



# **AGENDA**

## **Claremont Town Centre Advisory Committee Meeting Tuesday, 10 December 2019**

**I hereby give notice that a Claremont Town Centre Advisory  
Committee Meeting will be held on:**

**Date: Tuesday, 10 December 2019**

**Time: 5.00pm**

**Location: Town of Claremont  
Claremont Council Chambers  
308 Stirling Highway, Claremont**

**Liz Ledger  
Chief Executive Officer**

## **DISCLAIMER**

Persons present at this meeting are cautioned against taking any action as a result of any Committee recommendations until such time as those recommendations have been considered by Council and the minutes of that Council meeting confirmed.

## Order Of Business

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**1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS****2 RECORD OF ATTENDANCE / APOLOGIES****3 ELECTION OF CHAIRPERSON**

Section 5.12 of the Local Government Act 1995 provides that the Committee is to *'elect a presiding member from amongst themselves in accordance with Schedule 2.3, Division 1 of the Act'*. Schedule 2.3, Division 1 of the Act provides the means by which such elections will take place.

As with the election of the Mayor or President of a Council, the CEO of the Council is to *'preside at the meeting until the office is filled'*.

As the CEO of the Town of Claremont is also a member of the Claremont Town Centre Advisory Committee, the CEO will call for nominations for the position of Chairperson and conduct any election that might arise.

**4 DISCLOSURE OF INTERESTS****5 CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

**That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 10 September 2019 be confirmed.**

**6 PRESENTATION**

Overview of the role of Advisory Committees.

## 7 REPORTS OF THE CEO

### 7.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN UPDATE

**File Number:** GOV/00048-03, D-19-41640

**Author:** Annette Brown, Project Officer

**Authoriser:** Liz Ledger, Chief Executive Officer

**Attachments:** 1. Claremont Town Centre Operational Plan Update [↓](#) 

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#### PURPOSE

To provide a quarterly update on the activities carried out for the Claremont Town Centre (CTC) project July to September 2019.

#### BACKGROUND

The CTC Operational Plan 2018-19 was recommended for Council consideration by the CTC Advisory Committee in June 2019 and adopted during the annual budget process.

#### DISCUSSION

From July to September 2019, officers have been implementing projects within the plan's structure, which has been designed with the following objectives within a quadrant model, with an aim to:

1. Create Awareness
2. Create Interest
3. Create Comfort
4. Create Partnerships

This defined framework steers the design and delivery of marketing and activity programs that contribute to the economic and social well-being of the CTC shopping precinct.

A strategic 12-month planning approach ensures that programs align with resource and budget parameter capabilities. Following is an overview of the foundation focus points within each quadrant for the 2019-20 financial year.

##### Create Awareness (marketing and promotions activity)

- Build awareness, grow community, influence action
  - CTC website
  - Daily posts across social media platforms
  - Audio/visual campaigns THE PEOPLE, PLACES AND EVENTS
  - Specific event/activity marketing
  - Program promotion
  - Monitoring and reporting

##### Create Interest (activations)

- Buon Natale (December 2019), Luna New Year (January 2020), Au Revoir Summer (February 2020)
  - Seasonal celebration activities and activations
  - Destination/retail tourism

**Create Comfort (streetscape improvements)**

- Refresh and activation plan for Maude Jackson Lane
- Ongoing management of 5 x Little Libraries

**Create Partnerships (strengthen connections between business and external agencies)**

- Communicate, inform, engage, support, work together
  - Business information sessions and ongoing liaison
  - Cross promotional planning
  - Business workshops
  - Business grants
  - Measure and report

The attached quarterly report presents greater depth into the plan's objectives and outcomes from July to September 2019 and provides an overview of the project focus for the October to December 2019 quarter.

**PAST RESOLUTIONS**

Claremont Town Centre Advisory Committee 10 September 2019,

*That:*

*The Committee receive the Operational Plan annual report for the 2018-19 financial year.*

**CARRIED**

**FINANCIAL AND STAFF IMPLICATIONS**

Resource requirements are in accordance with existing budgetary allocation.

**POLICY AND STATUTORY IMPLICATIONS**

N/A.

**COMMUNICATION / CONSULTATION**

A series of specific communication and consultation activities across the various programs have been undertaken during the quarter in accordance to project requirements.

**STRATEGIC COMMUNITY PLAN****Local Prosperity**

*Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.*

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.

**URGENCY**

N/A.

**VOTING REQUIREMENTS**

Simple majority decision of Council required.

**OFFICER RECOMMENDATION**

**That the Claremont Town Centre Advisory Committee receives the Claremont Town Centre Project Quarterly Update July to September 2019.**



OPERATIONAL PLANNING 2018-19  
Claremont Town Centre Project Update

CLAREMONT  
TOWN CENTRE



### Introduction

This report has been prepared to provide the Claremont Town Centre (CTC) Advisory Committee with an update on activities undertaken within the Operational Plan framework, which was approved and recommended to Council for adoption.

Officers continue to progress the planned programs within the quadrant modelling of; *Create Awareness / Create Interest / Create Comfort / Strengthen Partnerships* and present an overview of the activities undertaken to date and a scope for future works.



### Create awareness

This quadrant focusses on creating awareness and further strengthening the CTC brand through a dedicated marketing action plan with three goal motivations:

#### GOAL ONE | BUILD AWARENESS

Marketing objectives:

- Increase visibility and brand awareness of the CTC
- Promote CTC events and activations
- Build an awareness of CTC brand through 'Discover Claremont'

#### GOAL TWO | GROW COMMUNITY

Marketing objectives:

- Increase audience on CTC channels (social media, website and business newsletter)
- Strengthen partnerships with businesses

OPERATIONAL PLANNING 2018-19  
Claremont Town Centre Project Update



GOAL THREE | INFLUENCE ACTION

Marketing objectives:

- Increase engagement from businesses during campaigns
- Increase foot traffic in CTC
- Increase engagement from online community with campaign content

In July 2019 the CTC project engaged through a formal Request for Quote procurement process, The KP Collective. A two-year contract will ensure consistency and an opportunity to build on campaigns and business relationships initiated in the 2018-19 financial year, further strengthening the marketing and promotions framework until the current project tenure concludes on 30 June 2021.

One of the initiatives developed last financial year was the *'Discover Claremont'* campaign, which had an aim to build on the CTC brand, reinforce the shop local message and develop the character of Claremont, by highlighting some of the people behind the businesses.

The campaign structure presented a strong narrative that led visitors to discover the people, place and events of Claremont.

The current financial year planning has included further development of *'Discover Claremont'* through the following campaigns:

DISCOVER WINTER WARMERS | 1-30 August

- Showcasing CTC as a winter shopping destination, through a focus on food and beverage offerings.

CHRISTMAS IN CLAREMONT | 14 November – 25 December

- Christmas in Claremont is a campaign to drive expenditure into CTC through the promotion of the shopping precinct as Perth's premier place for festive shopping.
- Within the strategy there will also be the promotion of Let's Light Up Christmas with Claremont Quarter, Christmas Festival and Carols in Claremont Park and Buon Natale, an Italian themed Christmas street celebration in Bay View Terrace.

DISCOVER CLAREMONT SUMMER EVENTS | 2 January to 28 February

Luna New Year – Thursday night 30 January

Au Revoir L'ete (goodbye summer) – Thursday 28 February

- This campaign will build awareness around CTC's two new events and promote the precinct as a summer destination.

DISCOVER CLAREMONT | 9 March – 30 March and 31 May – 21 June

This campaign will build on the 'people, places and events' and will be developed to showcase all Claremont has to offer, as well as adding a human element and emotional connection to the brand's story (which is an existing brand gap).

**OPERATIONAL PLANNING 2018-19**  
**Claremont Town Centre Project Update**



In addition to dedicated campaign strategies, the marketing and promotions will include daily digital content updates and shorter more targeted campaigns to promote seasonal events e.g Mother's Day, Father's Day, Spring Racing Carnival, Seniors Week, Business events, seasonal fashion lands etc.

The following channels will be used in campaigns and ongoing content delivery.

OWNED	EARNED	PAID
CTC website	Business – cross promotion	Print
Facebook	Influencers	Advertising
Instagram	PR/media	Promoted posts
CTC newsletter	News/ articles	Remarketing
Images/video	Curated content	Special offers/competitions
		Events

**CTC WEBSITE ANALYTICS 2019-20 | QUARTER 1 | 1 JULY – 30 SEPTEMBER 2019**

- Compared to the previous period (which included Off the Page), the number of users and sessions are down, demonstrating when CTC has events to drive website traffic, there is an increase.
- The bounce rate decreased again, meaning once users come to the site they are staying, with an average of 3 page views per user.
- There was a definitive increase in referral traffic from social media in August during the winter warmer campaign.
- Significant increase in search for shops and barbers in Claremont (increase from 13 views to 609 views of Brooklyn Barber compared to last quarter – this was due to the store closing down and people searching for them and or other barber alternatives).
- Biggest drop was visits to home page, with 50% decrease from last quarter (most likely due to the lack of events and activations and promotions that driver visitors to the website).
- Increase in referral traffic from Facebook when winter warmer coffee article was posted.
- A test of upload times for social posts with links that drove traffic to the site indicated that most people searched during the middle of the day.

**REPORTING**

A report will be provided at the end of each campaign, as well as a summary report at the end of financial year. Website analytic reporting will occur at the end of each quarter.

Measurements will include; Google analytics, sharing, consumption and engagement metrics.

OPERATIONAL PLANNING 2018-19  
Claremont Town Centre Project Update



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**Create interest**

As demonstrated in website analytical reporting from July 2018, brand awareness and engagement is amplified through the marketing and promotion of specific campaigns linked to activities and special programs.

In 2018 the CTC introduced *Buon Natale*, an Italian themed Christmas street activation hosted on the first Thursday night in December on Bay View Terrace. The marketing campaign drew large crowds and kick-started festive season shopping promotions in the lead up to the event and through to the 24 December.

In 2020 two new summer street activations funded by the Town of Claremont will be introduced to the events program. Given the shopping precinct locations for the activations, the CTC project will be responsible for the design, marketing and delivery of the *Luna New Year* celebrations in Avion Way and a final activation that farewells summer through *Au Revoir L'ete*, a laneway pop up event in Walt Drabble Lane.

These activations have been designed in response to business feedback following the Terrace Nights series in 2018, which included suggestions by traders that:

- The six-weekly series be reduced to one per month.
- A reduction the number of activations would address budget dilution, ensuring more realistic event budgets and delivery more successful events.
- There was an opportunity to build on the popularity of a themed cultural event (*Buon Natale*).
- A dedicated marketing campaign from a platform of events over the summer period may assist in attracting people into Claremont during a traditionally 'flat' retail period.
- Locating the events in different locations would address both the 'event fatigue' expressed by traders in Bay View Terrace and the request by businesses across the town centre to consider presenting activations beyond Bay View Terrace.
- The activations continue to be held on a Thursday night to encourage increased visitation during evening trading hours.

*Luna New Year* will be held in Avion Way on Thursday 30 June with the support of Perth's Chung Wah Association. The intimate and vibrant activation will start with a Lion Dance commencing on Bay View Terrace at the entrance of Claremont Quarter making its way through the central corridor of the centre and leading visitors through to Avion Way.

Street lantern decoration, traditional Chinese dance, piped music, face painters, calligrapher, a bubble tea van and Asian food truck will complement the additional two Lion Dances planned for the evening.

CTC businesses will be encouraged to dress their stores and windows with red accents and provide special offers and discounts that can be promoted in the lead up to the event. These promotional elements will further enhance the *Discover Claremont* people, places and events campaign.

OPERATIONAL PLANNING 2018-19  
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*Au Revoir L'ete* (goodbye summer) will invigorate Walt Drabble Lane with a charming, French influenced activation that will be set against the fresh street mural artwork and spill out into the northern end of the Leura Avenue carpark.

This is a location not previously tested for small events. The focus of the campaign and additional footfall into the space will expand promotional opportunities for businesses in the north/east corridor of the precinct and test the attraction of residents to the town from recent new developments.

The shift of the *Scribblers Children's Literature and Arts Festival* to Subiaco in 2020, has now rendered the associated *Off the Page* project obsolete. Officers will continue to work off the premise of this growing CTC program with FORM to create a new art based event for the CTC in 2020.

#### **Create comfort**

Claremont Town Centre's metamorphosis from street strip retailing to a precinct retail model has seen development and street scapes evolve in stages over decades. This has naturally resulted in some visual style disconnection as funds became available, products were selected within budget constraints and new design styles, products and technologies were introduced over a significant period.

It is the intent within this quadrant of Create Comfort, to reassess connectivity across the town centre and review pedestrian movement, which in turn guides footfall, increases exposure and expenditure potential to retail and specialised services across the precinct.

In addition to a review of the overall precinct footprint and retail/service clusters, Maude Jackson Lane, with a connectivity point in the middle of Bay View Terrace as it meets St Quentin Avenue will also be a focus for the 2019-20 financial year.

This pedestrian connection between Bay View Terrace and Leura Avenue attracts foot traffic movement and customers for the café during trading hours but businesses are reporting an increase in anti-social behaviour after hours.

Business engagement and a desktop review of similar laneways in other towns and cities will form the basis for a scope of works to be considered for future investment.

#### **Strengthen partnerships**

The focus within this quadrant is to build and maintain open communication and collaborative working relationships with:

- Claremont Town Centre Advisory Committee members.
- Businesses of the Claremont Town Centre.
- Corporate, agency and not for profit partners.

In line with the maturing of the CTC project, engagement across these sectors has resulted in great gains and positive project outcomes in recent years.

Examples include but are not limited to:

- Business participation in the Town's community events (Seniors Week, ARTTRA, Get into Health, Celebrate Lake Claremont, A Night on Bayview etc).



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- Business involvement in the development and delivery of *Off the Page*, *Buon Natale*, *Luna New Year*, *Au Revoir L'ete* activations.
- Partnership programs through *Off the Page* (FORM as a project partner and 15 businesses hosting artworks and promoting the event to encourage footfall across the CTC in the lead up to the *Scribblers Festival*).
- Development and delivery of the inaugural *Discover Claremont* campaign (interviews, asset contributions, promotion to other businesses and sharing of the campaign through social media channels).
- Joint promotions, e.g (Seniors Week, where a new cross promotional event has been created (Zenith Music classical concert and lunch at Nolita Italian Café) and the collaboration between Claremont Quarter and Times Square for the *Luna New Year* celebration and the newly developed *Christmas in Claremont* campaign.
- A partnership program with the Small Business Development Corporation that has been very active in designing and providing free training programs for CTC businesses and a suite of business support services.
- Support for public art projects on private property (Walt Drabble Lane) and the refresh of the Avion Way streetscape.
- Small business grants; promotion, application assistance, application assessment, acquittal review and administration of grant funding

Regular communication through a monthly e newsletter, annual information session and daily face to face liaison with businesses has strengthened understanding of the role of the CTC project.

The CTC is an entry point for many businesses who want to engage with the Town on various issues but are not aware of the best process or contact point. The project is providing a stable connection through the ongoing building of relationships.

With the CTC project now entering a new phase with increased event delivery, the formation of an evidence based annual marketing and promotions strategy, a review of infrastructure connectivity and a strengthening of business engagement, greater collaboration and support will be sought from Committee Members to ensure objectives align with current business modelling.

**What the October/November/December quarter will look like**

**Create Awareness**

- Refresh of the seasonal image library (summer)
- Photo shoot for Christmas campaign
- Development and delivery of the Christmas in Claremont, Buon Natale. Luna New Year and digital campaigns
- Discover Claremont creative production (video)
- Ongoing social media (daily posts) and website content delivery

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**Create Interest**

- Design, coordination and delivery of the following monthly activations:
  - Buon Natale, Bay View Terrace, Thursday 5 December 5pm – 9pm
  - Luna New Year, Avion Way, Thursday 30 January 5pm – 8pm
  - Au Revoir L'ete, Walt Drable Lane, Thursday 27 February 5pm – 9pm

**Create Comfort**

- Meet with business adjacent to Maude Jackson Lane
- Monitor foot traffic use
- Identify key objectives and develop a scope of works

**Strengthen Partnerships**

- Production and distribution of 3 x business e newsletters
- Promote and coordinate business involvement in CTC's three street activations
- Design and delivery of business information sheets for street activations
- Promote free promotional opportunities linked to CTC digital campaigns
- Development and distribution of campaign guides for businesses
- Identify content and coordinate business participation for creative content (photo shoots and video)
- Coordinate and facilitate business participation for Seniors Week 2019 – events, information sessions and special offers
- Preparation and submission of quarterly report for the Small Business Development Corporation "Small Business Friendly" program
- Acquittal, review and reporting of small business grants
- Seek and identify content for continued daily social media posts promoting CTC businesses and their offerings.
- Support programs and events facilitated by CTC businesses.

**Summary**

It is noted that the introduction of two new events during the quarter will require additional administration and resourcing in its initial year and will affect the ability to undertake surplus projects beyond the current project scope. Opportunities presented during this time will be accessed on a case by case basis.

## 7.2 CLAREMONT TOWN CENTRE - DISCUSSION OF OTHER MATTERS THAT IMPACT THE TOWN CENTRE

**File Number:** GOV/00048-03, D-19-41617  
**Author:** Andrew Smith, Director Infrastructure and Assets  
**Authoriser:** Liz Ledger, Chief Executive Officer  
**Attachments:** Nil

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### PURPOSE

To discuss matters arising from Members of the Claremont Town Centre Committee with respect to the Claremont Town Centre.

### BACKGROUND

Given the membership of the Claremont Town Centre Advisory Committee, it is considered that in addition to marketing and promotional elements (that form the fundamentals of the CTC Program), the Committee Meeting also provides the opportunity for direct discussion with Elected Members and Senior Officers of the Town of Claremont to discuss issues within the Town Centre.

Where possible the Town may be able to respond to issues as they arise, or alternatively work with Committee Members to reach a suitable outcome or positive response to concerns or opportunities.

Suggested headings are included in this report as possible matters for discussion, however additional items that are not included in these headings can also be raised and discussed as deemed appropriate.

### DISCUSSION

The following items are included to provide possible matters for discussions by Committee Members and for possible response by the Town of Claremont (if appropriate);

Cleaning, Street Sweeping, Litter Control

Vegetation, Street Trees, Plantings

Artwork, murals, design elements

Connectivity, permeability, pedestrian movements

Parking, parking control, enforcement

Vacancies in Town Centre

Other Issues

### PAST RESOLUTIONS

No prior resolutions in respect to this matter



**FINANCIAL AND STAFF IMPLICATIONS**

The Town currently undertakes many initiatives that supports a viable economic hub, including street sweeping, waste management, lighting and maintenance. Whilst every effort will be made to accommodate additional ideas and requests, the Town may be limited in its ability to immediately resolve all issues as raised due to resourcing limitations.

Where these are likely to occur, this advice will be provided to the Committee.

**POLICY AND STATUTORY IMPLICATIONS**

Not applicable

**COMMUNICATION / CONSULTATION**

Consultation may be required with property and business owners within the Town Centre if any works proposed as result of this item have the potential to create and adverse impact to these businesses or property owners.

**STRATEGIC COMMUNITY PLAN****Liveability**

*We are an accessible community with well-maintained and managed assets. Our heritage is preserved for the enjoyment of the community.*

- Provide clean, usable, attractive and accessible streetscapes and public spaces.
- Develop the public realm as gathering spaces for participation, prosperity and enjoyment.

**Local Prosperity**

*Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.*

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.

**URGENCY**

No urgency required in respect to this matter

**VOTING REQUIREMENTS**

Simple majority decision required.

**OFFICER RECOMMENDATION**

**That the matters as discussed and agreed by the Town of Claremont as items for attention, be included in an Action List for future review by the Committee**

- 8 OTHER BUSINESS**
- 9 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING**
- 10 FUTURE MEETINGS OF COMMITTEE**
- 11 DECLARATION OF CLOSURE OF MEETING**