



# **AGENDA**

## **Claremont Town Centre Advisory Committee Meeting Tuesday, 8 December 2020**

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

**Date: Tuesday, 8 December 2020**

**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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<b>4</b>	<b>Confirmation of Minutes of Previous Meeting .....</b>	<b>5</b>
<b>5</b>	<b>Presentation.....</b>	<b>5</b>
<b>6</b>	<b>Reports of the CEO .....</b>	<b>6</b>
6.1	Claremont Town Centre Operational Plan Quarterly Update July to September 2020.....	6
<b>7</b>	<b>Other Business .....</b>	<b>19</b>
<b>8</b>	<b>New Business of an Urgent Nature Approved by the Presiding Person or by Decision of Meeting .....</b>	<b>19</b>
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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 MEETING**

That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 8 September 2020 be confirmed.

**5 PRESENTATION**

Nil

## 6 REPORTS OF THE CEO

### 6.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN QUARTERLY UPDATE JULY TO SEPTEMBER 2020

**File Number:** GOV/00048-03, D-20-44776

**Author:** Danielle Hadley, Business Development Officer  
Amanda Bryant, Manager Community Engagement

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

**Attachments:** 1. The Great Claremont Treasure Hunt Project Evaluation Report [↓](#) 

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#### PURPOSE

To provide a quarterly update for activities carried out during the July to September 2020 quarter for the Claremont Town Centre (CTC) project.

#### BACKGROUND

Activities for the July to September quarter were limited as WA followed the roadmap out of COVID-19 and the Business Development Officer role was vacant.

The Business Development Officer (BDO) role was filled in October 2020 with the appointment of Danielle Hadley. Danielle's extensive communications, project management and client relationship background made her the standout candidate for the role. Danielle works Tues, Wed and Thursdays.

#### DISCUSSION

In line with the 2020-21 Operational Plan, the following has been undertaken to assist businesses as they regain some stability and adjust to the enduring impacts of the pandemic.

#### Goal - Create Interest

##### 1. The Great Claremont Treasure Hunt

On Tuesday 6 October and Wednesday 7 October, Claremont Town Centre hosted The Great Claremont Treasure Hunt. The event was developed by Officers to encourage young families into Claremont during school holidays, while considering the COVID regulations.

The event was well received by attendees and retailers. Please refer to Attachment 1: Project Evaluation Report.

##### 2. 12 Days of Christmas Window Artwalk

The *12 Days of Christmas Window Artwalk* is planned for 1 – 30 December. Ten local artists will transform twelve shop windows with art installations inspired by Christmas nostalgia. Marketing collateral developed for The 12 Days project will be presented at the meeting.

Participating traders are:

- Valentini Exclusive Shoes
- Sana Boutique
- Pronto Butcher
- Monde
- Cultstatus
- La Lucca
- The Lane Bookshop
- Mosh & Jolly
- Majestic Persian Carpets

- Little Leisure
- Dymocks Claremont
- The Giving Tree

A launch event will take place on Saturday 5 December with family-friendly activations, provided by Town of Claremont and several of the traders, for families to enjoy along the Window Artwalk. These include face-painting, Christmas arts and craft, roving entertainers, giveaways, a sausage sizzle and performances from the Claremont Concert Band.

### 3. Sustainable Clothing Store

The Town's Officers have partnered with Anglicare to develop a new attraction to the town centre; a Sustainability Clothing Store. Working collaboratively, a free space was negotiated with property owner JJ Leach for Anglicare to manage. The space at 18 Bay View Terrace (rear) has been donated for a maximum 6 month period.

The shop will be called 'Lemon Tree Pop Up' with the tag line 'Preloved clothing proudly supporting Anglicare'. It will sell pre-loved, quality fashion. The Town is developing the artwork and branding for the shop, while Anglicare will staff and manage the shop, with profits going to support their Young Hearts child counselling service. Promotion of the project will be led by Town of Claremont using paid, owned and earned media to drive traffic to Claremont Town Centre.

Creative concepts for the Sustainability Store will be presented at the meeting for the committee's feedback. This will include the store name, logo and visual identity.

### 4. School Holiday Activation

Following on from the popularity and outcomes of the Great Claremont Treasure Hunt, a second activation in the Town Centre is being planned for the April school holidays, beginning with Good Friday on 2 April. CTCAC members are welcome to provide suggestions on the direction this activity should take. The Town's Officers will begin planning this activity in the New Year.

### 5. Little Libraries

Little Libraries are located outside Speedfit, Grill'd, Claremont Tableware, Toyworld and Mosh & Jolly. Town of Claremont Library refreshes the stock as required. The condition of the Little Libraries is currently being reviewed.

## **Goal - Create Awareness**

### Marketing

A 'Christmas in Claremont' radio campaign is being developed by Town of Claremont to promote events happening in Claremont during December. The campaign will run on Mix94.5 and Hit92.9 from 30 November to 20 December. This will include recorded commercials and live crosses from the street team to drive shoppers to CTC.

The 12 Days of Christmas activation will be promoted via owned and paid social media, online event listings, planter boxes and LED screens on Bay View Terrace and signage within Claremont Quarter. Earned media will also be sought through a media release profiling artists and a photo opportunity. Booklets profiling artists and retailers will be available throughout the town centre. This collateral will be presented at the meeting.

A social media content plan will be developed for the CTC Facebook and Instagram accounts from November to February. This will include profiles of traders and artists involved in 12 Days of Christmas project, a teaser campaign for the sustainability store project and using the 'Discover Claremont' brand, profiles of the people and places within the Town Centre.

The January edition of Flourish will include a double page feature profiling traders in Avion Way (Times Square).

The Claremont Town Centre website is currently under review. The website can be viewed at [www.claremonttowncentre.com.au](http://www.claremonttowncentre.com.au) Feedback on the CTC website from CTCAC members is encouraged and stakeholders will be consulted to ascertain the best way forward for digital media to support CTC businesses. A recommendation will be made regarding this at the next CTCAC meeting.

**Goal - Create Partnerships****1. Direct Business Liaison**

The BDO has conducted face-to-face meeting with several businesses to gain feedback and sentiment ahead of the Christmas period. Feedback received so far has been mostly positive with most expecting a busy trading period ahead.

Monthly e-newsletters to CTC traders will recommence from November.

**2. Business Support and Training**

Discussions with the Small Business Development Corporation have continued and they plan to deliver digital marketing workshops for interested CTC businesses in February 2021. The topic of these workshops will cover four topics: digital marketing essentials (for those with limited digital marketing knowledge); creative content; social media advertising and creating graphics with Canva. An expression of interest will be circulated to CTC businesses. Claremont Hub (above Cos) have offered their space to host the workshops.

**3. New Business Support**

Discussions with JJ Leach in regards to his space called the Claremont Hub (shared office space for start-ups) commenced, with the Officers looking at ways of promoting this space to encourage new businesses and emerging businesses into Claremont. The Hub is looking to run a series of events to promote and attract entrepreneurship to the Town of Claremont. Once a proposal is received sponsorship of this events series will be evaluated and considered.

**4. Claremont Quarter**

The Town's Officers continue to work in partnership with Claremont Quarter (CQ). CQ have supported the promotion of Town events on their internal assets such as digital signage and posters. CQ have also been assisting with coordination of the installation schedules and launch event for The 12 Days of Christmas. The BDO will continue to maintain regular communication with CQ's Marketing Manager and develop further ways of working together in the New Year.

**5. CTC Business Grants**

An eDM has gone to all CTC Businesses promoting the availability of business grants. Grants of up to \$1,000 are available to businesses within the CTC in order to support initiatives and projects that provide social, cultural, and economic benefits to the town.

**Goal - Create Comfort****Maude Jackson Laneway**

The rejuvenation of Maude Jackson Laneway is in development. Painting, refurbishment of the existing steel structure and installation of new signage is currently being scoped for the first quarter of 2021.

**Town Centre Safety**

The Town Centre is monitored by the Town's CCTV cameras combined with the monthly police crime statistics and our security patrols. Over the past 2 month period, there has been some antisocial behaviour at night in St Quentin's Avenue. The Town is planning on extending the CCTV network in this area to assist Police. We did continue to receive requests from the Police for footage over this period, for the above and also some incidents of theft during the day

**PAST RESOLUTIONS**

Claremont Town Centre Advisory Committee 8 September 2020.



**FINANCIAL AND STAFF IMPLICATIONS**

Resource requirements are in accordance with existing budgetary allocation.

**POLICY AND STATUTORY IMPLICATIONS**

N/A.

**COMMUNICATION / CONSULTATION**

Please refer to **Goal Create Partnerships** - Direct Business Liaison.

**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 (*More than half the elected members present are required to vote in favour*).

**OFFICER RECOMMENDATION**

**That the Claremont Town Centre Advisory Committee:**

- I. Receive the Claremont Town Centre quarterly update July to September 2020.**
- II. Supports a review of the website including consulting with stakeholders to ascertain the best way forward for digital media to support the businesses.**
- III. Advises on the preferred option for the concept design for the Lemon Tree Pop Up Clothing Shop.**



# PROJECT EVALUATION

The Great Claremont Treasure Hunt

## SUMMARY

Across Tuesday 6th October and Wednesday 7th October 2020, Claremont was transformed into a land of Pirates in a quest to find treasure.

The Great Claremont Treasure Hunt was developed by the Town of Claremont to provide support for the local businesses and also create a community event for families in Claremont and beyond.

Community Development  
2020

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# Event Evaluation

## General Information

**Event name:** The Great Claremont Treasure Hunt 2020

**Date & Time:** Tuesday 6 October & Wednesday 7 October, 9am-3pm WST

**Location:** Claremont Town Centre

**Council Budget:** \$10,000

**Grants, Sponsorships & Other Income:** N/A

**Actual Budget (with explanation of outliers)**

Total Budget: \$10,000

- Cost: \$8,226.65

ITEM	QTY	ESTIMATED COST	ACTUAL
<b>Pirate Items</b>			
Pirate Hats and stamps for the locations	14	\$160.00	\$130.00
Pirate eye patches	1000	\$600.00	\$574.15
Pirate Treasure Chest	2	\$300.00	\$235.00
Pirate costumes for photo	2		\$114.19
Treasure map design and print	1000	\$500.00	\$300.00
<b>Prizing</b>			
Treasure (lucky dip prizing)	1000	\$2,000.00	\$2,000.00
Paper bags for lucky dips	1000	\$80.00	\$75.52
Chocolate coins	1000	\$580.00	
Barrel	1	\$150.00	\$207.00
<b>Signage</b>			
Social Media boosts		\$500.00	\$200.00
Planter box signage	20	\$800.00	\$795.00
Posters	1 pk		\$19.95
The Post Advert	1	\$695.00	
Banners	3	\$300.00	
Corflute 'collect treasure here'	1	\$50.00	\$55.00
Photo frame corflute	1	\$300.00	
<b>Event Day add ons</b>			
Pirate people		\$1,440.00	\$1,650.00

Hand Sanitiser station		<b>\$180.00</b>	<b>\$200.86</b>
Pens			
Videographer	1	\$1,500.00	
Craft supplies for Library			<b>\$79.98</b>
<b>Pirate Ship</b>			
Bouncy pirate ship - supervision inclusive		\$1,600.00	<b>\$1,590.00</b>
Pirate ship prop for Library - repaint and new sail		\$200.00	
Contingency / Other			
<b>TOTAL</b>		<b>\$11,935.00</b>	<b>\$8,226.65</b>

#### Objectives of Project (if stated pre-project)

- Support business within Claremont Town Centre
- To unite the Claremont community in a social, family-friendly outdoor environment
- Create a sense of community connection
- Increase visitors to the town

#### Target Audience

- Primary – Claremont residents
- Secondary – Western Suburbs residents

#### Attendance

<b>ATTENDANCE FIGURES</b>	
Attendance Goal:	500-1000
Actual Estimated Attendance:	500-700 across the 2 days

### Project Specific Measurable Outcomes

#### Key Measurable Indicators

- 308 completed entry forms to the major prize draw
- Verbal and written feedback by ToC management/staff, CTC business's and community feedback

### Incidents

N/A

## Marketing Outline

Hard copy	A3 Posters x 500 Planter box decals x 20	
		MEASUREMENTS
Social media (Facebook and Instagram)	Total social media budget: \$200 Facebook event Boost - \$200 Facebook events (2 days) Facebook posts x 3 <ul style="list-style-type: none"> <li>- October 6 (event day)</li> <li>- October 1</li> <li>- September 26</li> </ul> TOC Instagram posts x 4 <ul style="list-style-type: none"> <li>- October 6</li> <li>- September 30</li> <li>- September 22</li> <li>- September 14</li> </ul> CTC Instagram posts x 2 <ul style="list-style-type: none"> <li>- September 30</li> <li>- October 6</li> </ul> TOC Instagram stories on event day CTC Instagram stories on event day	9.8k reach / 393 Event responses 15.3k Reach / 624 Event responses  634 reach / 53 Engagement 132 Reach / 25 Engagement 267 reach / 8 Engagement  264 Reach / 12 interactions 326 Reach / 5 interactions 403 Reach / 7 interactions 285 Reach / 11 interactions  306 Reach / 3 interactions 273 Reach / 2 interactions  120 Reach 66 Reach
Newspaper advertisement	1 x story pick up in The Post 1 x story pick up in Western Suburbs Weekly 1 x Mayoral Column in The Post 1 x Mayoral Column in Western Suburbs Weekly	
ToC	Website listing Landing page hero image	

## Successes

- Very busy (retailers didn't expect how busy it would be)
- Good engagement from retailers
- Pirate Ship was a great attraction
- Major Draw was a good added bonus
- Lucky dip prizing were a good balance of items and everyone seemed happy with what they got
- Bump in/out were efficient and easy
- All suppliers and Claremont Quarter were great to deal with
- Everything ran smoothly
- Communication between team was great
- TOC staff all helped and created a team effort

- Roaming Pirates were a great addition and remained in character
- Good space at Claremont square to work with/in
- Library Pirate Hat station was a huge hit (activity for the kids)
- Retailers also adding different elements (giving away chocolate treasure / colouring in comp etc)
- Hand Sanitiser was good for covid safe plan
- Parents feedback was very positive throughout the day (Lots of photos being taken)
- Claremont Quarter provided a vacant space for us to store items in during the day and overnight
- CQ security were great to work with when we needed access into room

## Challenges

- Toyworld were a little difficult at the beginning, as they wanted control. But eased up later and were great to work with
- Getting responses from the retailers (initial stages / taking part and through out communication)
- Didn't expect to be so busy at times, limited resources (staff) on the day to interact aswell as take entry forms, lucky dip and manage event
- Weather – was hot. Tried to stay under the shade umbrellas but was difficult to move everything
- Treasure Chest barrel was heavy! Needed 2 people to carry and or a truck for long distances (looked great though)
- Could look at taking additional tables for people to complete entry form
- People wanted to keep their map which had the map on the back
- Some queue's at the bouncy castle, especially when needing to clean
- Business's thought it didn't really provide any sales for them – kids were too quick to get their stamp and go
- Converting people in store to a purchasing buyer
- Targeting specific business's relevant to activity
- Business's not being away of activity – to participate or general knowledge on the day
- No having a BDM during this time for liaison

## Feedback

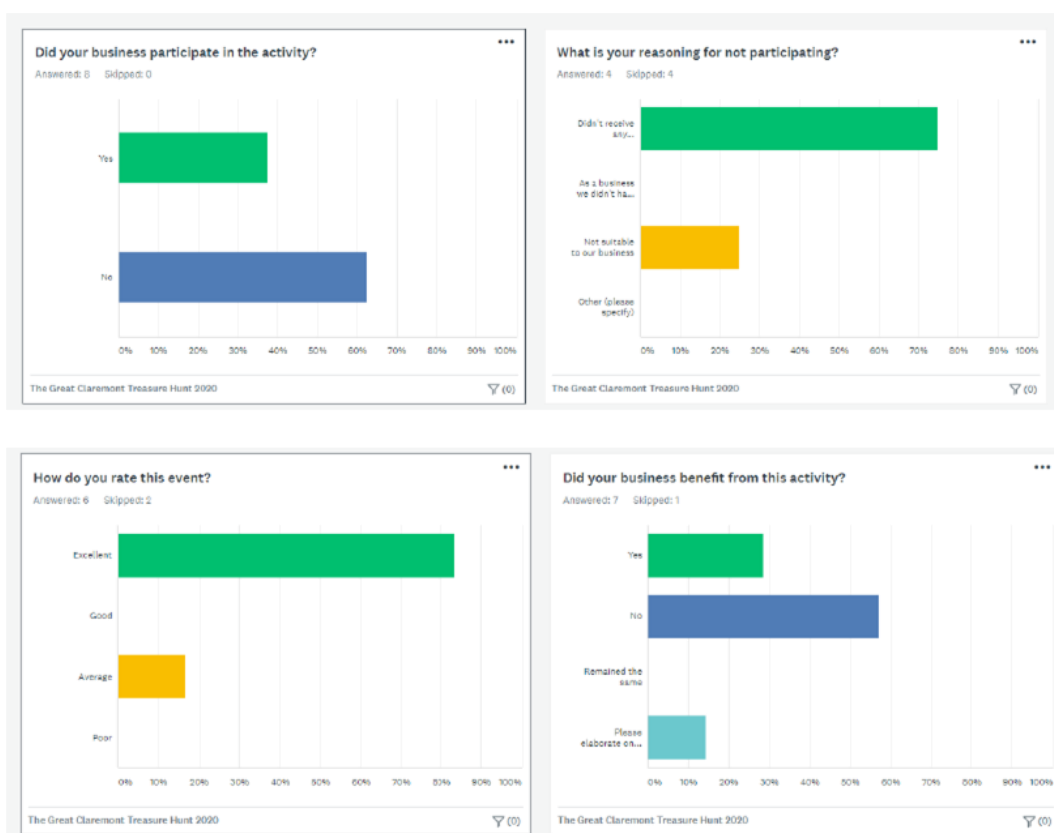
### Survey Results

Overall we had 6 responses to the survey which was sent to CTC businesses. The event was rated excellent with 2 responses were participants in the event and 4 business's did not participate.

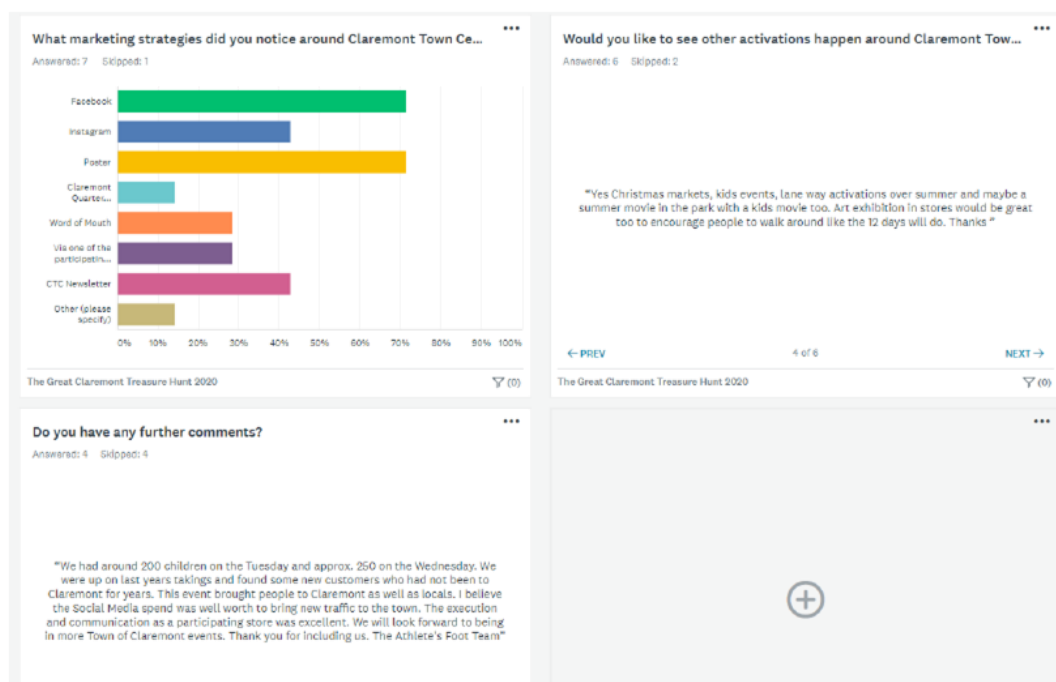
3 out of those 4 businesses who did not participate stated they did not receive any communication about the activity.

Social media, posters and the CTC newsletter were the main strategies that respondents noticed.

All respondents would like to see other activations happen around CTC and have suggested markets, food related activities and kids events.







## Community

**From:** Kylie Frazer  
**Sent:** Tuesday, 13 October 2020 10:39 AM  
**To:** Rachel Mazza <[rmazza@claremont.wa.gov.au](mailto:rmazza@claremont.wa.gov.au)>  
**Subject:** Treasure Hunt

Hi Rachel,

I had Sheena Pearce from 16 Senate Street come to counter and wanted to let Town know how impressed she was with the organising of the Treasue Hunt.

She said the businesses involved were great and the Town staff are a credit to the Town.

IT was a fun event for the kids and well organised.

Kind regards

**Kylie Frazer**  
**Customer Relations Officer**

Number One Claremont  
 308 Stirling Highway, Claremont, WA 6010  
 PO Box 54, Claremont, WA, 6010  
 ph +61 8 9285 4300  
[www.claremont.wa.gov.au](http://www.claremont.wa.gov.au)

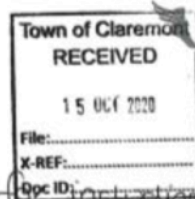
## Business Participants

October 2020

Dear Jessica &amp; Team

Thank you so much for including our store in  
The Great Claremont Treasure Hunt! We had a great  
time & will look forward to the next event.

Warm regards Michelle &amp; Team xx



## The Athlete's Foot

P (08) 9384 7980  
E tafclaremont@westfeet.com.au  
Shop 220, Claremont Quarter,  
theathletesfoot.com.au



Thu 8/10/2020 10:59 AM

Claremont Chemist Buyer &lt;buyer@claremontchemist.com.au&gt;

Claremont Pirate treasure hunt day

To: Jessica Mzungu

Cc: Claremont Chemist Dispensary

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Jessica,

We would like to thank and congratulate you and your team on organising such a successful day for The Great Claremont Treasure Hunt.

We really appreciate the opportunity that you created and provided for us. It was a wonderful event to be involved in and you created a real buzz!

We have uploaded a few pics to our Instagram on [advantagepharmacyclaremont](#); have a look if you're interested.

Kind regards,

Dan, Anh, Hollie and the Advantage Pharmacy Claremont team.

Advantage Pharmacy Claremont WA



20 Bay View Terrace, Claremont W.A 6010  
Ph: (08) 9383 3311 | Fax: (08) 9383 3055

## Recommendations

- Look at adding a food element
- Adding in other activities (face painting etc)
- More tables for entering major draw
- Make entry forms digital – using a laptop
- Asking Academy have a coffee cart outside

**7 OTHER BUSINESS****8 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING****9 FUTURE MEETINGS OF COMMITTEE**

Proposed future meeting dates of the Claremont Town Centre Advisory Committee to be held in the Council Chambers,

- Tuesday, 9 March 2021 at 5:00pm
- Tuesday, 8 June 2021 at 5:00pm
- Tuesday, 14 September 2021 at 5:00pm
- Tuesday, 7 December 2021 at 5:00pm

**10 DECLARATION OF CLOSURE OF MEETING**