

TOWN *of* CLAREMONT

Agenda

Claremont Town Centre Advisory Committee Meeting

Tuesday 12 November 2024

Please be advised that a Claremont Town Centre Advisory Committee Meeting will be held at **5:00 pm** on **Tuesday 12 November 2024** at 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 recommendation until such time as those recommendations have been considered by Council.

Order of Business

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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

That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 6 August 2024 be confirmed.

5 PRESENTATION

CTC Destination Marketing and Events Coordinator to give a presentation summarising activities and discussion points.

6 REPORTS OF THE CEO

6.1 QUARTERLY REPORT FOR THE PERIOD AUGUST 2024 TO OCTOBER 2024

File Number: GOV/00048-006
Author: Georgia Kraljevich (Claremont Town Centre Destination Marketing & Events Officer)
Authoriser: Liz Ledger (Chief Executive Officer)
Attachments: 1. Attachment 1 Flourish Articles [6.1.1 - 4 pages]
 2. Attachment 2 Media Coverage [6.1.2 - 4 pages]

PURPOSE

To provide an update for activities carried out during August 2024 up to October 2024 for the Claremont Town Centre (CTC) project.

BACKGROUND

Since its inception, an annual forward plan built on a quadrant framework has been developed and executed for the CTC project. The structure is designed to:

1. Create awareness.
2. Create interest.
3. Create comfort.
4. Create partnerships.

These defined objectives have steered the design and delivery of the programs and related communications plans that contribute to the economic and social well-being of the CTC precinct.

DISCUSSION

In line with the 2024-25 Operational Plan, the following has been undertaken to assist businesses located in the town centre precinct

Goal – Create Awareness

Marketing

The CTC social media strategy continued to be implemented during this quarter. Content has been in line with the four pillars:

- Dine in the CTC
- Shop in the CTC
- See in the CTC
- Life in the CTC

The Town Centres social media audience profile remains similar to the previous reporting period. With Facebook audience comprising of 12.4% male and 87.6% female, and Instagram comprising of 77.9% Women and 22.1% men.

Additional social media statistics are outlined below in comparison to the same quarter last year.

| Facebook | Aug 2024 | Sep 2024 | Oct 2024 | Facebook | Aug 2023 | Sep 2023 | Oct 2023 |
|-----------|----------|----------|----------|-----------|----------|----------|----------|
| Followers | 2532 | 2537 | 2540 | Followers | 2479 | 2490 | 2492 |
| Reach | 1100 | 13,111* | 4100 | Reach | 1424 | 6297* | 1189 |

| | | | | | | | |
|-------------------|----|-----|----|-------------------|----|-----|----|
| Engagement | 32 | 327 | 17 | Engagement | 24 | 352 | 16 |
|-------------------|----|-----|----|-------------------|----|-----|----|

| Instagram | Aug 2024 | Sep 2024 | Oct 2024 | Instagram | Aug 2023 | Sep 2023 | Oct 2023 |
|-------------------|----------|----------|----------|-------------------|----------|----------|----------|
| Followers | 2106 | 2120 | 2128 | Followers | 2059 | 2061 | 2065 |
| Reach | 1200 | 4000 | 1600 | Reach | 1695 | 2243 | 1292 |
| Engagement | 72 | 128 | 98 | Engagement | 131 | 170 | 76 |

Social media following on Facebook and Instagram has steadily been growing.

Social media reach seems to follow a similar pattern to this quarter last financial year in terms of fluctuations. This is most likely because of *paid social media promotion on Facebook to promote the Town Centres October school holiday activation during September and the start of October.

Engagement on both platforms also follows this same pattern, fluctuating when there has been paid social media promotion and / or promotion of a Town Centre activation.

Flourish

The Spring edition of the Town of Claremont’s Flourish magazine was delivered to all Claremont homes (approx. 5000) at the beginning of September which included the following articles promoting the CTC and its local businesses:

- their doors in June this year located on St Quentin Ave.
- Sommelier styles: This article promoted Lygon Lane, sharing details about their resident Sommelier Tom and upcoming residencies for the public to sip, taste and learn.
- Hello Club Mello: This article promoted Club Mello, a Pilates and Yoga studio who opened their doors in August this year located in Old Theatre Lane.
- What’s on: This article featured the upcoming Town Centre school holiday activation, Jurassic Adventure Trail, held on October 2 & 3.

Refer to Attachment 1 Flourish Articles.

Media coverage

The Claremont Town Centre received a range of media coverage over the last quarter. This includes but is not limited to:

- Jurassic Adventure Trail feature in Destination Perth's school holiday campaign and Buddy Buddies social media and newsletter.
- Perth Now published an article titled ‘Retail strips are booming’ which noted that Bay View Terrace topped the list.
- Perth Now published an article titled ‘Show of confidence in Quarter as property group buys out other half’ in relation to property group Hawaiian becoming the sole owner of Claremont Quarter.
- Perth is OK shared details about Claremont Quarters pop-up cocktail bar and spend and win competition in October.

Refer to Attachment 2 Media Coverage.

Goal – Create Comfort

Public artwork 'Ooh La La' was maintained in this quarter with artist Coral Lowry replacing the embellishments and surface structure. The Town also replanted the garden beds around this piece which has improved the site.

Goal – Create InterestJurassic Adventure Trail

On October 2 & 3 10:00am to 2:00pm the Town hosted its annual school holiday activation Jurassic Adventure Trail. This activation was developed to activate the Town Centre in the school holidays and increase brand awareness of the area and its local business offerings. In total it was expected that 1000 people attended.

Participants were invited to collect a Jurassic Adventure Passport from the Town Square. They were then able to follow the trail to eight destinations to find the hidden dinosaur and letter and participate in free dinosaur themed activities. Participants could redeem roarsome deals at each destination plus additional stores. They could present their passport once completed for a prize and submit online for the chance to win more.

In total 14 Town Centre businesses were involved in the event, seven of which were trail stops putting on activities at their store and providing a roarsome deal to event attendees, and an additional 7 who provided a roarsome deal for event attendees. Businesses included:

- Good Juju Cafe
- Toyworld
- The Lane Bookshop
- Bunnings
- Moose Cafe
- Typika Cafe
- The Athletes Foot
- Pressed Earth (Roarsome deal only)
- Zoo Products (Roarsome deal only)
- Green Duck Society (Roarsome deal only)
- Academy Cafe (Roarsome deal only)
- Izakaya Sumi (Roarsome deal only)
- The Body Shop (Roarsome deal only)
- The Claremont Hotel (Roarsome deal only)

Although the wet and windy weather conditions did impact attendance numbers majority of feedback received was positive. Event attendees mostly highlighted that they enjoyed the range and interactivity of activities, including the fact that they were all free and gave them the opportunity to explore the area and stores and they were not familiar with.

Most businesses involved also gave quite a positive response, with all noticing an increase in foot traffic and not all but majority noticing an increase in sales.



Goal – Create Partnership

Night-time Activation Grants

Five Night-time Activation Grant applications were received and successful with funding this quarter. Details of each are outlined below

The Thousand Interactive was awarded funding in September for their event ‘The Voyagers’. This is to be held in the evening in the Town Centre on Friday 22 & Saturday 23 of November. The event is an immersive theatre event that places beautifully costumed, and body painted characters throughout the Town Centre, with an on-line Voyage map for visitors to follow to find them. When found by visitors, each individual Voyager performs an interactive piece. Performers include elements of acoustic music and song, dance and acrobatics, along with beautiful and poetic scripts with a nature / sustainability theme.

Kamille Gallery was awarded with funding in October for their Gallery event series ‘Friday Circle’. Which will be held every evening Friday from November 1 until December 20 in the Town Centre. The event series present contemporary music and art in an intimate gallery space, showcasing work by artist Fanny Brodar.

Georg Jensen was awarded funding in October for their Christmas Gifting Tree Event, to be held on the evening before Black Friday on November 28 in their Claremont store. The event includes an in-store activation with drinks and canapes for VIP customers as well as a Christmas gifting tree, with gifts for those who make purchases on the evening.

Jenny Jones Rugs was awarded funding in October for their Community Art Fusion Opening Night event. The event will be held at their Claremont Store on Tuesday December 10, showcasing a diverse range of artistic talents. The Town will only be funding their opening night; however, the exhibition will run for an entire month.

Curate Art was awarded funding in October for their Carols in Claremont event. This event will be held in the Town Square on Thursday December 19 from 6:30pm to 7:30pm, which will include the Perth Gospel Choir performing a varied set of Gospel songs along with toe-tapping Christmas carols to bring holiday cheer to those completing their last-minute Christmas shopping.

This totals to \$37,643.10 including GST of grant funding being distributed this quarter.

Business Grants

Four Business Grants were awarded and carried out this quarter.

The Lane Bookshop was awarded funding in September to host two half-day Author Illustrator Workshops in their store as a part of the Town's Jurassic adventure trail event. The workshops added a creative exciting new activity to our event program and saw around 300 people attending the workshops across the two event days.

An additional three Business Grants were awarded to Good Juju Café, FORM Art Gallery & Café and Academy Café to be featured in a story for Channel Nine's Our State on a Plate series. The episode aired on Sunday October 20 on Channel Nine at 5:30pm and is available to view on <https://www.ourstateonaplate.com/episodes.php?se=1>.

This totals to \$7600 including GST being distributed this quarter.



The Lane Bookshop Author Illustrator Workshops



Our State on a Plate

Direct Business Liaison

Throughout the last quarter the CTC Destination Marketing and Events Coordinator has regularly been communicating with businesses about how they can work with the Town in relation to activations and grants. This included many discussions in relation to the Town Centres grant programs and Jurassic Adventure Trail event.

Direct Emails

Three Monthly EDM's were sent to CTC businesses during this quarter in August, September, and October. Content in these EDM's included:

These emails were successfully delivered to an average of 183 CTC business emails with an average open rate of 50%, down by 9% from the previous quarter.

Upcoming Quarter November 2024 – January 2025

Claremont Luxe – Christmas edition

Officers will be planning and promoting an online competition where two lucky winners will have the chance to win a personal shopping experience in the Claremont Town Centre valued at \$2500 to help tick off their Christmas shopping list.

CTC Campaign

Officers will plan to engage with an external Perth based marketing agency to create a digital brand awareness campaign to promote the Town Centre as a destination to visit to the wider Perth region.

Ongoing Direct Business Liaison & EDM's

Direct liaison with Town Centre businesses will continue with the CTC Destination Marketing and Events Coordinator meeting with business to outline the Towns marketing channels, grant programs and

opportunities to work and collaborate with the Town. Town Officers will actively reach out to businesses directly with opportunities that they believe will be beneficial.

Monthly EDM's to CTC businesses will continue being sent out, to keep businesses informed.

Tourism Strategy

Officers will begin to investigate the development of a Town-wide Tourism Strategy which will include a strong focus on the CTC.

PAST RESOLUTIONS

Claremont Town Centre Advisory Committee Meeting 6 August 2024, Committee Recommendation 24/1

1. Receive the Claremont Town Centre Advisory Committee Quarterly Report for the period May 2024 to July 2024

FINANCIAL AND STAFF IMPLICATIONS

Resource requirements are in accordance with existing budgetary allocation.

POLICY AND STATUTORY IMPLICATIONS

PS203 Claremont Town Centre

COMMUNICATION AND CONSULTATION

As outlined under 'Discussion' in this report.

STRATEGIC COMMUNITY PLAN

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.*

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

URGENCY

Not urgent

VOTING REQUIREMENTS

Simple Majority decision of Committee (*More than half the Committee Members present are required to vote in favour*).

OFFICER RECOMMENDATION

That the Claremont Town Centre Advisory Committee:

1. Receive the Claremont Town Centre Quarterly Report for the period August 2024 to October 2024

Attachment 1 Flourish Articles



Sustaining a fashion empire

Kathryn Cizeika is known for iconic flame-coloured hair, but it's her infectious smile radiating warmth and friendliness that stands out upon entering her flagship store Empire Rose located at 30 St Quentin Avenue, Claremont Town Centre.

Opening its doors in June this year, the Empire Rose boutique has brought with it a bright burst of colour and vibrancy to the Claremont Town Centre shopping precinct.

Of course, the Empire Rose brand is no stranger to the WA fashion scene, marking over 25 years creating covetable pieces that are effortlessly cool and ultimately wearable.

With designer Kathryn at the helm, the brand is defined by her artistic vision – think largely bright and colourful prints which nod to a 'retro' vibe while exuding an inherently sophisticated design style. Don't just take our word for it – Beyonce, Roberta Flack, Michelle Williams and Yoko Ono are all celebrities who have been spotted adorning Empire Rose designs.

Kathryn says she designs clothes that she knows her clientele will feel fantastic in.

"Lovers of Empire Rose are women who live their lives balancing purpose, playfulness and pleasure and I'm always working to ensure that they feel they are at the most fantastic when they're wearing my designs," Kathryn said.

"They're clothes that I love to wear myself," she added.

Kathryn proudly designs and produces her custom designs in her North Fremantle studio, allowing her to oversee the quality and workmanship of each garment. Indeed, Empire Rose is one of the few local labels which continue to produce their clothing in-house, something Kathryn is passionate about.

"The pressure to produce offshore to lower overheads has always been there and always will, but I am committed to ensuring the future of not only my own business but also the life of the local industry," Kathryn said.

Empire Rose, 30 St Quentin Avenue, Claremont.

Attachment 1 Flourish Articles

Sommelier styles

Navigate the world of wine with Tom the Sommelier, Lygon Lane's resident wine expert and curator of their incredible wine selection.

Tom is passionate about educating people about all the ins and outs of wine. With his background in achieving a Wine Spirit and Education Trust (WSET) Diploma, he is committed to sharing all his knowledge about the fundamentals of wine from the basics to all of the complex technicalities.

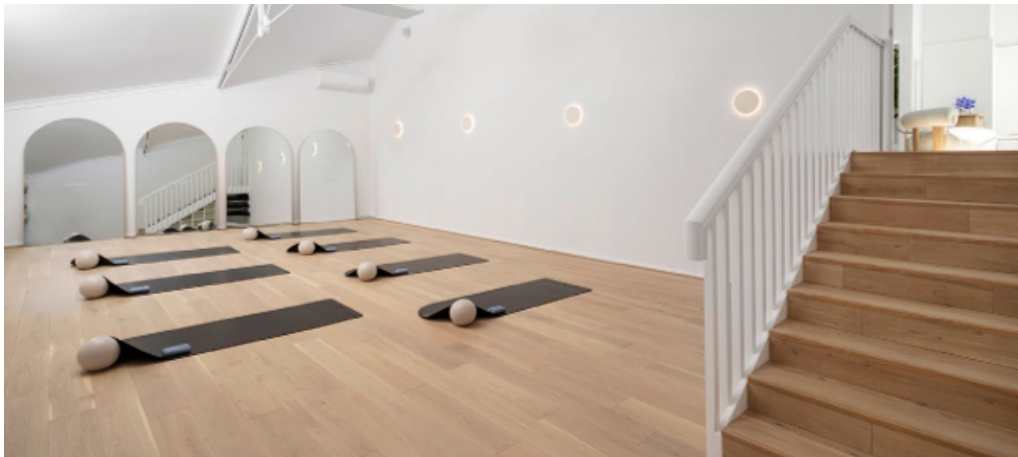
Sip and learn with Tom the Sommelier at Lygon Lane and enjoy some relaxing afternoons discovering styles of wines and pairing them with their delicious modern Asian cuisine dishes. Tom is here to guide you through the best picks of wine, whether you are a newbie or a seasoned connoisseur.

Check out Lygon Lanes website to find out when Tom's next residency will be lygonlane.com.au.

Lygon Lane, 37 Bay View Terrace, Claremont Town Centre.



Attachment 1 Flourish Articles



Hello Club Mello

Last month we welcomed Club Mello, Pilates and Yoga studio to the Town Centre, nestled in the beautiful eclectic Old Theatre Lane.

Founder Sammy Tysoe shared, "I started Club Mello with the vision of creating an inclusive space where everyone feels welcome. At Club Mello, we embrace diversity, inviting individuals of all ages, genders, and fitness levels to join our community. It's more than just a studio—it's a club, where a sense of community thrives, and people can connect and build new relationships."

The studio blends the art of movement with a playful twist offering a range of reformer and mat work Pilates classes, along with Yoga and Breath-work classes to enjoy as well.

Club Mello believe movement is for everyone and a celebration of what your body can do, and that exercise will soon become something you look forward to. Whether you are looking to de-stress or enjoy a good workout, Club Mello is your new happy place in the Claremont Town Centre to rejuvenate your body.

Club Mello, 28/50 Bay View Terrace

Follow Claremont Town Centre socials!

Make sure you follow Claremont Town Centre on socials for more information coming soon.



Did you know there is a Claremont Town Centre guide on the Town's website? Simply follow the QR code and search from a range of specialty stores, boutiques and cafes right in the heart of Claremont.

Attachment 1 Flourish Articles

What's on



A giant adventure

On 2 & 3 October, dino lovers great and small are invited to have fun in the Claremont Town Centre with a Jurassic adventure!

Young adventures will pick-up a Jurassic Passport which sends them on a dino adventure looking for hidden dinosaurs throughout the Town Centre.

Each time the child finds a dinosaur they will receive a sticker which spells out a riddle which, once solved, allows entry into a draw for dino-themed prize packs!!

It's going to be lots of fun and entertainment for kids of all ages, so keep an eye out on our socials for more info coming soon! There will also be some 'roarsome' deals throughout the Town to enjoy.



Community open day

Join us on Sunday 6 October from 11 am to 1 pm to celebrate the opening of the Bay View Community Centre, the new home for the Town's library resources, community activities and the Standin' Room Café.

Cr Ryan Brown said, "This facility is going to be an amazing place for the community to gather, learn, and enjoy together. I am really looking forward to seeing how this space evolves and grows."

The Centre opening follows the refurbishment of the former bowling club, and relocation of the library services from 327 Stirling Highway, where it was moved in 2012 following the fire that devastated the Council building in 2010.

Visit claremont.wa.gov.au to keep abreast of opening hours and activities at the Bay View Community Centre.

Attachment 2 Media Coverage



Claremont Town Centre
Stirling Highway, Stirling Road, Gugerri Street and Leura Avenue
Claremont, Western Australia 6010



Attachment 2 Media Coverage

Retail strips are booming

KIM MACDONALD

Perth retail strips have defied the digital trend to rebound — fuelled partly by the housing boom — with Bay View Terrace topping the list.

The **Claremont** strip has just over one per cent vacancy, according to Ray White’s annual retail strip report, which equates to one empty shop.

The report highlighted Bay View Terrace, which is focused on fashion retailers, as the top strip with a vacancy rate of only 1.25 per cent.

The healthy retailer presence is down from a 5.37 per cent vacancy rate last year and 10.16 per cent in 2017.

“This area has historically maintained low vacancies, even during the pandemic, benefiting from shifting market dynamics that saw

increased community engagement with neighbourhood retail,” the report said. “The work-from-home trend bolstered patronage of local high streets, particularly for food-based experiences and services requiring in-store visits.”

There is also only one vacant shop on Napoleon Street in Cottesloe, which benefits from the area’s above-average disposable income, which has been “further bolstered by rapid growth in the local housing market”.


Rokeby Road has a 10.76 per cent vacancy, which is down from a high of 15.19 per cent in 2018. The report said it was reclaiming its position as a dynamic and attractive destination. There is a 2.2 per cent vacancy rate on Scarborough Beach Road in Mt Hawthorn, which equates to two vacant shops.



Attachment 2 Media Coverage

Perth is OK! EAT & DRINK HOMES EXPLORE WHAT'S ON STAYS LIFESTYLE SPORTS THE DREAM STATE

A pop-up cocktail bar is coming to Claremont Quarter this weekend!



As we turn through the halfway mark of spring we've definitely got our hearts and minds set on a good times-filled summer ahead.

And part of that is getting our fit sorted well in advance, starting with a trip to Claremont Quarter as they kick off [Spring Summer '24](#).

The fashion hub of the western suburbs has plenty going on over the next few weeks to entice you, starting this weekend!

First up is a popup Cocktail Bar in the centre opening Friday 18-Sunday 20 October where shoppers can enjoy a cheeky complimentary 'Cable Beach Sunset Cocktail' from 12-4pm while browsing the CQ Spring Summer Capsule Wardrobe with their stylists.

Once you get shopping, if you spend \$100 you'll go into the draw to win a \$500 gift card each, plus they're also running a special competition through CQ Insider, with games, quizzes and other fun stuff.

You can also book Mini Styling Sessions with expert Quarter stylists, Clare Ryan and Corey Chandler, take Beauty & Wellness Workshops at David Jones, get all the latest spring summer trends and loads more.

Head to claremontquarter.com.au to get all the details.

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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

To be advised.

10 DECLARATION OF CLOSURE OF MEETING