

TOWN *of* CLAREMONT

Minutes

Claremont Town Centre Advisory Committee Meeting

Tuesday 12 November 2024

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.

UNCONFIRMED

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1 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS

The Chairperson welcomed the meeting attendees and declared the meeting open at 5:00 pm.

2 RECORD OF ATTENDANCE/APOLOGIES

PRESENT:

Mayor Jock Barker

Cr Jill Goetze

Ms Lesley Thomas

Ms Kathryn Twort

Mr John Slade

Ms Zoe Kelsey

IN ATTENDANCE:

Liz Ledger (CEO)

Georgia Kraljevich (Claremont Town Centre Destination Marketing & Events Officer)

Emily Mullins (Manager Tourism and Events)

Declan Fanning (Manager Community Safety)

APOLOGIES:

Cr Annette Suann

Mr Jonas Edner

LEAVE OF ABSENCE:

Nil

3 DISCLOSURE OF INTERESTS

Nil

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

COMMITTEE RECOMMENDATION CTCAC 24/2

Moved: Mayor Jock Barker

Seconded: Mr John Slade

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

For: Mayor Jock Barker, Cr Jill Goetze, Ms Kathryn Twort, Mr John Slade, Ms Zoe Kelsey and Ms Lesley Thomas

Against: Nil

CARRIED 6/0

5 PRESENTATION

Claremont Town Centre Destination Marketing and Events Officer presented a summary of activities and discussion points to the Committee.

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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 book 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*).

COMMITTEE RECOMMENDATION CTCAC 24/3

Moved: Mayor Jock Barker

Seconded: Mr John Slade

That the Claremont Town Centre Advisory Committee:

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

For: Mayor Jock Barker, Cr Jill Goetze, Ms Kathryn Twort, Mr John Slade, Ms Zoe Kelsey and Ms Lesley Thomas

Against: Nil

CARRIED 6/0

7 OTHER BUSINESS

Nil

8 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING

Nil

9 FUTURE MEETINGS OF COMMITTEE

To be advised.

10 DECLARATION OF CLOSURE OF MEETING

There being no further business, the presiding member declared the meeting closed at 6:04 pm.

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CHAIRPERSON

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