sessions through online business newsletters. The City of Subiaco are hosting a series of workshops in 2024 facilitated by Business Station, and invites have been extended to City of Vincent, Town of Victoria Park, City of South Perth and City of Perth businesses.</p> |
| | 1.2.2: Promote the monthly business e-newsletter to reach new audiences and communicate opportunities and business news | Nil | Communications and Engagement | On Track | • | • | • | • | • | <p>Business E-News is published monthly, and previous editions can be viewed at Vincent.wa.gov.au/business/grow/business-news.</p> <p>There are currently 1,095 subscribers.</p> |
| 1.3 Continue to improve approval processes and assistance for small businesses. | 1.3.1: Action the recommended reforms and improvements identified in the Small Business Friendly Approvals Program. | Nil | Governance | Completed | • | | | | | <p>Small Business Program final reporting submitted 30 April 2024 with the City having completed 93% of commenced tasks.</p> <p>Focus for the last 6 months has been around the City's Events process with consolidated information developed for the City's</p> |

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| | | | | | | | | | | website, improved application form and infographic prepared capturing various elements of an event that may require approval. |
| 1.4 Stimulate town centre visitation to progressively grow a customer base and encourage repeat visitation. | <p>1.4.1: Expand the 'shop local' brand to be a yearlong program of seasonal initiatives. Key focus areas:</p> <ul style="list-style-type: none"> • Provide information to the Vincent community about the benefits of shopping and dining locally. • Showcase unique attributes of each town centre and experiences on offer. • Align graphic design and messaging with the Wayfinding Signage Plan and town centre branding to match online engagement with on-site experience. • Grow City of Vincent followers on social media to capture a broader audience. | \$10,000 p.a | Communications and Engagement | On Track | | • | • | • | • | <p>Project planning and working group meetings have commenced to create an expanded calendar of "shop local" programming for 2025/26.</p> <p>Continued to grow City of Vincent Instagram and Facebook communities. Total followers now 5000 and 13,800 respectively.</p> <ul style="list-style-type: none"> • Ran a campaign to encourage sign-up to City of Vincent e-news (total subscribers now 10,200). <p>Met with local media organisations to explore paid partnerships to support local businesses.</p> <p>Secured a partnership opportunity for December 2024 to promote the Shop Local brand at Christmas.</p> |
| Focus Area 2 - Advance | | | | | | | | | | |
| 2.1 Support local businesses and commercial property owners to adapt to climate change and implement sustainable practices. | 2.1.1: Promote the benefits of adopting renewable energy technology on commercial properties through local case studies. | \$1,000 | Sustainability and Innovation | On Track | | • | | | | <p>The marketing materials for the Solar Power Purchase Agreement have been prepared to gather interest from business and property owners in an online workshop.</p> <p>This workshop will communicate the benefits of solar for their business. The timeframe for the release of these marketing materials and workshops has not been determined.</p> |
| | 2.1.2: Assist businesses to promote the benefits and incentivise the use of active transport for its workers and customers. | Nil | Urban Design & Strategic Projects | On Track | | • | | | | <p>The City has provided new cycle parking facilities to local businesses on request. New racks were installed on Scarborough Beach Road and Blake Street in March 2023, in North Claisebrook in May 2024 and along Fitzgerald Street in June 2023.</p> |
| | 2.1.3: Consider parking maximums in Precinct Planning Frameworks to encourage a reduction in private vehicle ownership | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The Pickle District and North Claisebrook Planning Framework were adopted in August 2023. The planning frameworks refer to the City's Non-Residential Parking Policy and includes maximum parking standards for commercial uses.</p> <ul style="list-style-type: none"> • Residential parking continues to be governed by the <i>State Planning Policy 7.3: Residential Design Codes</i> and <i>Perth Parking Policy 2014</i>. Administration will continue to pursue parking maximums in the development of new Town Centre Planning Frameworks. |
| 2.2 Assist Vincent businesses to improve cyber security awareness and capability. | 2.2.1: Undertake research to better understand current cyber security approaches and tools that may assist Vincent businesses. | Nil | Information & Communications Technology | On Track | • | | | | | <p>Edith Cowan University have completed their "Cyber Check Me" initiative which was being used by a small number of Councils to survey and support local business cyber security needs.</p> <p>The "Centre for Securing Digital Futures" – information has been requested on any relevant services or support that could help Vincent. Response has not yet been received.</p> |

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| | 2.2.2: Develop a cyber-security maturity assessment survey for Vincent businesses to support them to better understand risks. | \$30,000 | Information & Communications Technology | Completed | | • | | | | Vincent have developed a draft survey (available here) based on the Australian Cyber Security Centre (ACSC) Small Business Cyber Security Checklist . |
| | 2.2.3: Provide businesses with information and support to improve their cyber security resilience and resistance to threats. | \$5,000 | Information & Communications Technology | On Track | | • | • | • | • | <p>A basic survey score will be constructed from the above survey, with an automated response directing towards resources based on maturity level:</p> <ol style="list-style-type: none"> 1. “Your organisation is beginning to understand cyber security” – links to ACSC’s Small Business Cyber Security Checklist 2. “Your organisation has some cyber security, but would benefit from more” – links to ACSC’s Small Business Cyber Security Guide 3. “Your organisation demonstrates cyber maturity awareness and might value additional mitigation strategies” – links to ACSC’s Essential 8 <p>Potentially the City can offer a workshop for any business needing more basic support and understanding to help them begin their journey. Need to consider how this can be delivered and sustained with available resources; and whether to involve third-parties (cyber experts / service providers).</p> <p>The need for a government-endorsed framework for small/medium sized businesses is becoming clear:</p> <ol style="list-style-type: none"> 1. City of Vincent will not be able to sustain cyber security support to local businesses. 2. ACSC’s Essential 8, is likely to be overly complex for the majority of Vincent businesses who will not have the resources to understand or implement its recommendations. <p>A report to the City’s EMC will be prepared.</p> |
| 2.3 Work with stakeholders on strategic projects that support the creation of local jobs, improve housing diversity and boost Vincent’s liveability | 2.3.1: Progress key strategic projects that provide increased, diverse housing in Vincent. | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>In 2023/24, the City worked on planning frameworks for the North Perth, Beaufort Street, William Street and Mt Hawthorn Town Centres. The planning frameworks seek to plan for a variety of housing products in close proximity to Town Centre amenities of business and open space.</p> <p>Requirements for housing typologies are governed by the <i>State Planning Policy 7.3: Residential Design Codes</i> and seek a variety of apartment sizes in new development.</p> <p>The City is also undertaking a review of the Local Planning Strategy and Scheme which will outline the need for a variety of housing options for the community now and into the future.</p> |
| | 2.3.2: Encourage external providers and developers to provide a greater variety of business models, industry mix, and workforce diversity across emerging town centres and places. | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The Town Centre Planning Frameworks provide for a variety of land uses. There are few land uses which are not permitted allowing a variety of businesses to be contemplated. The preparation of the Local Planning Strategy and Scheme will also consider the land uses and their permissibility in the different zones of the City.</p> |

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| | 2.3.3: Focus on delivering a refined Advocacy Agenda that identifies investment opportunities and/or legislative changes needed to support long-term resident and worker growth. | Nil | CEO | On Track | • | • | • | • | • | <p>The City publishes an Advocacy Approach and corresponding pages on the City's website which explain our key focus areas. The Advocacy Agenda has been presented to Council again for priority setting and captured in Council's adopted CBP:</p> <ul style="list-style-type: none"> • Beatty Park 2062 • Leederville Oval Redevelopment • Robertson Park Development Plan Implementation • 40km/h speed zone expansion • Relocation of Claisebrook Concrete Batching Plants • East Perth Power Station • Leederville Station upgrade. |
| | 2.3.4: Continue to partner with other LGAs through the Perth Inner City Group on initiatives for infrastructure & transport; planning, economic development and culture; corporate and business services; and community and social services. | \$10,000 | CEO | On Track | • | • | • | • | • | <p>The PICG formed in 2019 as a voluntary partnership between the Cities of Perth, South Perth, Subiaco, Vincent, and the Town of Victoria Park.</p> <p>Since January 2024, there has been a series of successful initiatives including:</p> <ul style="list-style-type: none"> • Meeting of the Mayors: Quarterly meetings in April and preparation for June 2024. • CEO Executive Committee: Monthly get togethers including a strategy session in February 2024. Activation of the Marketing and Communications Working Group who have met quarterly since January 2024. • Infrastructure and Transport Subcommittee: Monthly meetings including a strategy session in March 2024. • Planning and Economic Development Subcommittee: Quarterly meetings in February and May 2024. Activation of Peer Groups including Planning Group and Economic Development Group who meet quarterly. • Corporate and Business Services Subcommittee: Quarterly meetings in March and May 2024. Activation of Peer Groups including Finance, ICT, IPR and Governance who have each meet once since January 2024. • Community and Social Services Subcommittee: Tri-yearly meeting in February 2024. Activation of the Homelessness Working Group who have met three times since January 2024. |
| 2.4 Continue to seek funding to support the delivery of place-based projects and trialling new initiatives. | 2.4.1: Apply for funding partnerships and grants to deliver small-scale initiatives or projects aligned with town centre place plans. | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The City regularly reviews grant websites to identify future grant opportunities.</p> <p>An RAC grant for \$80,000 was used to activate the View Street and Rosemount Car Parks for a series of events collectively named Shortcut Lane in May 2024.</p> |
| | 2.4.2: Investigate the feasibility of implementing different funding approaches to support ongoing delivery of place-based programs and projects. | Nil | Urban Design & Strategic Projects | Not Started | | • | | | | Project scheduled to commence in 2024/25. |

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| 2.5 Work towards making the Vincent a Smart City following the City's Smart Cities Positioning Statement. | <p>2.5.1: Develop a Smart Cities Plan identifying actions to build skills, systems, processes, and infrastructure for moving towards developing Vincent as a smart city.</p> <p>Initial focus areas will include:</p> <ul style="list-style-type: none"> digitisation of services to the community <p>asset and data management processes.</p> | Nil | Information & Communications Technology | On Track | • | • | • | • | • | Digitisation of services is progressing with CRM platform upgrade and expansion of business teams with electronic workflows. This will continue to develop in 2024 with a public interface and mobile application for lodging requests to Vincent. The mobile application is in final phases of integration with the City's request management system. |
| Focus Area 3: Attract | | | | | | | | | | |
| 3.1 Collect, measure and communicate the performance of Vincent's town centres. | 3.1.1: Continue to collect and analyse a diverse range of data to monitor Vincent's town centres over time | \$110,000 p.a. | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The City subscribes to five products within the .id suite including Community Profile, Economic Profile, Social Atlas, Population Forecast and Housing Monitor. This data assists with service delivery across the organisation and strategic planning including the town centre planning frameworks, Local Planning Strategy and Community Infrastructure Plan.</p> <p>The City completed nine place audits in 2023/24. 36 place audits have been completed since 2021/22 providing detailed demographic, movement, and behavioural data about how people are using the City's parks and streets. Place audits are used to inform project design and monitoring results.</p> <p>The City uses economic spend data to monitor the local economy as well as the impact of investing in events, activations and infrastructure.</p> |
| | 3.1.2: Share the place performance of the town centres through an annual State of Vincent snapshot report. | Nil | Urban Design & Strategic Projects | Not Started | • | • | • | • | • | Project will commence in 2024/25. |
| 3.2 Prioritise and encourage the use of active and sustainable transport modes. | 3.2.1: Leverage special events to boost visitation and bring economic and social benefits to the town centres. | Nil | Communications and Engagement | On Track | • | • | • | • | • | <p>In 2023/24, the City ran the Events and Festivals Sponsorship funding program for events to be held in 2024/25. Events to be funded include:</p> <ul style="list-style-type: none"> RTRFM Neon Picnic Revelation Perth International Film Festival Reclink Perth Community Cup St Patricks Day Festival Good Sammy's Circular Jazz Picnic in the Park The Pickle District After Dark 5 Beaufort Street Network's Beaufort Beats 2024 Dogtober Beaufort Street Christmas Festival Mt Hawthorn Streets and Laneways Festival The Provedore Market Washing Lane "WAY" Activation Colombian Association of WA Night of Lights Hyde Park Festival Mt Hawthorn Mural Festival Leederville Connect's events calendar |

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| | | | | | | | | | | <ul style="list-style-type: none"> The Leederville Precinct's Leedy Artfest Remida WA's The Magnificent World of Temporary Creations Two Perth Festival events <p>All events communications will encourage the use of active and sustainable transport.</p> | |
| 3.3 | Embed art and our rich culture in Vincent's streets, places and spaces. | 3.3.1: Develop and implement an Arts Plan that outlines approaches to support the arts scene and grow Vincent's creative community and economy. | \$140,000 | Urban Design & Strategic Projects | Complete | • | • | • | • | • | Arts Plan adopted 22 August 2023. Refer to Arts Plan annual update. |
| Focus Area 4 – Improve | | | | | | | | | | | |
| 4.1 | Target minor public realm improvements that align with the Accessible City Strategy, Link and Place Guidelines and Capital Works Program. | 4.1.1: Continue to plan and implement the Minor Streetscape Improvement Program targeting the town centres and prioritising pedestrians | \$35,000 p.a | Engineering | Not Started | • | • | • | • | • | Project on hold in 2023/24. In 2024/25, Administration will develop the Minor Streetscape Improvement Program for implementation in all town centres. |
| | | 4.1.2: Develop a toolkit of urban design principles and methods to streamline implementation of best-practice minor streetscape and pedestrian improvements in town centres through the Link and Place Guidelines. | \$40,000 | Urban Design & Strategic Projects | On Track | | • | | | | |
| 4.2 | Foster safe, desirable and active places that are easy to access. | 4.2.1: Develop and deliver an updated Safer Vincent Plan that includes collaborative approaches and supports moving towards a vibrant 24-hour city. <ul style="list-style-type: none"> Continue to focus on improving safety through community engagement and collaborating with government and other organisations to deliver prevention approaches. Inform and empower the community to initiate action through providing relevant information about crime prevention and graffiti reporting | \$45,000 | Ranger Services | On Track | • | • | • | • | • | <p>The City hosted a Community Safety Forum for the Highgate precinct (including parts of the suburbs of Perth, East Perth and Mt Lawley) on Monday 6 May 2024 at the Claisebrook Design Community. The WA Police Force, Department of Communities, Neighbourhood Watch WA and local community services attended the event to promote discussion and collaboration with the goal to improving safety in the Highgate precinct.</p> <p>The City are hosting a Community Safety Form for the suburbs of North Perth and West Perth on Wednesday 7 August 2024 at Dorrien Gardens (Perth Soccer Club).</p> |
| | | 4.2.2: Continue to advocate and support businesses to activate streets and contribute to the public realm in alignment with the Vibrant Public Spaces Policy and planning, building and health guidelines. | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <ul style="list-style-type: none"> There are currently 24 approved Vibrant Public Spaces in the City of Vincent, including: <ul style="list-style-type: none"> Street Furniture: 1 City Parklet: 4 Affixed Eating Area Furniture: 6 Parklet: 5 Eatlet: 8 <p>Administration will continue to engage with businesses who express an interest in hosting a Vibrant Public Space and encourage businesses to apply through the 2024/25 Business Enhancement Grant Program.</p> |

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| | | | | | | | | | | <p>Two Vibrant Public Spaces were supported through the 2023/24 Business Enhancement Grant Program and have been installed: Powell's Fromagerie affixed eating area furniture in Leederville and Hank's Corner parklet in North Perth.</p> <p>In addition, five affixed eating area furniture applications, for Gigi's Bowls, Sonny's Bar, Antep Mangal, Challis Cafe and The Garden, and an application for an eatlet at Vinyl Cafe were approved in 2023/24.</p> |
| 4.3 Encourage private contribution towards future social infrastructure and public realm enhancements. | 4.3.1: Identify place-specific community benefits or localised opportunities in town centres and precincts that private investment can support through private development. | Nil | Urban Design & Strategic Projects | On Track | • | • | • | • | • | <p>The Pickle District & North Claisebrook Planning Framework have been adopted and include Development Incentives for Community Benefit. These Frameworks will be the basis for upcoming planning frameworks.</p> <p>The City is undertaking a Community Needs Analysis for Leederville to understand the key final benefits to include in the Leederville Precinct Structure Plan.</p> |