



TOWN OF CLAREMONT
CLAREMONT TOWN CENTRE
ADVISORY COMMITTEE

MINUTES

11 JUNE 2019


Liz Ledger
Chief Executive Officer

Date 14 June 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 MINUTES

1 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS

In the absence of Chair Alison Reid (leave absence), Mayor Jock Barker took the role of Chair and declaring the meeting pen at 5.05pm.

2 RECORD OF ATTENDANCE/APOLOGIES

Mayor Jock Barker	Town of Claremont
Cr Jill Goetze	Town of Claremont
Cr Alastair Tulloch	Town of Claremont
Ms Liz Ledger	Chief Executive Officer
Ms Michelle Docherty	Community Representative
Ms Eleanor Jones	Community Representative
Dr Tom Mildenhall	Community Representative
Ms Samantha Monterio	Community Representative
Ms Cathy Bohdan	Director Business and Community
Ms Annette Brown	Project Officer, Claremont Town Centre

APOLOGIES

Ms Alison Reid	Community Representative
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3 DISCLOSURE OF INTERESTS

NIL

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

Moved Cr Tulloch, seconded Cr Goetze

The Minutes of the Claremont Town Centre Advisory Committee, held on 26 February 2019 be confirmed.

CARRIED(03/19)
(NO DISSENT)

5 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

NIL

6 PRESENTATIONS

6.1 CLAREMONT TRAIN STATION PROJECT

Presenter: Ms Liz Ledger
Chief Executive Officer

Date: 11 June 2019

Purpose:

A brief outline of the Town's involvement and perspective on the project was presented. Further information would be provided in the near future.

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.

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

Moved Cr Goetze, seconded Ms Eleanor Jones

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

**CARRIED(04/19)
(NO DISSENT)**

7.2 CLAREMONT TOWN CENTRE OPERATIONAL PLAN 2019-20

File No: GOV/00048
Attachment: [Operational Plan 2019-20 \(Restricted Attachment 1\)](#)
Responsible Officer: Cathy Bohdan
Director Business and Community
Author: Annette Brown
Project Officer
Proposed Meeting Date: 11 June 2019

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

Moved Cr Goetze, seconded Ms Michelle Docherty

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

**CARRIED(05/19)
(NO DISSENT)**

8 COMMITTEE MEMBERS' MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

NIL.

9 FUTURE MEETINGS OF COMMITTEE

Claremont Town Centre Advisory Committee – Tuesday 10 September 2019.

10 DECLARATION OF CLOSURE OF MEETING

There being no further business, Mayor Barker declared the meeting closed at 5.58pm.

Confirmed this

day of

2019