



CITY OF VINCENT

ANNUAL REPORT

2023/24



Acknowledgement of Country

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pays our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet and thrive as a community always was and always will be Noongar land.



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FORMER MAYOR'S MESSAGE

After 10 deeply rewarding years at the City of Vincent, 2023 was my last year on Council.

We made a flying start to 2023/24 as we played host to the biggest football tournament Perth had ever seen – the FIFA Women's World Cup Australia & New Zealand 2023™.

Thousands of fans visited Vincent and packed out the stands at HBF Park, and we saw girls and women joining our local soccer clubs in record numbers.

Leederville's potential as a high quality, transit orientated development was in the spotlight as we progressed a business plan for the proposed sale of portions of the City's two carparks in Leederville.

This will pave the way for new businesses and residents to bring greater vibrancy to our biggest town centre, as well as more parkland, laneways, a public square and multistorey carparking.

We adopted a planning framework for the uniquely creative Pickle District that requires developers to

prioritise cultural infrastructure for artists to help keep creative businesses thriving there.

Seventeen free community events were funded through our annual event sponsorship program.

Vincent expressed our support for the Uluru Statement from the Heart by working with our Boordiya Reference Group and community members ahead of the 2023 Referendum.

The community of Vincent showed their ongoing desire for reconciliation through our local booths and Vincent continues this important work and partnership with Aboriginal Elders, community and local businesses.

Our once-in-a-generation underground power project with Western Power commenced this year, with Western Power moving forward with detailed design work for the first stage. I am excited to watch our tree canopies flourish as this transformational project is rolled out.

In another major milestone, we received approval from Main Roads to make our neighbourhood streets safer and more liveable. Speed limits on all local roads across the City of Vincent will go to 40km/h – a first for WA!

I would like to thank my dedicated Council colleagues, CEO David MacLennan and Team Vincent for their highly positive and proactive approach to making things happen for the Vincent community.

It has been such a privilege to have served the fantastic Vincent community over the past decade.

EMMA COLE
FORMER MAYOR



MAYOR'S MESSAGE

As a Vincent resident of many years, I am extremely grateful for the opportunity to serve as your Mayor.

I'd like to thank Emma Cole who was a progressive and inspiring Mayor and Councillor for 10 years. I wish her the best of luck for her future endeavours.

Since being elected in October 2023, the new Council has worked collaboratively with staff to deliver the projects and initiatives that matter most to our community.

We've been proactive in enhancing and protecting our trees, future planning for our town centres, upgrading essential infrastructure, hosting inclusive community events and tackling global issues like climate change at the local level.

Our beautiful mature trees are one of the things that locals and visitors love about Vincent.

With our drying climate, unforgiving summer and the infestation of the polyphagous shot-hole borer (PSHB) in some parks and backyards, we have been working hard to preserve and increase our tree canopy.

In response to the devastating potential loss of dozens of trees at Hyde Park and hundreds of trees across Vincent due to PSHB, we started a reference group with experts and community members to guide the restoration and post treatment works.

We continue to work very closely with the Department of Primary Industries and Regional Development on implementing emerging treatment solutions.

Our goal is to eradicate the pest without removing trees unless it is absolutely necessary.

We're also working hard to ensure our ageing facilities are accessible for the whole community and are used by a diverse range of groups.





Major upgrades started at Beatty Park Leisure Centre, Sullivan Logistics Stadium (Leederville Oval), Litis Stadium, North Perth Bowling Club and Birdwood Square.

In 2025, a new accessible changeroom next to the indoor pool at Beatty Park will replace the old facility that has been closed for many years.

This comes after we undertook necessary remediation works of the tiles in the two outdoor pools.

As an iconic but ageing facility, we continue to invest in the ongoing maintenance of Beatty Park.

Works on our long-term project to construct a multi-sports changeroom at Litis Stadium and refurbish Floreat Athena's clubrooms started in January 2024.

Thanks to joint State Government funding, we were able to deliver new toilets at the North Perth Bowling Club.

We started works on a new toilet and changeroom facility and began consulting our community on a new playground at Birdwood Square.

We also entered into an arrangement with the WA Education Department to allow Highgate Primary School to continue to use this City-owned green space.

Another core focus for this financial year was ensuring safe and accessible footpaths and bike paths are available throughout the City.

We completed a number of footpath maintenance projects, including Ellesmere Street from Matlock Street to London Street, and upgraded new kerb ramps to ensure better access for people with disability and elderly people.

In addition, we renewed footpaths in West Perth, Perth, Mt Lawley and Mt Hawthorn.

Part of our long-term goal is having responsible plans in place for our town centres, with realistic visions, building heights and appropriate uses.

This will ensure high quality developments, improved amenity and better support for our local businesses.

We adopted new planning frameworks for the Pickle District and North Claisebrook in late 2023.

These areas are yet to reach their full potential and are prime destinations for transit-oriented developments given their proximity to the CBD and public transport routes.



Community members came together to create visions and design the future of the Mt Hawthorn, North Perth, William Street and Beaufort Street town centres.

These planning frameworks will go a long way in facilitating future developments of town centres and enhancing the look and feel of local streets.

Over in Leederville, we are progressing a Major Land Transaction with Hesperia to develop The Avenue and Frame Court carparks.

The carparks will be transformed into apartments, accommodation, office, retail shops, food and beverage, community spaces and a new City-owned multi-storey public carpark.

We became the first local government in Australia to launch a GreenTrack priority assessment service for residential development applications.

This award-winning initiative will have a huge impact on our sustainability footprint in residential areas as we are seeing more energy efficient and environmentally friendly homes popping up.

GreenTrack is also a prime example of us tackling global issues such as climate change and working locally to reduce the impact on our neighbourhoods.

Our community is culturally diverse, and we are committed to not only celebrating significant dates across a range of cultural calendars but also continuing to strengthen our relationships with key community groups.

We collaborated with the Chung Wah Association and Perth Asian Community Centre to hold our first Multicultural Seniors Expo and saw in the Lunar New Year with a lion dance at Axford Park.

We continue to be a staunch ally of the LGBTQIA+ community, ensuring Vincent remains as a safe and welcoming place for all.

I have also been actively meeting residents, local groups, clubs and organisations as well as schools.

It has been an extremely rewarding journey so far, and I am keen to continue to work hard to deliver the best outcomes for the Vincent community.

ALISON XAMON
MAYOR



CEO'S MESSAGE

This was another successful year at the City of Vincent as we continued to improve service delivery and made strong progress on our major projects and priorities.

We marked the transition in Council with the October 2023 local government elections.

We thanked former Mayor Cole, former Deputy Mayor Gontaszewski, Cr Loden and Cr Loppolo for their enormous contributions to Council over many years.

And we welcomed new Mayor Alison Xamon, Cr Nicole Woolf, Cr Ashlee La Fontaine and Cr Sophie Greer.

The smooth Council transition was assisted by our strong long-term planning informed by the community's priorities in the Strategic Community Plan.

This report includes the progress we have made on Council's key strategic projects in the 2023/24 financial year.

We are engaged in comprehensive planning for the City and our town centres to manage both the opportunities and challenges of a growing population and increasing density.

We had some big wins in our advocacy efforts around our Concrete Batching Plants relocation plan and the redevelopment of Sullivan Logistics Stadium (formerly Leederville Oval).

We delivered a major road safety outcome for our residents by lowering the speed limit from 50km/h to 40km/h on all our local roads.

We signed an agreement with Hesperia for the redevelopment of our major carparks in Leederville.

We also started the long fight against the destruction inflicted on our urban trees from the polyphagous shot-hole borer.

While we will sadly lose trees as a result of the infestation, we will be increasing our tree canopy as the roll-out of the whole of Vincent underground power program progresses.

We continue to improve our governance and financial management as evidenced by positive findings by the Office of the Auditor General.

This ongoing improvement is underpinned by a comprehensive annual Service Delivery Review Program.

We move into the new financial year with confidence to keep improving our capacity and capability to deliver on an ambitious range of community services, projects and programs.

I am deeply grateful for the positive attitude of both Council and staff to work together to keep delivering these strong outcomes for our community.

I commend this report to you.

DAVID MACLENNAN
CEO



COUNCILLORS

JULY 2023 – OCTOBER 2023



Mayor Emma Cole
Elected Mayor 2017 – 2023

Committees:

- Chair of the CEO Performance Review Panel
- Metropolitan local government representative Western Australian Planning Commission (WAPC)
- WAPC Executive, Property and Finance Committee
- Deputy Chair of the State Emergency Management Committee

SOUTH WARD



Cr Susan Gontaszewski
(Deputy Mayor)
Elected 2017 – 2023

Committees:

- City of Vincent Audit and Risk Committee
- Metro Inner-North Joint Development Assessment Panel
- CEO Performance Review Panel
- DevelopmentWA Midland Land Redevelopment Committee (alternate)



Cr Jonathan Hallett
Elected 2017 – 2025

Committees:

- Tamala Park Regional Council (alternate)
- Metro Inner-North Joint Development Assessment Panel (alternate)
- Sustainability and Transport Advisory Group
- Reconciliation Action Plan Working Group



Cr Ashley Wallace
Elected 2019 – 2023

Committees:

- Member representative of the Western Australian Local Government Association
- Tamala Park Regional Council
- Metro Inner-North Joint Development Assessment Panel
- City of Vincent Audit and Risk Committee
- Chair of the Safer Vincent Advisory Group



Cr Ross Ioppolo
Elected 2021 – 2025

Committees:

- Deputy Chair of the City of Vincent Audit and Risk Committee
- CEO Performance Review Panel

NORTH WARD



Cr Alex Castle
Elected 2017 – 2025

Committees:

- Mindarie Regional Council
- CEO Performance Review Panel
- Arts Advisory Group
- Chair of the Children and Young People Advisory Group



Cr Ron Alexander
Elected 2021 – 2025

Committees:

- Children and Young People Advisory Group
- City of Vincent Audit and Risk Committee



Cr Suzanne Worner
Elected 2021 – 2023

Committees:

- Reconciliation Action Plan Working Group
- Chair of the Arts Advisory Group



Cr Dan Loden
Elected 2015 – 2023

Committees:

- Metro Inner-North Joint Development Assessment Panel (alternate)
- Deputy Chair of the Reconciliation Action Plan Working Group
- Chair of the Sustainability and Transport Action Group

COUNCILLORS

OCTOBER 2023 – JUNE 2024



Mayor Alison Xamon
Elected 2023 – 2027

Committees:

- Western Australian Local Government Association (WALGA)
- Chair of the CEO Review Panel
- Audit and Risk Committee
- Central Perth Redevelopment Committee

SOUTH WARD



Cr Ashlee La Fontaine
Elected 2023 – 2027

Committees:

- Co-Chair of the Sustainability and Transport Advisory Group



Cr Jonathan Hallett
Elected 2017 – 2025

Committees:

- City of Vincent Audit and Risk Committee
- CEO Review Panel
- Western Australian Local Government Association (WALGA)
- Metro Inner DAP (alternate)



Cr Ashley Wallace
Elected 2019 – 2027

Committees:

- Catalina Regional Council
- Arts Advisory Group
- Co-Chair of the Sustainability and Transport Advisory Group
- Metropolitan Regional Road Sub Group (Central)



Cr Sophie Greer
Elected 2023 – 2025

Committees:

- Arts Advisory Group

NORTH WARD



Cr Alex Castle
(Deputy Mayor)
Elected 2017 – 2025

Committees:

- Mindarie Regional Council
- CEO Review Panel
- Metro Inner Development Assessment Panel (DAP)
- City of Vincent Audit and Risk Committee



Cr Ron Alexander
Elected 2021 – 2025

Committees:

- Western Australian Local Government Association (WALGA) (alternate)
- CEO Review Panel
- Deputy Chair of the City of Vincent Audit and Risk Committee



Cr Suzanne Worner
Elected 2021 – 2027

Committees:

- Chair of the Arts Advisory Group
- Catalina Regional Council (alternate)



Cr Nicole Woolf
Elected 2023 – 2027

Committees:

- Western Australian Local Government Association (WALGA) (alternate)
- Metro Inner DAP

EXECUTIVE MANAGEMENT COMMITTEE



David MacLennan
Chief Executive Officer



Lisa Williams
Chief Communications Officer



Jay Naidoo
Acting Chief City Planner



Tara Gloster
Chief Urban Designer



John Corbellini
Director Major Projects



Rhys Taylor
Chief Financial Officer



Nathan Stokes
Chief People Officer



Peter Ferguson
Chief Information Officer



Peter Varris
Chief Operations Officer



Joslin Colli
Chief Governance and
Audit Officer

STRATEGIC COMMUNITY PLAN VISION

VIBRANT

DIVERSE

SUSTAINABLE

“In 2032, the City of Vincent is a leafy and vibrant 24-hour city which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a Council that says YES!”

OUR VALUES



Engaging

Listening, understanding and communicating is the key to our success.



Accountable

We work openly and transparently to earn our community's trust.



Making a Difference

Our work improves our community and the lives of our residents.



OUR PRIORITIES

Established through the Strategic Community Plan 2018 – 2028 and reinforced by community feedback when developing the Strategic Community Plan 2022 – 2032.

Our priorities continue to be a focus for the community now and into the future. No one priority is more substantial than another; each works in conjunction with the others to deliver on our community's overall vision.



Enhanced Environment

The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.



Accessible City

We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.



Connected & Healthy Community

We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique and connect with those around us to enhance our quality of life.



Thriving Places

Thriving Places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.



Sensitive Design

Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high quality developments that respect our character and identify and respond to specific local circumstances.



Innovative & Accountable

The City of Vincent has a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

CITY OF VINCENT PROFILE



ESTIMATED POPULATION

38,433

(Source: ABS ERP 2022)



MEDIAN AGE 36 YEARS

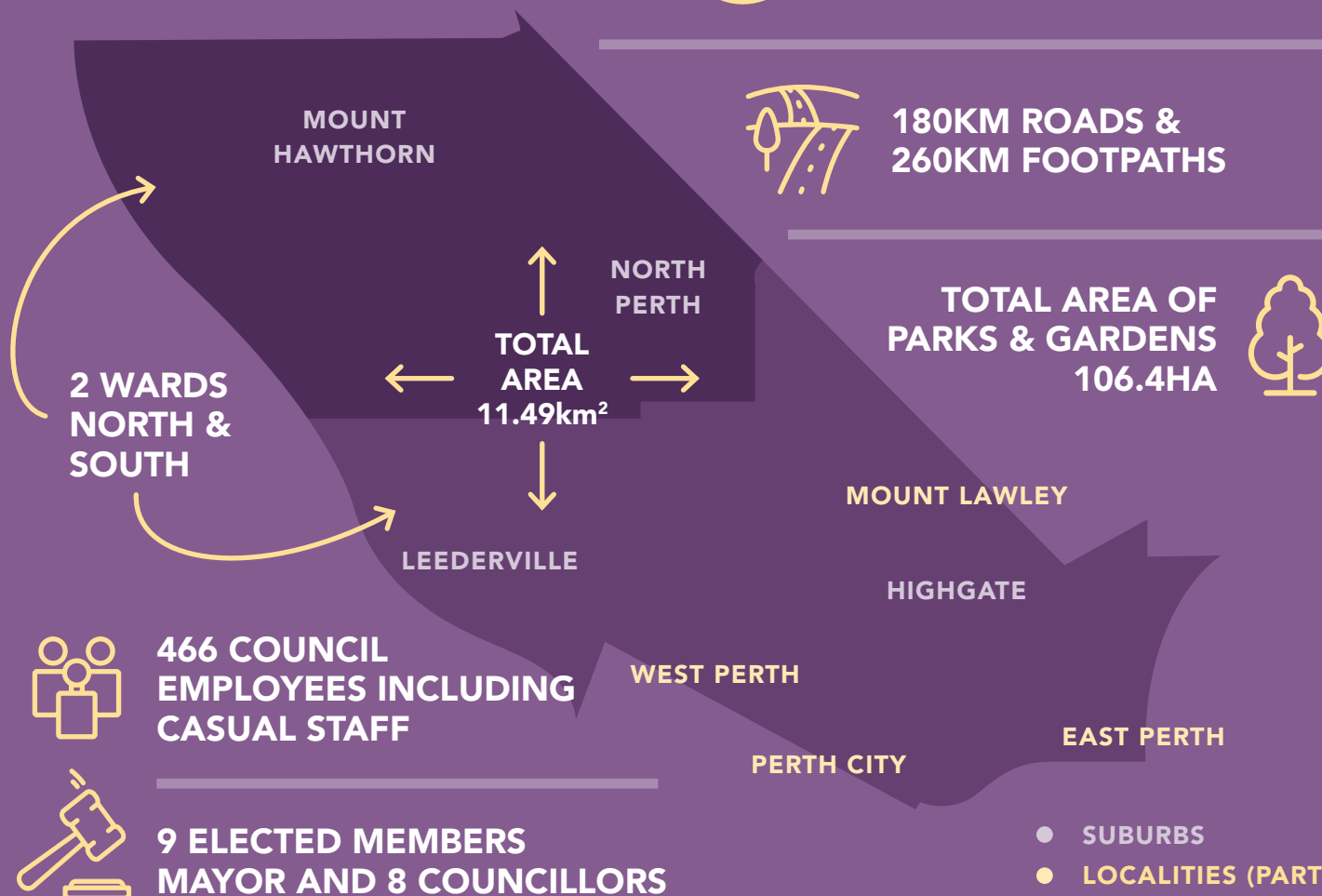
(Source: ABS 2021)



**180KM ROADS &
260KM FOOTPATHS**



**TOTAL AREA OF
PARKS & GARDENS
106.4HA**



**466 COUNCIL
EMPLOYEES INCLUDING
CASUAL STAFF**



**9 ELECTED MEMBERS
MAYOR AND 8 COUNCILLORS**

- SUBURBS
- LOCALITIES (PART OF)



TOP PROJECTS FOR 2023/24



VINCENT
UNDERGROUND
POWER NETWORK



LEEDERVILLE
CARPARK
REDEVELOPMENT



BEATTY PARK
LEISURE CENTRE



ROBERTSON PARK
DEVELOPMENT
PLAN



BANKS RESERVE
MASTER PLAN



LEEDERVILLE OVAL
CIVIC PRECINCT
MASTER PLAN



BRITANNIA NORTH
WEST RESERVE
DEVELOPMENT PLAN



FIFA WOMEN'S WORLD
CUP AUSTRALIA & NEW
ZEALAND 2023™



MT HAWTHORN
SKATE SPACE



40KM/H SPEED
ZONES

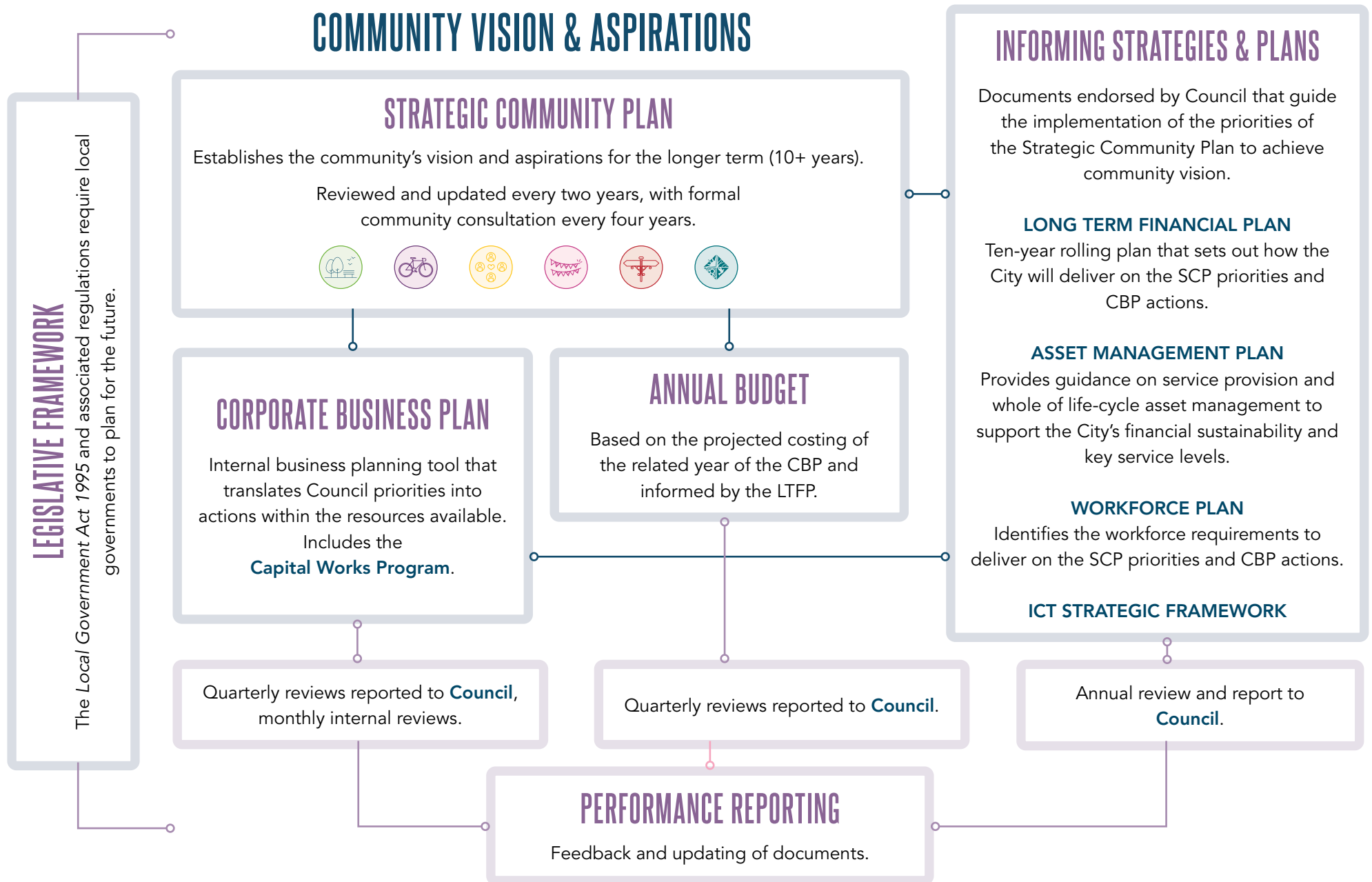
STRATEGIC PROJECTS AT A GLANCE

NO.	STRATEGIC PROJECT	DESCRIPTION	SUMMARY
1	Vincent Underground Power Network	Convert distribution powerlines to underground power, delivering reliable and safe power while improving street appeal and allowing tree canopy to flourish.	Procurement for construction of the first project area North Perth/Mt Hawthorn underway. Network design for the next two project areas nearing completion.
2	Leederville Carpark Redevelopment	Redevelop The Avenue and Frame Court carparks.	Executed the Major Land Transaction agreements and worked with developer Hesperia on developing the project.
3	Beatty Park Leisure Centre	Repair and maintain the heritage grandstand and develop a long-term asset management program to guide the efficient maintenance and operation of the facility.	Completed retiling of two outdoor pools and general maintenance work at the facility.
4	Robertson Park Development Plan	Stage 1 – deliver multi-sports courts and tennis centre entrance upgrades.	Commenced construction works for the new multi-sports courts.
5	Banks Reserve	Stage 2 – deliver new public toilets, Walter's Brook Crossing, new picnic facilities, River Journeys interpretation node and complementary elements.	Started works on the interpretation node and signed a contract for the construction of Walter's Brook pedestrian bridge.
6	Leederville Oval Civic Precinct Master Plan	Develop the Leederville Oval Civic Precinct Master Plan.	The project has been rescheduled to commence in 2026 to allow time for the short-term upgrades to be completed on site.
7	Britannia North West Reserve Development Plan	Stage 1 – deliver Litis Stadium changeroom and clubroom upgrades.	Rolled out refurbishments to Floreat Athena Football Club's clubrooms and started on the changeroom development.
8	FIFA Women's World Cup Australia & New Zealand 2023™	Worked with FIFA, the State Government (Tourism WA) and VenuesWest on the logistics and approvals for the tournament at HBF Park.	Assisted with the logistics and approval processes, marketing for the event and commissioning artists to paint the mural.
9	Mt Hawthorn Skate Space	Construction of a skate park for beginner skaters.	Started construction works on the site at Britannia Reserve, off Egina Street.
10	40km/h speed zones	Dropped the speed limit from 50km/h to 40km/h on all local roads.	Main Roads WA completed installation of new speed signs on local roads.





COMMUNITY VISION & ASPIRATIONS







PROJECT SPOTLIGHTS



UNDERGROUND POWER

The City of Vincent is working with Western Power to underground all remaining electricity distribution powerlines across its suburbs.

Undergrounding power will transform Vincent's neighbourhoods, allowing tree canopy to flourish and making streets cooler and more walkable.

New light posts and LED street lighting will also be installed as part of the change, improving nighttime safety and amenity while saving on electricity costs.

Once complete, close to 16,000 properties will be connected to the new underground power network.

Undergrounding will be delivered through eight separate projects, each of which will require Council approval.

The order in which projects are to be delivered is determined by the age and condition of existing overhead distribution assets in each project area. Areas with the highest concentration of the oldest assets will be undergrounded sooner.

Highlights

- **Project area 1 – North Perth/Mt Hawthorn:** Post-design review completed with procurement of a construction contract underway.
- **Project areas 2 and 3 – North Perth/Mt Lawley and Perth/Highgate:** Network design near completion. Design review and construction tender to follow.
- **Project area 4 – Leederville:** Procurement underway for network design.





MAJOR LAND TRANSACTION

LEEDERVILLE CARPARK REDEVELOPMENT

After an extensive expression of interest process, the City of Vincent is progressing a Major Land Transaction with Hesperia to develop The Avenue and Frame Court carparks, which cover approximately 14,600m² of land in the Leederville Town Centre.

The two carparks will transform into high density, mixed-use developments and include multi-storey public carparking, most of which will be owned by the City.

Highlights

- At its 14 November 2023 meeting, Council proceeded with the Major Land Transaction for the reason it would improve the Leederville Town Centre.
- The Major Land Transaction documents were executed by the Mayor, Chief Executive Officer and Hesperia on 24 January 2024.
- Hesperia is contracted to deliver the development in line with their proposal, the Heads of Agreement and Council's Business Plan.

Assets and Liabilities at 30 June 2024

The major land transaction relates to the lots that currently comprise The Avenue and Frame Court carparks at 1 The Avenue and 62 Frame Court, Leederville. Title information for the land out of which the three land parcels will be created is set out here.



AVENUE CAR PARK LAND

Lot	Plan	Landgate Area m ²	CT Vol / Fol
33	53031	1,214	1696/605
1	63619	1,135	2724/679
8	880	374	1218/28
9	880	374	1218/28
10	880	301	1053/306
25	24301	1,755	1246/990
217	27936	640	2215/301
301	31811	1,455	2128/547
34	53032	386	1794/602
36	61931	1,606	1833/196

FRAME CAR PARK LAND

Lot	Plan	Landgate Area m ²	CT Vol / Fol
27	450	2,453	1079/117



The lots are to be subdivided by Hesperia into the following configuration.

The Avenue

Hesperia ownership:

- Lot 1 (4,326m² approximately)
- Lot 2 (2,508m² approximately)

City of Vincent ownership:

- Lot 3 to be used as road reserve (2,079m² approximately)
- The balance of Lot 1 and 33 (179m² approximately)



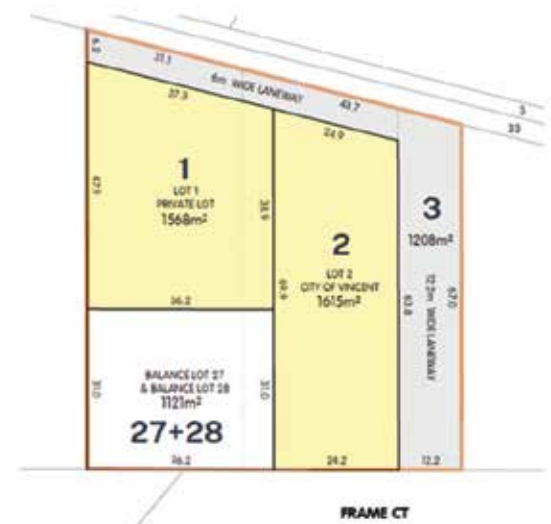
Frame Court

Hesperia ownership:

- Lot 1 (1,568m² approximately)

City of Vincent ownership:

- Lot 2 (1615m² approximately)
- Lot 3 to be used as road reserve (1,208m² approximately)
- The balance of Lot 27 and 28 (1,121m² approximately)





The final land areas will be subject to final design and survey.

As at 30 June 2024, all of the land subject to the Major Land Transaction remains under ownership of the City of Vincent.

In line with the above, the Major Land Transaction proposes the progressive disposal of land as is, where is and with all defects and faults, with no representation or warranty being given. Hesperia is responsible for all costs of the development. There are no liabilities applicable to the City of Vincent.

Total income and expenditure

All income and expenditure for the transaction received or expended during the 2023/24 financial year is disclosed below. The expected cash flows included in the approved business plan are also set out below. These represent the proposed future state cash flows including rates, carparking and infringement revenue for the period covered by the City's current Corporate Business Plan.

	2024 Actual \$	2025 – 2028 Forecast \$	Total \$
Revenue	0	22,891,599	22,891,599
Expenditure	(338,557)	(1,194,347)	(1,532,904)
Capital expenditure	0	(118,805)	(118,805)
Surplus/Deficit	(338,557)	21,578,447	21,239,890

Total income and expenditure

	2024 Actual \$	2028 Forecast \$
Current assets	-	10,000,000
Non current assets	18,573,974	37,723,250
Total assets	18,573,974	47,723,250



40KM/H SPEED ZONES

Speed limits on all Vincent local roads dropped from 50km/h to 40km/h after years of trials, advocacy and consultation.

The change supports our Accessible City Strategy and is a step towards creating a connected, people-first community, where getting around is safe, easy, environmentally friendly and enjoyable.

The new speed limit applies to local access roads only. Distributor roads and main corridors are not affected.

Some benefits of slower speeds include:

- better and safer interaction between drivers, pedestrians and cyclists
- more attractive and connected communities
- reduced risk of trauma in an accident at slower speeds
- lower fuel consumption which in turn lowers greenhouse gas emissions
- less noise pollution

Vincent will continue to work with its fellow Perth Inner City Group member councils to extend the 40km/h speed zones throughout the inner-city area.

Other speed changes included the reduction from 60km/h to 50km/h on Vincent Street, between William and Beaufort Streets, and from 60km/h to 30km/h on Newcastle Street, between Oxford and Loftus Streets.



GREENTRACK

The City of Vincent was the first local government in Australia to launch a GreenTrack priority assessment service for residential development applications.

The service encourages more people to construct energy and resource efficient homes with environmentally sustainable design principles.

As part of the service, applicants who submit a Life Cycle Assessment with any single house or grouped dwelling proposal will be able to have their application prioritised for assessment and will be eligible for a reimbursement of the Life Cycle Assessment cost.

Applicants can also receive a free one-hour consultation with a member of Vincent's Design Review Panel.

The initiative is aligned with the Enhanced Environment and Sensitive Design priorities in the Strategic Community Plan 2022 – 2032.





TEAM FUNCTIONS & STRATEGIES



STRATEGY & DEVELOPMENT DIRECTORATE

- **Development and Design** work together as a team to create and maintain vibrant and sensitively designed places to support the wellbeing and growth of the community.
- **Urban Design and Strategic Projects** drive community-focused change through designing great places, fostering innovation and supporting environmentally sustainable practices.
- **Public Health and Built Environment** support the wellbeing of the community by monitoring risks and achieving safety, amenity and public health deliverables, in line with planning, building and health objectives.
- **Corporate Strategy and Governance** facilitate strategic, compliant and sustainable decision making and outcomes.

SERVICE AREA PROFILES

CHIEF EXECUTIVE OFFICER

MAJOR PROJECTS UNIT



INFRASTRUCTURE & ENVIRONMENT DIRECTORATE

- **Rangers Services** make Vincent a safe place for all creatures great and small.
- **Engineering** create safer roads for pedestrians cyclists and vehicles through sustainable measures.
- **Parks** maintain and enhance our public open space to provide a sustainable green environment for the community.
- **Waste and Recycling** deliver the Vincent's Waste Strategy Projects, with the Vision of Zero Waste to Landfill by 2028.
- **Community Facilities** provide places and opportunities for our community to prioritise their literacy, learning, health and social connections.
- **City Buildings and Asset Management** build, enhance and maintain community facilities and capture and manage asset data to be used to inform good decision making.

COMMUNITY & BUSINESS SERVICES DIRECTORATE

- **Communications and Engagement** communicate and engage authentically and consistently to build and strengthen community connections.
- **Financial Services and Project Management Office** provide high performing agile finance function, delivering value through innovative financial and commercial solutions, strategic alignment and business partnering.
- **Human Resources** attract, develop and retain talent. Create an environment where our people feel safe, can grow as individuals and professionals and create a culture that leads by example through our values and commitment to the City's strategic priorities.
- **Information and Communications Technology** enable a workforce and community that is digitally-enabled to be mobile, responsive, smart and safe.

STRATEGY & DEVELOPMENT

DEVELOPMENT & DESIGN
URBAN DESIGN & STRATEGIC PROJECTS
PUBLIC HEALTH & BUILT ENVIRONMENT
CORPORATE STRATEGY & GOVERNANCE

DEVELOPMENT & DESIGN

Key Functions

- Development applications
- Building permit referrals
- Design Review Panel processes
- Subdivision applications
- State Administrative Tribunal appeals

Highlights

- Approved 311 development applications, with an average processing time of 62 days. This reduced from an average processing time of 81 days the previous year.
- Determined 98 per cent of development applications within statutory or agreed timeframes. This increased from 73 per cent the previous year.
- Provided recommendations to the State Government on 43 subdivision applications to create new lots for housing.
- Processed 13 Development Assessment Panel Form applications, all of which were approved, for large-scale developments including apartments, mixed-use buildings and commercial developments.
- Reviewed and implemented the updated Planning Exemptions Policy, which removes planning approval requirements and supports the delivery of low-scale land uses and developments.
- Won state and national Planning Institute of Australia awards for our collaborative project with Cerclos which addressed the need to incorporate environmentally sustainable design principles for single and grouped dwellings across the suburbs.



URBAN DESIGN & STRATEGIC PROJECTS

Key Functions

- Strategic planning
- Place planning
- Landscape architecture
- Sustainability

Highlights

- Implemented Stage 1A of the Robertson Park Development Plan, which included the conversion of six tennis courts into four multi-sport courts.
- Developed the Link and Place Guidelines.
- Launched the Wayfinding Implementation Strategy.
- Prepared the Pickle District Planning Framework and North Claisebrook Planning Framework.
- Prepared the Arts Plan 2023 – 2028 and Thriving Places Strategy 2023 – 2028.
- Installed a public electrical vehicle charging station in Chelmsford Road carpark.
- Installed a solar PV system at the Department of Local Government, Sport and Cultural Industries building.
- Hosted a Mainstreaming Environmentally Sustainable Design in WA forum during Perth Design Week to promote the City's GreenTrack initiative.
- Completed a review of the City's suite of Heritage Local Planning Policies.





TREES ON PRIVATE LAND

The City of Vincent has advocated the State Government for greater protection of trees on private properties.

Perth has the lowest tree canopy coverage of all Australian capital cities and continues to lose mature trees due to infill development and the polyphagous shot-hole borer infestation.

As part of its advocacy, Vincent has written to the State Government and prepared a joint advocacy position paper for the Perth Inner City Group.

Vincent is also prioritising the progress of planning controls to ensure greater protection of trees and canopy provision on private land.

This will continue to be a key focus for years to come.

LOCAL PLANNING STRATEGY AND SCHEME

All local governments in Western Australia are required to have a Local Planning Strategy and Scheme. The strategy sets out the long-term land use planning direction and vision for the City, while the scheme sets out the rules for development that align with this direction and vision.

As our town centres evolve, so does our approach to development. Vincent is working towards having a collection of clear frameworks that guide appropriate development in existing and emerging town centre areas.

Highlights

- Undertook preliminary engagement with the Department of Planning, Lands and Heritage on the approach to the draft Local Planning Strategy.
- Received Council approval of bespoke Town Centre Planning Frameworks for North Claisebrook and the Pickle District, which outlined a clear vision for future development of these areas.
- Held visioning and design workshops with the community to guide the development of Town Centre Planning Frameworks for North Perth, William Street, Beaufort Street and Mt Hawthorn.



SUSTAINABLE ENVIRONMENT STRATEGY 2019 – 2024

The Sustainable Environment Strategy includes bold but realistic targets across five key focus areas – energy, transport, water, waste and urban greening and biodiversity.

The strategy has reached the end of its lifecycle and will be replaced by a new Enhanced Environment Strategy. The aim is to continue to push sustainability boundaries with new targets.

Vincent remains on track to achieve its overarching net zero emissions target by 2030, transitioning operational energy use to 100 per cent renewables.

Highlights

- Undertook preliminary engagement with the community to establish the key themes and priorities for the new Enhanced Environment Strategy.
- Installed a new 100kW solar PV system on the Department of Local Government, Sport and Cultural Industries building.
- Installed a fast-charging EV station in Chelmsford Road carpark in partnership with Evie networks.
- Hosted a Mainstreaming Environmentally Sustainable Design in WA forum for Perth Design Week.
- Performed water audits at large City facilities to detect water leaks.
- Held community workshops and education events to increase awareness of sustainable living practices, lifecycle costs and solar PV and battery storage.



PUBLIC OPEN SPACE STRATEGY

The Public Open Space Strategy provides a guiding framework to help the City plan and prioritise investment, development and improvements to our public open spaces.

The strategy has 32 key actions, 11 of which are short-term key actions which have been completed or commenced.

We are now completing the remaining short-term key actions and moving on to the short-medium and medium-term actions.

Highlights

- Completed a wayfinding implementation strategy for town centres.
- Adopted the Property Investment and Disposal Policy.
- Integrated artwork including Noongar inspired themes at Kaadadjiny Lane as part of its revitalisation project.
- Delivered the Shortcut Lane Pop-Up Event Series as a trial for re-purposing and activating public areas.
- Signed a telecommunication tower lease agreement at Britannia Reserve with proceeds from the lease (\$48,000 per annum) to be directed to the Public Open Space Reserve Fund.
- Transferred 100 per cent of community groups and 50 per cent of sporting clubs to new agreements, as part of the Property Management Framework transition process.
- Entered into a license agreement for the use of Birdwood Square with Highgate Primary School, with a contribution of \$59,500 received from Department of Education towards upgrades at the park.





ACCESSIBLE CITY STRATEGY

The Accessible City Strategy (ACS) explores the current provision of infrastructure for transport and addresses the needs of the community across all transport modes.

The vision of the ACS is 'The City of Vincent puts people first. Getting around is safe, easy, environmentally friendly and enjoyable'.

This is supported by objectives, plans and actions that seek to create a more liveable, sustainable, healthy, equitable and prosperous Vincent through placing emphasis on walking, cycling and public transport.

Highlights

- Received approval from Main Roads WA to reduce speed limits on all local roads from 50km/h to 40km/h.
- Developed Link and Place Guidelines. The guidelines that use the Link and Place Framework to guide future streetscape improvements and incorporate pedestrian amenity along local roads.
- Worked with Studio Found to undertake a detailed design of wayfinding signage to be installed in the town centres to improve pedestrian movement through these high pedestrian environments.
- Rolled out an e-scooter share system trial in November 2023 with Neuron Mobility and Beam in February 2024.



ARTS PLAN

The Arts Plan 2023 – 2028 delivers the overall strategic direction for arts in Vincent. The plan's vision is to 'Embed creativity in everything we do to make the City of Vincent the Arts Capital of Perth.'

The Arts Plan guides Vincent's activity and investment in the arts sector, percent for art contributions and cash-in-lieu expenditure and informs the arts policies.

This includes arts commissions, projects, events and programming, internal processes such as approvals, collection management and maintenance, sponsorship of initiatives, projects and awards, funding initiatives, partnerships and collaborations.

Highlights

- Partnered with RTRFM to promote the arts and culture activities and opportunities in Vincent. This included six advertising campaigns.
- Supported 19 community events with \$274,000 worth of funding provided.
- Coordinated the 'Whadjuk Tale' collaborative mural in Kaadajiny Lane in Mount Lawley. This involved a lighting artist and five mural artists collaborating on the mural which stretches more than 30 metres long across two walls and the asphalted laneway.
- Relaunched mural co-funding providing funding to Electric Lane mural by Luke O'Donohoe in Leederville, A Whadjuk Tale collaborative mural by J.D. Penangke, Kambarni, Jarni Creative, Jack Bromell by Honeys Mural Co and Christian Lovelady in Kaadadjiny Lane, Quince mural by Amok Island at Teeter Bakery and Beatty Park mural by Peche.





THRIVING PLACES STRATEGY

The Thriving Places Strategy 2023 – 2028 has been developed to provide a blueprint to achieve thriving places outcomes.

The vision is 'Thriving places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy'.

The strategy is guided by the SCP thriving places vision and structured around four key focus areas.

Highlights

- Completed 93 per cent of commenced tasks as part of the Small Business Friendly Program.
- Received 65 applications and approved 26 applications with a total of \$115,000 in funding as part of the inaugural round of Business Enhancement Grant program.
- Published a monthly business e-newsletter.
- 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.
- Received an RAC grant for \$80,000 to activate the View Street and Rosemount Hotel carparks for the Shortcut Lane Pop-Up Event Series in May 2024.

PUBLIC HEALTH & BUILT ENVIRONMENT

Key Functions

- Implementation of the Public Health Plan 2020 – 2025
- Providing expert technical advice across planning and building compliance, public and environmental health hazards, and event management
- Development compliance investigations
- Events health, safety and risk assessment and approvals
- Swimming pool barrier monitoring
- Building and demolition permit approvals
- Regulated business assessments – including food, public building and skin penetration premises
- Food safety, noise, environmental and public health hazards, surveillance and compliance

Highlights

- Completed 335 development compliance case investigations, up 22 per cent from the previous year.
- Presented at the International Federation for Environmental Health World Congress 2024 on the success of the Smoke-Free Town Centres project.
- Delivered event and structures assessments and approvals for the FIFA Women's World Cup Australia & New Zealand 2023™, HSBC World Rugby SVNS tournament, Foo Fighters concert, Little Italy Festival and 36 other community events.
- Supported development across Vincent, processing 638 building applications.
- Issued three Emergency Building Orders in accordance with the *Building Act 2011*, protecting people and property from imminent risk.
- Adopted the Healthy Food and Drink Policy to promote healthy food and drink options at Vincent-operated venues and events.
- Proactively conducted 56 building inspections.
- Completed 589 case investigations relating to environmental and public health hazards such as noise, odour, asbestos and dwellings unfit for habitation.
- Supported small business by approving 91 new food businesses.





SMOKE-FREE TOWN CENTRES

Vincent is the first Western Australian Local Government to implement smoke and vape-free environments within its town centres, showing public health leadership and best practice in health and wellbeing.

The project is part of the Public Health Plan 2020 – 2025 and aims to reduce environmental smoke from cigarettes and e-cigarettes (vapes) in town centres.

Since November 2022, parts of North Perth, Mt Hawthorn, Leederville, William Street and Beaufort Street have been smoke and vape-free.

Vincent aims to inspire other local governments to prioritise tobacco control and expand smoke and vape-free public places for the benefit of communities, creating healthy environments for all to enjoy.

The project continues in 2024 and beyond.

Highlights

In its first 12 months of implementation:

- Achieved a 42 per cent reduction in people smoking cigarettes in town centres.
- Adopted an education first approach by engaging with 3,360 residents and visitors at workshops, town centre campaigns, events and reaching more than 11,000 people through online campaigns.
- Achieved widespread support from 88 per cent of community and businesses.
- Delivered five vaping education workshops to Year Six students at Highgate and Kyilla Primary Schools.
- Collaborated with 20 businesses, nine pharmacies and seven community services.
- Engaged with The Y, Foyer Oxford and Freedom Centre to build capacity and knowledge about vaping, enabling them to educate and support young people.

CORPORATE STRATEGY & GOVERNANCE

Key Functions

- Corporate governance
- Council administration
- Land and property management

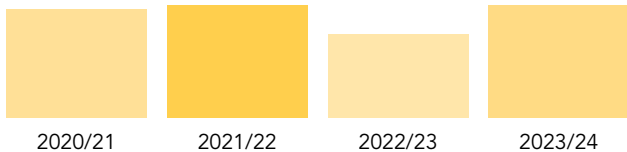
Highlights

- Managed Council Election process and new council induction.
- Managed Internal Audit Program.
- Prepared new Property Investment and Disposal Policy.

POLICY REVIEW OUTPUT

DATE	COMPLETED POLICY REVIEWS
2020/21	30
2021/22	31
2022/23	23
2023/24	31

COMPLETED POLICY REVIEWS





GOVERNANCE FRAMEWORK REVIEW

The Governance Framework highlights the City of Vincent's commitment to providing good governance by defining systems, policies, processes, and a methodology for ensuring accountability, probity and openness in the conduct of City business. The framework is reviewed after every election and adopted by the new Council.

Highlights

- Improved the usability of the document to more seamlessly integrate into the Council induction process.
- Simplified the language to more easily communicate complex topics making content more accessible for council members.

FRAUD AND CORRUPTION PREVENTION PLAN

The Fraud and Corruption Prevention Plan ensures the City of Vincent remains a leader in good governance, transparency and accountability. This is achieved through strong engagement with the community on the budget process and transparent decision making.

Highlights

- Prepared a draft Integrity Framework based on the Public Sector Commission integrity framework resources.
- As the City's Governance Framework defines the principles and key roles that guide the City in its decision-making process, the Integrity Framework considers the instruments, structures and processes that promote integrity and help prevent corruption and misconduct from taking place by:
 - Linking existing policies, procedures, statements, and codes relevant to fraud and corruption risk.
 - Assigning responsibilities for defining, supporting, controlling and enforcing integrity across the City.
 - Outlining the systems and activities used to detect fraud, corruption, integrity breaches and other errors and irregularities.
 - Modelling a culture of integrity.
- Maintained a dedicated Fraud and Corruption internal webpage for employees that highlights the key integrity responsibilities of public sector employees.

INFRASTRUCTURE & ENVIRONMENT

RANGER SERVICES
ENGINEERING
PARKS
WASTE & RECYCLING
COMMUNITY FACILITIES
LIBRARY SERVICES
CITY BUILDINGS & ASSET MANAGEMENT

RANGER SERVICES

Key Functions

- Public amenity management
- Community safety
- Parking and traffic management
- Animal control

Highlights

- Named the WA Rangers Association Team of the Year.
- Adopted the new Parking Local Law 2023.
- Introduced ticketless parking into major fee-paying carparks.
- Introduced the ratepayers' first hour free initiative through the EasyPark app for the Leederville carparks.
- Assisted with the FIFA Women's World Cup Australia & New Zealand 2023™ held at HBF Park.

Total animals registered in the City of Vincent	5,652
Animals registered in 2023/24	943
Dog complaints issued and dealt with by rangers	439
Parking revenue	\$7,508,776
Parking infringements issued	37,292
Residential parking permits issued	1,159
Road and/or footpath obstruction permits issued	395





SAFER VINCENT PLAN

The Safer Vincent Plan 2019 – 2022 was endorsed in August 2019 following extensive collaboration with the community, business, non-government organisations and the WA Police Force.

Highlights

- Continued collaboration with the WA Government's Office of Homelessness, WA Police Force, specialist service providers and other local governments through the Safe Perth City Initiative, Perth Inner City Group and Homelessness Working Group, to ensure a coordinated multi-agency approach to managing and supporting those experiencing, or at risk of homelessness.
- Participated in the WA Alliance to End Homelessness Sector Improvement Cycle workshops with key stakeholders.
- Continued partnership with Nyoongar Outreach Services, which offered or provided support to at-risk Aboriginal people on 2,028 occasions.
- Partnered with Constable Care Foundation to deliver theatre-in-education performances and workshops to 803 students in Vincent on protective behaviours, road safety, first aid and emergencies.
- Delivered community safety presentations for local seniors and Foundation Housing's committee of residents and tenants.
- Supported Curtin University's Crime and Built Environment course through presentations and providing the opportunity for students to conduct Crime Prevention Through Environmental Design audits within Vincent.
- Coordinated a Community Safety Forum for the Highgate and Claisebrook precinct.

ENGINEERING

Key Functions

- Drainage, pavement, footpath, geometric road, signage and line marking design
- Contract management and project delivery
- Maintenance works
- Sustainable traffic and active transport
- Strategic transport
- Road safety
- Traffic analysis

Highlights

- Received Main Roads WA approval to implement a 40km/h speed limit for all local residential streets within the City of Vincent.
- Completed 11 out of 60 actions in the 2023 – 2028 Bike Plan.
- Rolled out the 12-month e-scooter trial.
- Completed more than 120 design drawings.
- Reviewed and started community consultation for the Stormwater Drainage Connections Policy.
- Received approval for a drainage truck procurement plan.
- Completed three stormwater drainage projects.
- Arranged inspections of 3,099 pits and 296 flooding hotspots and prioritised those that require detailed action.
- Collaborated with the Town of Cambridge and Main Roads WA to clean the Lake Monger Swale.
- Installed drainage cells in the playground on Lynton Street.
- Undertook a condition survey of assets, which found there was an increase from 10 per cent to 15 per cent in the 'very good' category for roads, and an increase from 0 per cent to 16 per cent in the 'good' category for drainage pits.





PARKS

Key Functions

- Parks, reserves and streetscape maintenance and upgrades
- Tree management and enhancement
- Parks infrastructure maintenance and renewals
- Irrigation maintenance and water efficiency
- Community programs, events and initiatives

Highlights

- Renewed irrigation systems at Charles Veryard Reserve, Axford Park and Sutherland Street Reserve to improve water efficiency and reduce groundwater usage.
- Commenced renewal of the toddler playground at Braithwaite Park.
- Formed the Hyde Park Reference Group to guide canopy and garden restoration works post polyphagous shot-hole borer treatment.
- Completed the detailed assessment and mapping of all street trees within Vincent and commenced parks tree mapping to improve future management of the urban forest.
- Reviewed the Street Tree Policy to ensure resilience of our urban forest against current and future threats.





GREENING PLAN

The Greening Plan 2018 – 2023 is a pathway to delivering on our responsibility to protect, enhance and effectively manage our natural and built environment. It focuses on opportunities on both public and privately owned land to increase overall tree canopy cover, create more liveable neighbourhoods and foster biodiversity.

Greening Vincent is a key focus for the City, given the higher percentage of active and passive spaces compared to other similar local governments.

Highlights

- Planted over 300 new trees in streetscapes and residential verges within Vincent.
- Planted over 4,000 native plants in garden areas within parks, reserves and streetscapes through the Parks Replanting program.
- Held two Native Plant Sales, where approximately 14,000 native plants and trees were provided to residents at subsidised prices.
- Assisted 79 residents to convert turfed or weedy verges into waterwise native gardens through the Adopt a Verge program.

WASTE & RECYCLING

Key Functions

- Domestic and recycling collections, including Food Organics and Garden Organics (FOGO)
- Street and parks public waste collection
- Street and precinct cleaning
- Illegal dumping removal, in conjunction with Rangers
- Verge bulk green waste collections
- Pre-booked bulk hard waste service – Verge Valet™
- Bin infrastructure delivery, repairs and maintenance
- Alternative waste and recycling drop-off sites and collections
- Graffiti management
- Waste education, engagement and advocacy

Highlights

- Improved resource efficiency and waste management services to become more sustainable.
- Increased diversion from landfill in line with the Waste Strategy and the WA Waste Avoidance and Resource Recovery Strategy 2023.
- Completed the trial of the pre-booked verge collection system Verge Valet™ after achieving great recovery rates and receiving positive feedback from the community.
- Carried out waste education programs such as bin tagging and a tailored multi-unit dwellings education campaign to engage with the community on benefits of source separating FOGO and resource recovery.
- Investigated potential alternative waste treatment options including energy recovery.





WASTE STRATEGY

Each year, the City of Vincent collects about 17,000 tonnes of waste and spends about \$6.5 million on its waste collection, recycling and education services.

The Waste Strategy 2018 – 2023 is aligned with the WA Waste Avoidance and Resource Recovery Strategy 2030, and focuses on waste avoidance, resource recovery and a move towards a circular economy.

Highlights

- Collected more than 4,500 tonnes of FOGO material for processing into a high-quality compost product, with a recovery rate averaging 97 per cent.
- Continued a seven-week bin tagging program for 2,200 households in partnership with WA Local Government Association, thanks to a Waste Authority grant.
- Carried out a tailored education campaign at select multi-unit dwellings involving waste audits, door knocking engagement and delivery of Waste in my Apartment flyer and compostable caddy liners.
- Distributed 60 cubic metres of FOGO compost made from FOGO material recovered from kerbside collections to residents at the Britannia Reserve Community FOGO compost pile throughout the year.
- Received 43 applications from residents for the reusable sanitary product rebate, which helped them make the switch to reuseable sanitary products.
- Recovered more than 19 tonnes of material at an e-waste drop off day.
- Completed the Verge Valet™ trial for pre-booked bulk waste collection services.

COMMUNITY FACILITIES

Key Functions

- Beatty Park Leisure Centre – pools, fitness centre and studios, Swim School, spa, sauna, steam room, creche and retail shop
- Bookings at City halls and reserves, facility management and liaison
- Sports club support, development and project delivery

Highlights

- Retiled and reopened 30m and 12m pools.
- Renovated seating and stairs around outdoor pools to reflect original heritage.
- Beatty Park Swim Teacher Lousie Scott received the Swim Teacher of the Year award at the Annual Leisure Institute of WA awards.
- The two teams from Beatty Park came first and third at the Annual Pool Lifeguard Challenge competition run by Royal Life Saving WA.
- Added a number of innovative new programs to the Swim School to reach more of the community including seniors, home schooled children and fly-in, fly-out workers.
- Increased community facility and reserve hire by 33 per cent on the previous year.

Beatty Park annual attendance	1,292,144
Membership (annual peak)	5,007
Swim School (annual peak)	3,100
FTE	61
Annual revenue	\$9,834,259
City halls and reserves hire revenue	\$597,897



LIBRARY SERVICES

Key Functions

- Lending and information service
- Interlibrary loans
- Community outreach
- Books on Wheels home delivery service
- Programs and services that support literacy, learning and recreational pursuits
- Collect, manage and preserve materials that reflect the history and heritage of the City
- An inclusive, safe space for reading, meeting others and access to the digital world

Highlights

- Obtained several grants that supported programs for well-being, digital technology skill building and STEM skills.
- Held the biennial Local History Awards in November with a record turnout to the awards ceremony and exhibition.
- Increased collaboration with the community to deliver interactive programs and services including the Close to Home by Olive Cheng and Pride Choir exhibitions.
- Refreshed the spaces throughout the facility, including a new space theme in the junior area.
- Increased overall accessibility to programs and services.

Loans (including eResource loans)	190,262
Total visits	123,575
Total reference queries	20,766
Total number of programs	364
Library program attendance	11,448
Local history reference queries	750
Local history program attendance	290



CITY BUILDINGS & ASSET MANAGEMENT

Key Functions

- City building operations and maintenance
- City building project delivery
- Leased facility management
- Strategic asset management

Highlights

- Constructed a shared use toilet and changeroom facility at Birdwood Square.
- Improved disability access to the toilet facilities at North Perth Town Hall, North Perth Bowling Club and the Administration Building.
- Improved water efficiency in the shower facilities at Beatty Park Leisure Centre.
- Conducted a visual condition audit of assets at Beatty Park and developed a 10-year capital works program to inform financial forecasting.
- Managed the delivery of more than \$4 million in capital projects for City buildings.
- Maintained and ensured 75 City buildings were compliant.





ASSET MANAGEMENT AND SUSTAINABILITY STRATEGY

The Asset Management and Sustainability Strategy is a strategic framework that guides the planning, management and provision of assets.

The City of Vincent is on a journey to improve its strategic asset management practices to ensure assets are well-maintained, financially sustainable and meet the needs of the current, growing and future community.

Highlights

- Undertook data collection and condition assessments for key buildings, including Beatty Park Leisure Centre and Sullivan Logistics Stadium, to guide future work programs.
- Initiated the data collection process for the comprehensive stormwater drainage network.
- Developed an Asset Prioritisation Plan for building and transportation assets.
- Used existing asset software RAMM to improve data integrity and improve workflows.

COMMUNITY & BUSINESS SERVICES

MARKETING & COMMUNICATIONS
COMMUNITY DEVELOPMENT
CUSTOMER RELATIONS
FINANCIAL SERVICES
HUMAN RESOURCES
INFORMATION & COMMUNICATIONS TECHNOLOGY

MARKETING & COMMUNICATIONS

Key Functions

- Civic functions
- Major event delivery
- Digital communications, website and social media
- Media relations
- Graphic design
- Community consultation

Highlights

- Sponsored 17 events through the Event Sponsorship program.
- Provided media releases and responses resulting in 413 stories across newspapers, online publications, radio and TV stations.
- Attracted more than 59,200 visitors to our online community consultation portal, Imagine Vincent.
- 53 projects open for consultation which generated 2,900 survey responses.
- Completed 360 graphic design jobs. This included major corporate documents as well as event branding and signage, such as the well-received Shortcut Lane Pop-Up Event Series, a branding revitalisation for the Budget newsletter and space-themed wall graphics for the Library's children's area.
- Improved digital communications by increasing the e-newsletter frequency from monthly to fortnightly.
- Evolved social content through more engaging and proactive videos, stories and posts. Our Facebook reach increased by 75 per cent from last year with 778,691 people reached. Our Instagram reach increased by 315 per cent with 133,118 people reached.
- Held four Citizenship Ceremonies, welcoming 209 Australian Citizens to the community.
- Collaborated with the Urban Design and Strategic Projects, Public Health, Rangers and Engineering teams on the Shortcut Lane: Pop-Up Event Series, which was supported by RAC WA.
- Worked with the State Government on the Little Italy Festival, Rugby SVNS and FIFA Women's World Cup Australia & New Zealand 2023™.
- Delivered communications and marketing campaigns to support major projects including the polyphagous shot-hole borer, Mt Hawthorn Skate Space, Robertson Park tennis redevelopment, ticketless parking, GreenTrack, Birdwood Square and Business Enhancement Grants.
- 1.7 million visits to the City of Vincent websites.



COMMUNITY DEVELOPMENT

Key Functions

- Community funding
- Multicultural groups
- LGBTIQ+
- Community groups
- Aboriginal culture
- Access and inclusion
- Seniors
- Children and young people
- Early childhood years
- Volunteers

Highlights

- Held two Young Makers Markets at North Perth Town Hall that attracted more than 100 young stall holders and an estimated 800 attendees.
- Celebrated and acknowledged Vincent's diverse community with inclusive events for International Day Against Homophobia, Biphobia and Transphobia, Wear It Purple and Pride Month.
- Hosted a Seniors Christmas lunch for more than 90 residents.
- Organised more than 25 events, workshops and bus tours for seniors, including celebrating Seniors Week with morning tea with melodies, a movie screening and an Energywise session.
- Hosted the annual Livelihter Information and Activity Day in partnership with the Seniors Recreation Council.
- Provided grant funding to North Perth Community Gardens, Vincent Community Shed, Nature Play WA, YMCA, City of Perth Swimming Club, Perth STEM Association, Art Jam WA, Perth Pride Choir, Loton Park Tennis Club and ANZAC Cottage.
- Collaborated with the Chung Wah Association and Perth Asian Community Centre to hold a Multicultural Seniors Expo.
- Celebrated Lunar New Year with a lion dance at Axford Park.
- Supported the multicultural community with a food drive with the support of CARAD.
- Acknowledged Aboriginal and Torres Strait Islander days of significance.
- Developed and implemented the Cultural Awareness and Staff Engagement Plan.
- Updated Recognition of Noongar Boodjar, Culture and History through Welcome to Country and Acknowledgment of Country Policy with input and guidance from the Aboriginal Elders and leaders that form the Boordiya Reference Group.





INNOVATE RECONCILIATION ACTION PLAN 2022 – 2024

The City of Vincent is located on the lands of the Whadjuk people of the Noongar nation, and many of the places and waterways hold great significance to local Aboriginal people.

Throughout our reconciliation journey, the City has strengthened our relationship with the local Elders and the Aboriginal and Torres Strait Islander community. We continue to celebrate Aboriginal and Torres Strait Islander cultures and traditions through events, activities, and workshops.

Vincent has created a more empathetic and culturally sensitive workplace and has worked hard to increase our procurement from Aboriginal and Torres Strait Islander businesses with the development of an updated Purchasing Policy.

Highlights

- Provided opportunities for Elders and Aboriginal people to participate in truth telling about Aboriginal and Torres Strait Islander peoples' experiences.
- Engaged Sioux Tempestt and Noongar artist Seantelle Walsh to design and install artwork at Dorian Gardens to commemorate the FIFA Women's World Cup Australia and New Zealand 2023™.
- Changed the names of internal meeting rooms to align with Noongar language and incorporated artwork by Noongar artist Darryl Bellotti.

RAP events and initiatives:

- The Boordiya (Boss) Reference Group (Aboriginal Elders and Leaders) were provided the opportunity to participate in the Our Elders – Truth Telling Lunch with local schools.
- Delivered an Indigenous Cultural Experience workshop and an Aboriginal art and Dreamtime session with Dale Tilbrook.
- Hosted an on-country talk called For Our Elders with Barry McGuire at Hyde Park.
- Collaborated with Vivienne Hansen to hold a workshop about the importance of Noongar Bush Medicine.
- Promoted Noongar language and culture through videos on social media channels featuring Bec Garlett.
- Hosted a traditional Aboriginal art workshop with local Noongar artist Justin Martin.
- Indigenous Cultural Experience with Dale Tilbrook conducted.
- Held an interactive Totem Weaving workshop with Sharyn Egan.
- Collaborated with Greg Nannup to share knowledge about Aboriginal history, Dreamtime stories and bush tools at a community event.
- Reviewed and updated Aboriginal culture content on the website.
- Delivered Cultural Awareness Training both online and in person to all internal RAP working group members, managers and other key leaders.



ACCESS AND INCLUSION PLAN 2022 – 2027

The *Disability Services Act 1993* requires all local governments to develop, maintain and implement an Access and Inclusion Plan (AIP) every five years. The aim of this plan is to make our buildings, services, events and culture more accessible and to make sure everyone in our community feels included.

The AIP shows Vincent is committed to ensuring that services, events, buildings, and facilities within our control are accessible to all members of the community. This includes meeting the specific requirements of people with disability, seniors, children, parents, and people from culturally and linguistically diverse backgrounds.

Highlights

- Updated communications for events held in community facilities to provide accessibility information along with floor plans for each venue.
- Major City events with performers or speakers now have an Auslan interpreter with the option for an Auslan or other language interpreter available on request for workshops and other events.
- Implemented low sensory 'quiet spaces' at Beatty Park for certain events such as the All Abilities Pool Party.
- Helped to implement two 'quiet' times a week at the Library.
- Added an events accessibility checklist in the events package for applicants.
- Assisted the Youth Disability Advocacy Network to run training and an audit at the Library, which made the facility more accessible for youth with disabilities.
- Led the installation of accessible toilets with an automatic door entry at the Administration Building.
- Rolled out general accessibility improvements to the Administration Building's customer relations areas.

Accessibility and inclusion events and initiatives:

- Hosted a free All Abilities Pool Party at Beatty Park.
- Celebrated Pride Month with a Raising the Pride Flag ceremony and hosted additional Pride events.
- Raised awareness of Wear It Purple Day to foster supportive, safe, empowering and inclusive environments for rainbow young people.
- Acknowledged International Day of People with Disability with a staff wheelchair basketball session in partnership with Rebound WA.
- Hosted an Op Shop and Style Workshop.
- Delivered Queer D&D sessions in partnership with the Youth Pride Network.



YOUTH ACTION PLAN 2023 – 2026

The Youth Action Plan provides a framework that enables Vincent to facilitate holistic and integrated service delivery. The deliverables contained within the YAP strengthen our understanding of the needs and priorities of our young people and identify our key focus areas, gaps, and the actions we need to take to address these.

The Youth Action Plan aligns with the Strategic Community Plan 2022–2032, supporting key priorities of Connected Community, Thriving Places and Innovative and Accountable.

Highlights

- Commenced our second-year funding agreement with the Y HQ for the delivery of lifestyle and mental health workshops, along with the support of the Youth Squad.
- Provided grant funding to Nature Play to deliver the Nature Play WA in the Park initiative to Vincent families with young children.
- Continued Vincent's relationship with and participated as a committee member of the Youth at Risk Network.

Youth Action Plan events and initiatives:

- Hosted a Young and the Young at Heart intergenerational music event.
- Hosted the first school for a student council excursion called Councillor for a Day.
- Delivered Nature Play in the Park at Hyde Park with 60 local families.
- Partnered with the Y HQ to deliver the Want to be your own boss? workshop and a Cartooning workshop.
- Hosted a screening of the Wonka film at Luna Cinemas.
- Delivered two Young Makers Markets (Youth Week and Christmas) at the North Perth Town Hall.
- Received 52 artwork submissions from local schools for the Spirit of Christmas banners with 22 artworks displayed.
- Held the Student Citizenship Awards, with nine local schools participating.
- Celebrated Children's Week.



CUSTOMER RELATIONS

Key Functions

- Provide a positive customer experience over the phone, online and in person
- Strive for continuous improvement in customer service and response times
- Resolve requests at first point of contact
- Respond to our customers in a timely manner as per the City's Customer Service Charter
- Ensure information given to our customers is relevant and accurate

Highlights

- Adopted the Complaint Management Policy.
- 80 per cent of incoming calls to the City resolved at first point of contact.
- 26,864 customer requests created.
- 6,850 cashier transactions completed.
- Commenced an internal communications campaign to improve the customer experience.
- Introduced the Snap Send Solve app to make it easier for customers to report community issues.
- Launched a new Customer Relationship Management System to streamline the process for the organisation when dealing with customer requests.

Customer touchpoints

ENQUIRIES BY	TOTAL
Phone	35,740
Email	28,727
In-person visits	13,894

Customer feedback



FINANCIAL SERVICES

Key Functions

- Financial management
- Financial reporting and auditing
- Rates management
- Procurement and contract management
- Project Management Office

Highlights

- Improved Annual Budget and Long-Term Financial Planning processes.
- Rolled out the updated Procurement Framework and Purchasing Policy.
- Ongoing improvement to the City's internal control environment.
- Completed Local Government (Financial Management) Regulations 1996 Regulation 5 review.
- Introduced a new credit card management system.
- Improved financial position and long-term financial sustainability.
- Made improvements to the Project Management Framework.
- Streamlined preparation of Annual Financial Statements with use of LG Solutions software.
- Recorded a reduction in outstanding rates balances.
- The City's Contract Management Framework was a Finalist in IPAA WA Achievement awards.



HUMAN RESOURCES

Key Functions

- Attraction and retention of staff
- Organisational development
- Workplace health, safety and wellbeing
- Equity and diversity
- People, safety and capability processes

Highlights

- Implemented a new payroll services system including online time-sheeting and leave management modules.
- Supported the Perth Inner City Group Mentoring Program with 52 mentors and mentees participating.
- Coordinated the Local Government Professionals Ignite Leadership Program which supported the career development of 17 coordinators and aspiring leaders and helped expand their leadership capabilities.
- Reduced worker's compensation claims and lost time injuries through proactive training for leaders and staff on physical and mental health.
- Promoted and delivered workplace health, safety and wellness initiatives including health checks, skin checks, flu vaccinations, immunisation programs, mental health first aid and first aid.
- Continued to revitalise and implement onboarding and induction processes and frameworks for leaders, employees and contractors.



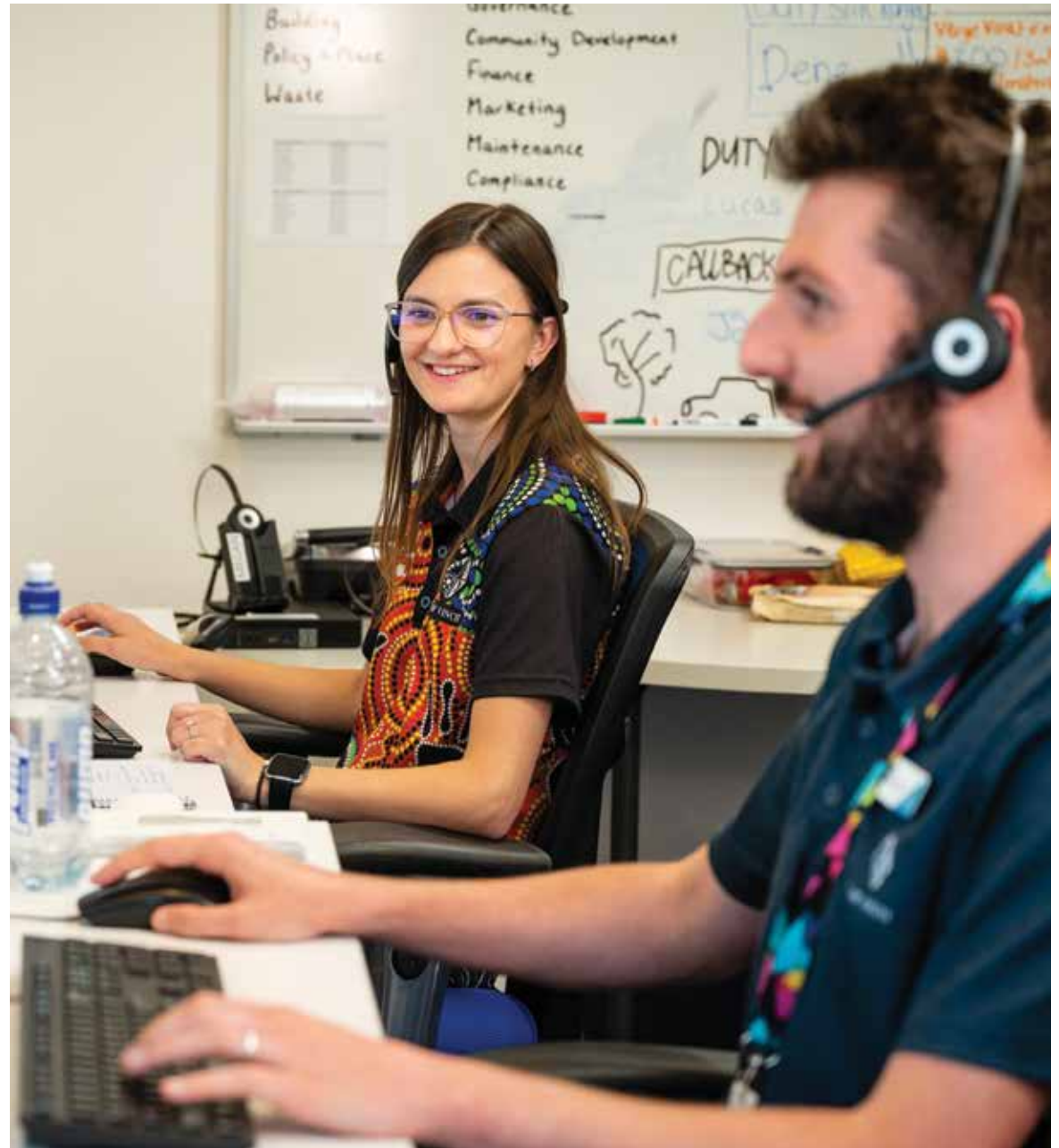
INFORMATION & COMMUNICATIONS TECHNOLOGY

Key Functions

- Digital service planning and innovation
- Information system development and improvement
- Systems support, GIS services and IT asset management
- Information protection and security, including cyber-security
- Information governance, including Freedom of Information

Highlights

- Upgraded the customer request system to help improve workload triage and visibility and align teams with the Customer Service Charter's objectives.
- Implemented cyber security incident response procedures and testing.
- Rolled out disaster recovery planning and testing.
- Upgraded building security access controls.
- Introduced data loss prevention controls to help govern information sharing.
- Recorded no significant audit findings for the City's information system computing controls. The City met the Office of Auditor General's capability maturity benchmark in nine out of 10 categories that range from access controls to HR security to risk management.
- Upgraded staff computing devices for enhanced security and mobility.





ABOUT OUR ELECTED MEMBERS



AGE RANGE

25–34	1
35 – 44	4
45 – 55	2
55 – 64	1
65+	1



3
Male



6
Female

GENDER



COUNTRY OF BIRTH

7

Australia

1

United Kingdom

1

South Africa



LANGUAGES SPOKEN AT HOME

ELECTED MEMBER MEETING ATTENDANCE

Council Meetings

Council meetings are held monthly at the City of Vincent Administration Building. The attendances of Council Members at Council meetings for the 2023/24 financial year are shown in the table below.

MEMBERS	ENTITLED TO ATTEND	ATTENDED	ATTENDED ELECTRONICALLY	APOLOGIES	LEAVE OF ABSENCE
Mayor Alison Xamon	7	7			
Cr Alex Castle	11	11			
Cr Ron Alexander	11	9		2	
Cr Ashlee la Fontaine	7	6		1	
Cr Sophie Greer	7	7			
Cr Jonathan Hallett	11	10		1	
Cr Ashley Wallace	11	9		2	
Cr Nicole Woolf	7	6		1	
Cr Suzanne Worner	11	11			
Mayor Emma Cole (term ended October 2023)	4	4			
Cr Susan Gontaszewski (term ended October 2023)	4	4			
Cr Dan Loden (term ended October 2023)	4	3			1
Cr Ross Ioppolo (term ended October 2023)	4	1		1	2



Special Council Meetings

MEMBERS	ENTITLED TO ATTEND	ATTENDED	ATTENDED ELECTRONICALLY	APOLOGIES	LEAVE OF ABSENCE
Mayor Alison Xamon	1	1	0	0	0
Cr Ashlee la Fontaine	1	1	0	0	0
Cr Sophie Greer	1	1	0	0	0
Cr Nicole Woolf	1	1	0	0	0
Cr Alex Castle	1	1	0	0	0
Cr Ashley Wallace	1	1	0	0	0
Cr Jonathan Hallett	1	1	0	0	0
Cr Ron Alexander	1	1	0	0	0
Cr Suzanne Worner	1	1	0	0	0
Mayor Emma Cole	0	0	0	0	0
Cr Susan Gontaszewski	0	0	0	0	0
Cr Dan Loden	0	0	0	0	0
Cr Ross Ioppolo	0	0	0	0	0

Audit and Risk Committee Meetings

The Audit and Risk Committee is responsible for reviewing and making recommendations to Council regarding financial management, risk management, internal controls, legislative compliance, internal and external audit planning and reporting.

The Audit and Risk Committee meets quarterly and the recommendations of the Audit and Risk Committee are then presented to Council.

MEMBERS	ENTITLED TO ATTEND	MEETINGS ATTENDED	APOLOGIES	LEAVE OF ABSENCE	RECEIVED PAYMENT
Cr Ioppolo (July 23 – Oct 23)	2	1		1	#
Cr Gontaszewski (July 23 – Oct 23)	2	1	1		#
Cr Wallace (July 23 – Oct 23)	2	0	1	1	#
Cr Alexander (July 23 – June 24)	5	3	2		#
Mayor Xamon (Oct 23 – June 24)	3	3			#
Cr Castle Oct (23 – June 24)	3	3			#
Cr Jonathan Hallett (Oct 23 – June 24)	3	3			#
Conley Manifis* (Chair July 23 – Oct 23)	5	5			1
George Araj (Chair Oct 23 – June 24)	5	4	1		1
Olaf Goy* (June 23 – Oct 23)	2	0	2		#
Baptiste Isambert (Oct 23 – June 24)	3	2	1		0

* denotes external member

ineligible to receive payment. Meeting attendance fees approved for independent committee members item 12.3 OCM 19 March 2024.

Advisory Group Meetings

Elected members sit on a number of Advisory Groups.

Arts Advisory Group

COUNCIL MEMBER	ENTITLED TO ATTEND	ATTENDED	APOLOGIES	LEAVE OF ABSENCE
Cr Worner (Oct 21 – Jun 24)	3	3		
Cr Castle (July 23 – Oct 23)	1	1		
Cr Greer (Oct 23 – June 24)	2	2		
Cr Wallace (Oct 23 – June 24)	2	1	1	

Sustainability and Transport Advisory Group

COUNCIL MEMBER	ENTITLED TO ATTEND	ATTENDED	APOLOGIES	LEAVE OF ABSENCE
Cr Loden (July 23 – Oct 23)	3	3		
Cr Hallett (July 23 – Oct 23)	1	1		
Cr Wallace (Oct 23 – June 24)	2	2		
Cr La Fontaine (Oct 23 – June 24)	2	1	1	

Reconciliation Action Plan Working Group*

COUNCIL MEMBER	ENTITLED TO ATTEND
Cr Loden	0
Cr Hallett	0
Cr Worner	0

Children and Young People Advisory Group*

COUNCIL MEMBER	ENTITLED TO ATTEND
Cr Castle	0
Cr Alexander	0

*Group operated between Oct 21 – Oct 23 following which no meetings were convened for the remainder of the year.

ELECTED MEMBER ALLOWANCES

MEMBERS	MAYOR'S ALLOWANCE	DEPUTY MAYOR'S ALLOWANCE	ATTENDANCE FEES	ALLOWANCE FOR ICT	TRAVEL AND ACCOMMODATION	TOTAL
Mayor Alison Xamon	\$45,538	–	\$22,391	\$2,500	\$33	\$70,462
Cr Alex Castle	–	\$11,385	\$24,170	\$2,500	–	\$38,055
Cr Ron Alexander	–	–	\$24,170	\$2,500	–	\$26,670
Cr Ashlee la Fontaine	–	–	\$16,698	\$2,500	–	\$19,198
Cr Sophie Greer	–	–	\$16,698	\$2,500	–	\$19,198
Cr Jonathan Hallett	–	–	\$24,170	\$2,500	–	\$26,670
Cr Ashley Wallace	–	–	\$24,170	\$2,500	–	\$26,670
Cr Nicole Woolf	–	–	\$16,698	\$2,500	–	\$19,198
Cr Suzanne Worner	–	–	\$24,170	\$2,500	–	\$26,670
Mayor Emma Cole (term ended October 2023)	\$20,200	–	\$9,853	–	\$51	\$30,104
Cr Susan Gontaszewski (term ended October 2023)	–	\$5,050	\$7,407	–	–	\$12,457
Cr Dan Loden (term ended October 2023)	–	–	\$7,407	–	–	\$7,407
Cr Ross Ioppolo (term ended October 2023)	–	–	\$7,407	–	–	\$7,407
	\$65,738	\$16,435	\$225,409	22,500	\$84	\$330,166





EMPLOYEE REMUNERATION

As per the requirements of the Local Government (Administration) Regulations 1996, tabled below are the number of City of Vincent employees earning over \$130,000 per annum.

SALARIES IN EXCESS OF \$130,000	NO OF POSITIONS
Salary between \$130,001 – \$140,000	5
Salary between \$140,001 – \$150,000	8
Salary between \$150,001 – \$160,000	2
Salary between \$160,001 – \$170,000	
Salary between \$170,001 – \$180,000	
Salary between \$180,001 – \$190,000	1
Salary between \$190,001 – \$200,000	1
Salary between \$200,001 – \$210,000	
Salary between \$210,001 – \$220,000	2
Salary between \$220,001 – \$230,000	
Salary between \$230,001 – \$240,000	
Salary between \$240,001 – \$250,000	
Salary between \$250,001 – \$260,000	
Salary between \$260,001 – \$270,000	1
Salary between \$270,001 – \$280,000	

Remuneration paid to the Chief Executive Officer was \$267,776 (base salary) per annum.

GENDER EQUALITY REPORT

Gender Pay Gap

The gender pay gap is calculated as the difference between women's and men's average weekly full-time equivalent earnings, as a percentage of men's earnings. The Workplace Gender Equality Agency (WGEA) published base salary and total remuneration median gender pay gaps for private sector employers in Australia with 100 or more employees on 27 February 2024.

The results show:

- 30% of employers have a median gender pay gap between the target range of -5% and +5%.
- 62% of median employer gender pay gaps are over 5% and in favour of men.
- The rest (8%) are less than -5% and in favour of women.
- Across all employers, 50% have a gender pay gap of over 9.1%.

The City of Vincent is at a gender pay gap of 1.05%.

CITY OF VINCENT BASE SALARY BY GENDER		
Female	145 permanent and fixed term staff	Average base salary \$84,921.59
Male	138 permanent and fixed term staff	Average base salary \$89,444.20

COV – LEVEL 7 AND ABOVE		
Female	75	50.67%
Male	73	49.33%
Total	148	100%

Women make up 30 per cent of the Executive Management Committee. 46 per cent of Coordinators and 47 per cent of Managers at the City are female.

Vincent is known to be a flexible and family-friendly local government organisation, with 25 per cent of the workforce in part-time roles. This benefit has attracted many staff members across all directorates.

Vincent also offers other flexible arrangements such as a flexible working week (for example, a nine or eight day fortnight) and the ability to work from home.

The 25 per cent part-time arrangements comprise a combination of part-time positions, full-time positions being filled part-time upon return from parental leave, job share arrangements and flexible working arrangement requests to reduce hours.

In 2023/24, Vincent provided 157 career and professional development opportunities (38 per cent) to female staff in the form of secondments and higher duties.



RECORD KEEPING STATEMENT

Transparency and Accountability

In accordance with Section 5.121 of the *Local Government Act 1995*, the City maintains a register of complaints of minor breaches which details:

- Name of council member about whom the complaint is made.
- Name of person who makes the complaint.
- Description of the minor breach that the standards panel finds has occurred.
- Details of action taken.

No entries (upheld complaints) were made on the complaints register for 2023/24. The City recorded nine alleged breaches per the Code of Conduct in 2023/24.

Recordkeeping Plan

The City's current Recordkeeping Plan (RKP 2021033) was approved by the State Records Commission on 16 November 2021. The plan and associated policy and procedures are comprehensive and address all requirements of the State Records Office.

Recordkeeping Systems

A review of all enterprise applications and financial management systems was carried out in line with the Corporate Business Plan. The efficiency and effectiveness of the City's Electronic Document and Records Management System (EDRMS) was reviewed in 2017 and upgraded from HP TRIM to HPE Content Manager. The City is currently reviewing alternative EDRMS options associated with Microsoft 365 and Opus.

Recordkeeping Training

The City's recordkeeping training program includes monthly sessions made available to all staff. The efficiency and effectiveness of this training program is reviewed via feedback from staff attending those sessions. In addition, all new starters are required to complete an induction program conducted by Records staff, to ensure they are aware of their roles and responsibilities with regards to their compliance with the Recordkeeping Plan.

Digital Records Strategy

In 2023/24, the City continued to pursue its digital records strategy aimed at operating in a purely digital environment. The City no longer creates hard copy files.

FREEDOM OF INFORMATION

The City is subject to the provisions of the *Freedom of Information Act 1992* (the FOI Act).

The FOI Act gives the public a general right of access to information held by the City, subject to limitations as set out in Clauses 1 to 15 of Schedule 1 to the Act.

It also provides the right of review in relation to decisions made by the City to refuse access to information applied for under the FOI Act.

Further information is available on the City's website.

In 2023/24, the City received and responded to eight requests under the Act.

The City maintains a public register of applications received, including a summary of records sought and decisions made.

