



**TOWN OF CLAREMONT**

**CLAREMONT TOWN CENTRE  
ADVISORY COMMITTEE**

**NOTICE OF MEETING**  
**A MEETING OF THE**  
**CLAREMONT TOWN CENTRE ADVISORY COMMITTEE**  
**TO BE HELD IN THE TOWN OF CLAREMONT,**  
**308 STIRLING HIGHWAY,**  
**CLAREMONT,**  
**TUESDAY, 11 JUNE, 2019**  
**COMMENCING AT 5:00 PM**

  
**Liz Ledger**  
**Chief Executive Officer**

**Date** 6.6.2019

## **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.

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# CLAREMONT TOWN CENTRE ADVISORY COMMITTEE

## AGENDA

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- 1 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS
- 2 RECORD OF ATTENDANCE/APOLOGIES
- 3 DISCLOSURE OF INTERESTS
- 4 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

The Minutes of the Claremont Town Centre Advisory Committee meeting held on [26 February 2019](#) be confirmed.

- 5 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING
- 6 PRESENTATIONS
- 6.1 CLAREMONT TRAIN STATION PROJECT

*Presentation by Liz Ledger, CEO on Claremont Train Station Project*

## 7 REPORTS OF THE CEO

### 7.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN UPDATE FEBRUARY - APRIL 2019

**File No:** GOV/00048-02  
**Attachment:** [Operational Report February to April 2019 \(Attachment 1\)](#)  
**Responsible Officer:** Cathy Bohdan  
Director – Business and Community  
**Author:** Annette Brown  
Project Officer  
**Proposed Meeting Date:** 11 June 2019

*An overview on the Claremont Town Centre Project Update will be presented by Annette Brown.*

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#### **Purpose**

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

#### **Background**

The CTC Operational Plan 2018-19 was recommended for Council consideration and adoption by the Advisory Committee in July 2018 and resolved in August 2018.

#### **Discussion**

From August 2018, officers have been implementing the plan according to the Operational Plan and budget adopted by Council.

The plan's framework structure is designed within a quadrant model that has the objective to:

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

#### Executive Summary

During the last quarter the focus of the team in collaboration with project partner FORM, has been to deliver the *Off the Page* program.

In its second year of operation, the event experienced 36% growth, with an additional four businesses involved in this year's program, taking the exhibition sites from 11 in 2018 to 15 in 2019.

The high calibre of artwork content and the associated marketing and promotions campaign has attracted increased footfall to participating businesses and social media engagement on CTC digital channels.

The program is the most significant project in the annual Operational Plan in terms of resourcing requirements and budget allocation.

Event management structure includes administration duties, business liaison, contract negotiations, coordination of artists and the development and delivery of a dedicated marketing and promotions campaign.

Anecdotal business feedback and analytical data for the 2019 event and associated campaign has reflected accelerated engagement in the project from its inaugural year.

The correlation between FORM'S Scribblers Children's Literature and Arts Festival and Off the Page was more evident in 2019, with increased cross-promotion contributing to greater awareness of both programs. Detailed campaign results are included in the update report (Attachment 1).

Positive results, growth in the program and engagement outcomes continue to identify areas of improvement and opportunities to explore for the 2020 event.

### **Past Resolutions**

Claremont Town Centre Advisory Committee Meeting, 26 February 2019:

*That the Committee accept the quarterly update on the Claremont Town Centre Operational Plan 2018-19.*

*CARRIED  
(NO DISSENT)*

### **Financial and Staff Implications**

Resource requirements are in accordance with existing budgetary allocation.

### **Policy and Statutory Implications**

N/A.

### **Communication / Consultation**

A series of communication and consultation activities across various programs have been undertaken during the last quarter.

Details of the specific project outcomes are outlined in the project briefing notes included in the attached report (Attachment 1).

### **Strategic Community Plan**

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

- 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 Committee required.

**OFFICER RECOMMENDATION**

**That the Committee accept the quarterly update on the Claremont Town Centre Operational Plan 2018-19.**

**7.2 CLAREMONT TOWN CENTRE OPERATIONAL PLAN 2019-20**

<b>File No:</b>	<b>GOV/00048</b>
<b>Attachment:</b>	<a href="#"><u>Operational Plan 2019-20 (Restricted Attachment 1)</u></a>
<b>Responsible Officer:</b>	<b>Cathy Bohdan</b> <b>Director Business and Community</b>
<b>Author:</b>	<b>Annette Brown</b> <b>Project Officer</b>
<b>Proposed Meeting Date:</b>	<b>11 June 2019</b>

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**Purpose**

To present to the Claremont Town Centre (CTC) Advisory Committee, the CTC Operational Plan for 2019-20.

**Background**

On 15 May 2018, Council adopted a recommendation to support the CTC project and funding framework for a further three year period. The report carried by Council, supported the continuation of an imposed Specified Area Rate for the defined Town Centre BID area, to be matched by Council to the maximum of \$120,000 per annum.

As the 2019-20 financial year and second year of the CTC three-year tenure period approaches, officers have prepared the draft 2019-20 Operational Plan based on the project's traditional four quadrant modelling system.

The Plan's framework is presented for recommendation by the Committee for Council approval.

**Discussion**

Based on the project's historical four quadrant modelling system, the 2019-20 operational plan is based on from results and learnings from the current financial year that identified successes, improvements and opportunities.

The clarity of a forward planning structure will continue to form a foundation for business engagement and buy-in. Generous lead times and specific programming opportunities presented well in advance will in-turn assist businesses wanting to be involved in approved activities.

This targeted approach will ensure broad understanding of the CTC's project aims, objectives and reportable outcomes.

Attached (Attachment 1) is an overview of the Operational Planning structure for the 2019-20 financial year, with content programming sitting within the four quadrant model:

1. Create Awareness
2. Create Interest



3. Create Comfort
4. Create Partnerships.

With the key deliverables being-

- Increase visibility and brand awareness of CTC
- Promote CTC programs and events
- Strengthen partnerships with businesses
- Generate visitors and leads
- Improve brand perceptions with businesses

Each deliverable will be linked to a specific marketing objective and tactic, supported by a marketing performance measurement ('MPM') and reporting system. The MPM will form a key element of the content strategy plan and will include; Google analytics, sharing metrics, consumption metrics and engagement metrics.

The systematic review and reporting of marketing metrics presents factual measured outcomes as opposed to 'perceptions' and will continue to provide a solid base line for comparison and consideration in terms of future activities and campaigns.

### **Past Resolutions**

Ordinary Council Meeting 15 May 2018, Resolution 80/18:

*That Council:*

1. *Continue to impose a Specified Area Rate on the defined Town Centre BID area (being the area bounded by Stirling Highway, Stirling Road, Guger Street and Leura Avenue) for a further three year period to a maximum amount of \$120,000.*
2. *Allocation in the Town's budget of \$120,000.*
3. *The approved purposes for which the rates may be expended are:*
  - a) *Marketing, advertising and publicity*
  - b) *Improved signage/way finding*
  - c) *Festivals*
  - d) *Street activities*
  - e) *Electronic apps (to support above)*
  - f) *Employees directly engaged in implementing the approved purposes.*
4. *In accordance with section 6.47 of the Local Government Act 1995, the rate be waived for all residential properties within the defined area.*

**CARRIED BY AN ABSOLUTE MAJORITY**

### **Financial and Staff Implications**

Resource requirements are in accordance with existing budgetary allocation.

### **Financial and Staff Implications**

Resource requirements are in accordance with existing budgetary allocation.

**Policy and Statutory Implications**

N/A.

**Communication / Consultation**

- Program evaluation reporting.
- Analytical reporting.
- Post project business surveys.
- Face to face discussions.
- Written feedback.
- Stakeholder meetings.
- Project partner meetings.
- Project de-briefs.

**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.
- Raise the profile of the Claremont Town Centre as a visitor destination.
- Support new and existing small business and entrepreneurial activity.

**Urgency**

In order for officers to move forward, refine concept plans and develop marketing and promotions campaigns and associated budgets, a recommendation for Council to approve the overarching Plan is required.

**Voting Requirements**

Simple majority decision of Committee is required.

**OFFICER RECOMMENDATION**

**That the Committee receives the Claremont Town Centre Operational Plan 2019-20.**

- 8 COMMITTEE MEMBERS' MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**
- 9 FUTURE MEETINGS OF COMMITTEE**
- 10 DECLARATION OF CLOSURE OF MEETING**



**TOWN OF CLAREMONT**

**ATTACHMENTS**

**11 JUNE 2019**

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## **7. REPORTS OF THE CEO**

### **7.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN UPDATE FEBRUARY - APRIL 2019**

#### **ATTACHMENT 1 – OPERATIONAL REPORT FEBRUARY TO APRIL 2019**

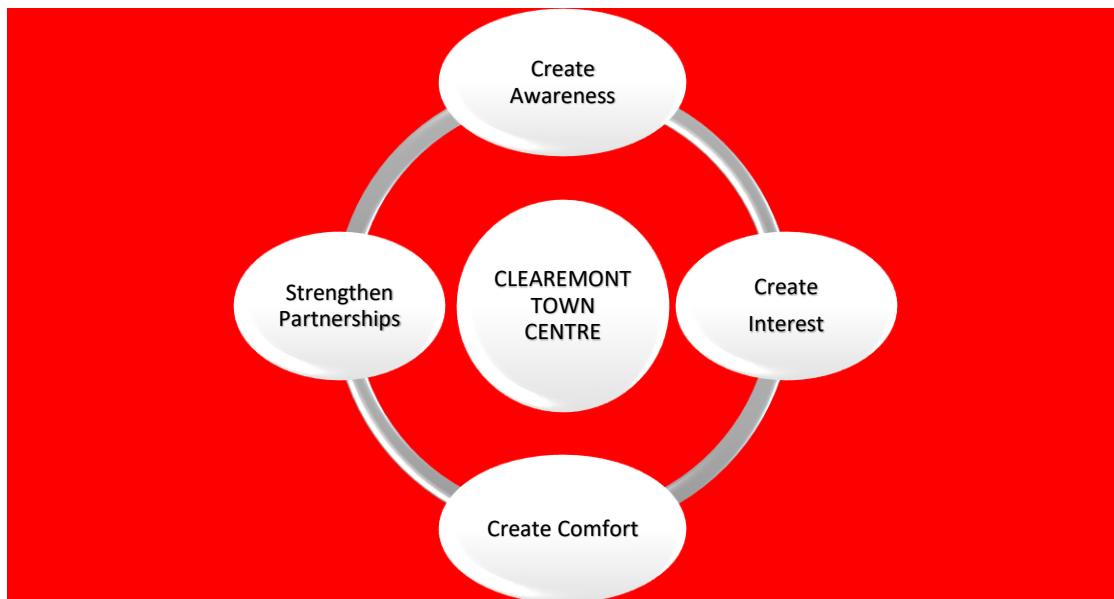
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### Introduction

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 in August 2018.

Officers continue to progress the planned programs and activities within the quadrant modelling of; *Create Awareness | Create Interest | Create Comfort | Strengthen Partnerships* and present an update on the outcomes of projects facilitated between February and April 2019.



### Create awareness

In addition to ongoing updates and promotion of specific programs, activations and business profiling on the CTC website, the third quarter has included; *Discover Claremont* (4 January to 15 February) and lead into the *Off the Page* campaign (launch date 30 April).

The Quarter 3 analytic report reflects the impact of the campaigns. Points to note for this quarter:

- 5% increase in searches for shops / stores.
- 9% increase in article reads.
- Improvement in user behaviour:
  - Decrease in bounce rate, meaning less people are bouncing off the site.
  - Increase in follow up interactions with what's happening pages.
- Peaks in traffic to site during Discover Claremont campaign.
- Decreases in overview is due to the advertising / Christmas campaign in Q2 driving traffic to site.
- Averages improved on Q1.
- Business Support page one of the most viewed pages this quarter.

*Discover Claremont campaign report*

# OPERATIONAL REPORT

## Claremont Town Centre February - April 2019



**Launched:** 4 January 2019 **Finished:** 15 February 2019

### OVERVIEW

The Discover Claremont campaign was designed to build the CTC brand and encourage shopping in the precinct, during a time described by businesses as a 'retail slump period'. This is thought to be due to the high number of local residents taking extended summer holiday breaks outside of the locality, therefore impacting on local expenditure.

The strategy included the production of a series of six videos to showcase all that Claremont has to offer and drive shopping and visitation during the 'slow' income phase, as identified by members of the CTC.

Designed to reinforce the shop local message and the unique attributes of the CTC. The targeted strategy was crafted to develop the character of the shopping precinct by highlighting some of the people behind the businesses.

Twenty five businesses featured across the six extended and short productions, which were anchored by the narrative of the Mayor and family businesses members from; Elle et Lui Designer Shoes, GPS on Bayview, Zenith Music and The Claremont.

### CONTENT STRATEGY OBJECTIVES:

- Increase visibility and brand awareness of CTC.
- Increase audience on channels.
- Generate visitors and leads.
- Strengthen partnerships with businesses.
- Improve brand perceptions with businesses.
- Explore new creative content – business profiling and a seasonal campaign.

### CAMPAIGN OBJECTIVES:

- Build awareness of CTC and all it has to offer.
- Encourage shopping in CTC in what is considered an 'off season time'.
- Increase engagement metrics on social media – likes, shares, comments, use of #christmasinclaremont and traffic to the website.
- Increase engagement metrics with businesses online.

### TARGET AUDIENCE

- Visitors.
- Shoppers.

### CHANNELS

- Instagram.
- Facebook.
- CTC Website.
- Social media advertising.
- Street banners.

# OPERATIONAL REPORT

## Claremont Town Centre February - April 2019



### *Discover Claremont campaign results*

#### Facebook

- 106, 524 impressions (the number of times a post is displayed).
- 90,000 total reach (the number of people who received the post).
- 2, 437 users engaged during the campaign (engagement is when people perform actions i.e like, click on a link, comment or share).
- 23 new page likes.

#### Instagram

- 19,418 impressions, with a reach of 10,412, and a 0.597% growth in followers.
- The Zenith Music video received the highest levels of engagement and comments, and the Discover Claremont video received the most likes.
- Stories performed well with an average of 94 impressions and 95% completion rate (they viewed the whole story).

#### Website

- The call to action for the campaign was to physically discover Claremont, and although a link to the site was provided, it was not the primary call to action.
- 1,239 users visited the website during the campaign, staying for an average of 3.27 pages per session.
- Zenith Music was the most viewed video on the website, with 102 users visiting the page.
- The website reflected a 135% increase in referral traffic from social media from the previous period.

#### Lessons learned

- Videos generated much more impressions and reach than basic content.
- Featured businesses outside of those who provided narration were not highly engaged in commenting, liking and sharing, and may benefit from a 'campaign guide' of way to get involved for future campaigns.
- Several businesses who were not involved in the campaign have expressed interest in being involved in the future.
- Positive anecdotal feedback from several businesses was received, suggesting improved foot traffic from last summer.

Officers continue to ensure daily social media posts on CTC Facebook and Instagram and theme posts in accordance to calendar events (e.g Easter and Mother's Day). In addition to daily postings, a monthly newsletter for the business community is produced and distributed to 226 subscribers.

#### **Create interest**

This quarter officers have focussed on this year's *Off the Page*, a series of art installations inspired by books, paper and print through the streets of Claremont.



# OPERATIONAL REPORT

## Claremont Town Centre February - April 2019



First introduced in 2018, the program aligns businesses with a major community event, raising awareness and celebrating the *Scribblers Children's Literature and Arts Festival*.

Being the most significant program on the CTC calendar and budget, the project is facilitated in partnership with FORM and is shown over a two-week period in the lead up to, and during *Scribblers*.

Contact with the original 11 exhibitors to gauge interest for 2019 event resulted in an overwhelming request to be considered for this year's program. In addition to those that provided retail space opportunities in 2018, The Claremont, Nolita Italian Café, GPs on Bay View and Topdek Paints also expressed interest to host an artwork, taking the number of exhibition spaces to 15.

The additional four locations were accommodated within the unchanged budget allocation of 2018.

The carefully curated program included the works of 11 West Australian artists/design teams, two interstate artists and two international artists.

While the additional locations and artist/designers involved in the program resulted in an increased project workload of 36%, the high calibre of works, additional exposure, strengthening of the brand and coloration with the *Scribblers Festival* also resulted in significant promotional impacts over the two week period. These included:

### Facebook

- 19,000 post reach (the number of people who received the post).
- 1,500 users engaged during the campaign (engagement is when people perform actions i.e like, click on a link, comment or share).
- 22 new page likes.

### Videos

- The videos associated with the project were viewed over 7,000 times, a 94% increase in views from the same period last year.

### Instagram

- 21,352 impressions, with a reach of 8,859, and a 30 new followers.
- The digital competition introduced this year, #myfavepage reached 654 people on Instagram alone.

### Website

- Increase in referral traffic from Town of Claremont website and Facebook during the campaign.
- 936 users visited the website during the campaign.
- The campaign generated 151 users who had never been to the website before.
- Off the Page website page was viewed 945 times during the campaign

### Media

- ABC radio interview with Marina Lommerse and Hayley Curnow, Saturday 11 May at 6.50am
- Community News article featuring international artist Clare Celeste Borsch 9 May 2019.

### Create comfort

Activation of laneway between Walt Drabble Lane and Maude Jackson Lane – street mural project with FORM.

- Coordination of project logistics (FORM, property owner/surrounding business liaison, traffic management).
- Installation coordination.
- Promotion and publicity.

### Streetscape review of Avion Way

In February 2019 it was identified that the developer of Avion Way was finding tenancy attraction and retention difficult in this specific node of the Claremont Town Centre precinct. This was despite flexible rental agreements packages that support business operators trading within the current economic climate.

As a result, cosmetic improvements to the Avion Way streetscape were implemented with an aim to refresh the visual aesthetic.

- The Town carried out a series of improvements that have resulted in the refresh of the streetscape. These have included:
  - Removal of dilapidated children's playground equipment and rubber matting and replacement of flooring with new decking (in keeping with the rest of the street).
  - Painting of the planter boxes from yellow and blue to the natural stone colour reflected in the property structure.
  - Replanting and re alignment of planter box placement on the street.
  - Sanding and re varnishing of street furniture.
  - Re design and planting of all flower beds.

The improvements and introduction of chromatic features now align more closely with the theme and tones of the property design, and current tenancy.

### Strengthen partnerships

#### *Business Liaison*

- Regular e-newsletters to inform local CTC businesses of up-coming events, campaigns and promotional opportunities (three produced and distributed this quarter).
- Ongoing contact with businesses involved in the Discover Claremont Campaign.
- Face to face, written and telephone communication with businesses in regard the impact of Terrace Nights on their businesses.
- Development of 'Request for Quotation' package an independent survey of businesses relating to the Terrace Nights series.
- Logistical management of artists into 15 business locations for *Off the Page*.
- Logistical management of artists and businesses for *Off the Page* video and photography shoot.

- Coordination of Engineer Certification for Claremont Quarter (CQ) artwork, ongoing meetings with CQ management team and artists on artwork installation logistics for *Off the Page*.
- Request and coordination of support letters for Ranger Services Grant Funding Application – CCTV upgrades for CTC. Over 30 letters received.
- Notification and liaison re Walt Drabble Lane project with property owner and surrounding businesses.
- Notification and liaison re refresh of streetscape with Avion Way businesses.

#### **What the May/June quarter will look like**

- Development and management of ‘Request for Quotation’ for marketing, promotion and publicity services for the CTC project, commencing 1 July 2019 to the current CTC project tenure 30 June 2021. As per the Town of Claremont’s procurement policy guidelines.
- Forward planning and budget refinement for the 2019-20 financial year.
- Design and development of phase two of the *Discover Claremont* digital campaign (additional still images and re-boot of video series).
- Preparation and submission of quarterly report for the Small Business Development Corporation “Small Business Friendly” program.
- Continued daily social media posts promoting CTC businesses and their offerings.

## **7. REPORTS OF THE CEO**

### **7.2 CLAREMONT TOWN CENTRE OPERATIONAL PLAN 2019-20**

### **RESTRICTED ATTACHMENT 1 – OPERATIONAL PLAN 2019-20**

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