# Agenda Briefing Session Notice of Meeting

Tuesday 21 May 2019 4.00pm

#### Council Chamber Level 9 Council House 27 St Georges Terrace, Perth WA 6000



City of Perth

# Agenda

# ORDER OF BUSINESS AND INDEX

- 1 Acknowledgment of Country
- 2 Declaration of Opening
- 3 Apologies and Leave of Absence
- 4 Disclosure of interests
- 5 Matters for which the session may be closed

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should Commissioners wish to ask questions on the content of the confidential report listed below, it is recommended that the session be closed to the public prior to asking questions on the following:

Item No.	Item Title	Reason
Confidential Item 6.14	Confidential Item - Request for Surrender of Lease Agreement - Shop 5, City Station Concourse, Perth - City of Perth (Landlord) to Maple Forest Pty Ltd (Tenant)	s5.23(2)(e)(ii)

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should Commissioners wish to ask questions on the content of the confidential attachments listed below, it is recommended that the session be closed to the public prior to asking questions on the following:

Attachment No. and Title	Item No. and Title	Reason
Confidential Attachment 6.9B –	Proposed Public Toilet Facility on Mounts	s5.23(2)(c)
Tender Evaluation Matrix	Bay Road	
Confidential Attachment 6.14A	Confidential Item 6.14 - Request for	s5.23(2)(e)(ii)
Lease: City Station Shop 5 - Maple	Surrender of Lease Agreement - Shop 5,	
Forest Pty Ltd	City Station Concourse, Perth - City of	
	Perth (Landlord) to Maple Forest Pty Ltd	
	(Tenant)	

Items

Report	Item Title	Page
No.		
6.1	Event Grants Round 1 - 2019/20	5
6.2	Business Event Sponsorship – 2019 WA Industry and Export Awards	82
6.3	Strategic Arts Sponsorship   Taipei Artist Exchange and Exhibition	88
6.4	Cultural Advisory Committee – Draft Terms of Reference	96
6.5	Budget Reprioritisation – Hampden Road Parklet Trial	110
6.6	Adoption of Strategic Community Plan 2019-2029	112
6.7	Draft City Planning Strategy	161
6.8	Cultural Development Plan - Adoption	264
6.9	Proposed Public Toilet Facility on Mounts Bay Road	355
6.10	Financial Statements and Financial Activity Statement for the Period Ended 31	373
	March 2019	
6.11	Payments from Municipal and Trust Funds – April 2019	393
6.12	Third Party Travel Contribution – Acting Coordinator Sustainability to Attend	395
	Brisbane Climate Reality Leadership Corps Training and Mentor Development	
	Program	
6.13	Homeless Connect Perth 2019 Event Partnership	397
6.14	Confidential Item - Request for Surrender of Lease Agreement – Shop 5, City Station	402
	Concourse, Perth – City of Perth (Landlord) to Maple Forest Pty Ltd (Tenant)	

7 Closure

# MURRAY JORGENSEN CHIEF EXECUTIVE OFFICER

17 May 2019

# This meeting is open to members of the public

# INFORMATION FOR THE PUBLIC ATTENDING AGENDA BRIEFING SESSIONS

Welcome to this evening's Agenda Briefing Session. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

# Presentations

Applications for presentations to an Agenda Briefing Session must be in writing to the CEO and sent to <u>info.city@cityofperth.wa.gov.au</u> and received by midday on the day of the meeting.

Please refer to the City's website <u>www.perth.wa.gov.au</u> for further information on making a presentation.

# Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Commissioner or Officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at an Agenda Briefing Session prior to written advice on the resolution of the Council being received.

Any plans or documents contained in this agenda may be subject to copyright law provisions (*Copyright Act 1968*, as amended) and the express permission of the copyright owner(s) should be sought prior to their reproduction.

# **EMERGENCY GUIDE**

Council House, 27 St Georges Terrace, Perth



The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

# **BUILDING ALARMS**

Alert Alarm and Evacuation Alarm.

# **ALERT ALARM**

# beep beep beep

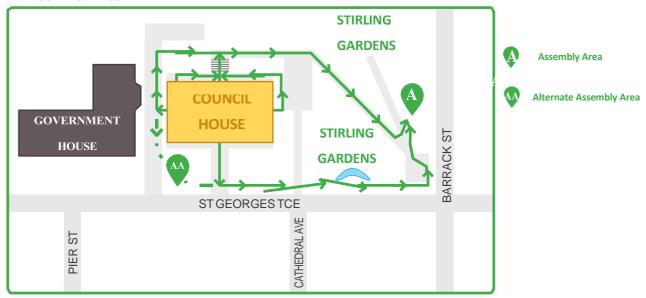
All Wardens to respond. Other staff and visitors should remain where they are.

# **EVACUATION ALARM / PROCEDURES**

# whoop whoop whoop

On hearing the Evacuation Alarm or on being instructed to evacuate:

- 1. Move to the floor assembly area as directed by your Warden.
- 2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
- 3. When instructed to evacuate leave by the emergency exits. Do not use the lifts.
- 4. Remain calm. Move quietly and calmly to the assembly area in Stirling Gardens as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
- 5. After hours, evacuate by the nearest emergency exit. Do not use the lifts.



#### EVACUATION ASSEMBLY AREA



Item 6.1	

FILE REFERENCE:	P1037136#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	16 April 2019
ATTACHMENT/S:	Attachment 6.1A – Detailed Officer Assessment

# Council Role:

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the City of Perth Act 2016 Local Government Act 1995
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 1 - A city for people Goal 6 - A city that celebrates its diverse cultural identity Goal 8 - A city that delivers for its community
<b>Policy</b> Policy No and Name:	18.13 – Sponsorship and Grants

# **Purpose and Background:**

The City of Perth holds two funding rounds for Event Grants in the 2019/20 financial year:

- Round 1 (for projects taking place between 1 August 2019 and 31 January 2020); and
- Round 2 (for projects taking place between 1 February 2020 and 31 July 2020).

# **Details:**

The City received 19 applications in Round 1 of Event Grants 2019/20. Of these, an application by Subsea Energy Australia for the project Future Engineers was withdrawn and was invited to apply as a Key Sector Sponsorship. The remaining 18 applications were considered by the assessment panel.

# <u>Under \$15,000</u>

The following nine applications were considered by the assessment panel for the under \$15,000 category:

RANK	APPLICANT	PROJECT	REQUESTED AMOUNT	ASSESSMENT SCORE	RECOMMENDED AMOUNT
1	Voicemoves (WA Incorporated)	Sing Along Perth World Singing Day 2019	\$4,300	67.57%	\$3,000
2	Consular Corps of Western Australia Inc.	Consular Corps of WA Inc - World of Food Festival 2019	\$10,000	61.14%	\$3,500
3	West Perth Local Incorporated	Global Champagne Day 2019 @ Mayfair Street	\$2,336	59.31%	Decline
4	Perth Upmarket	Perth Upmarket	\$15,000	56.11%	Decline
5	Tennis West	2019 Tennis Seniors WA State Championships and ITF Grade 2 Event	\$5,000	54.66%	Decline
6	Youth Focus	Summer Focus	\$13,500	50.74%	Decline
7	One Big Voice Festival Inc	One Big Voice - Australia's largest children's choir	\$5,000	44.71%	Decline
8	TEDxUWA	TEDxUWA 2019: New Frontiers	\$10,000	37.94%	Decline
9	Australia Kenya business Exhibition & Conference	Australia-Kenya business & Exhibition Conference	\$12,000	36.09%	Decline
		TOTAL	\$77,136		\$6,500
			Requested		recommended

#### \$15,001 - \$40,000

The following 9 applications were considered by the assessment panel for the \$15,001 - \$40,000 category:

RANK	APPLICANT	PROJECT	REQUESTED AMOUNT	ASSESSMENT SCORE	RECOMMENDED AMOUNT
1	Western Australian Yachting Foundation TA Swan River Sailing	2020 City of Perth Festival of Sail incorporating the Warren Jones International Youth Regatta	\$40,000	79.51%	\$35,000
2	Hellenic Community of Western Australia	Perth Greek Festival	\$40,000	75.33%	\$25,000
3	Perth International Jazz Festival Inc	2019 Perth International Jazz Festival	\$40,000	73.64%	\$28,000
4	Activ Foundation	Chevron City to Surf for Activ	\$25,000	65.04%	\$15,000
5	Perth Dinghy Sailing Club	International 14 Perth 2020 Worlds	\$25,000	64.47%	\$6,000
6	Ronald McDonald House Charities Western Australia (RMHC WA)	Up All Night supporting Ronald McDonald House Charities WA	\$40,000	64.20%	\$5,000
7	Conservation Council of Western Australia	CCWA Eco Festival	\$31,623	60.02%	\$5,000
8	Boating Industry Association WA	Perth International Boat Show	\$40,000	59.51%	Decline
9	Western Australian Cricket Association	Cricket Australia Veterans Over 50s National Championships	\$18,000	56.71%	Decline
	•	TOTAL	\$299,623 Requested		\$119,000 recommended

The 18 applications assessed requested support totalling \$376,759, with an available budget of \$125,500 for Round 1 financial year 2019/20. Of the applications assessed, nine are recommended for approval and nine for decline. This is a total support of \$125,500 for the grant round.

All applications scoring 60% and above in assessment are recommended for support. All applications under this threshold are recommended for decline.

All applications were assessed by a four-person assessment panel consisting of members from the City of Perth Administration. A detailed Officer Assessment of all applications is included in Attachment 6.1A. The applications were assessed using the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network.

# **Financial Implications:**

ACCOUNT NO:	PJ 13958044000007901
BUDGET ITEM:	Event Rounds
BUDGETED AMOUNT:	*\$265,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$125,500
BALANCE REMAINING:	\$139,500
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

\*Draft budget amount for 2019/20

# Comments:

The large number of applications received in this round and the limited budget made the assessment process highly competitive. An assessment score of 60% and above was determined by the panel as the minimum required for support.

Applications recommended for support could demonstrate strong alignment with the Event Grants assessment criteria. The Assessment Panel believes that these events will add to the vibrancy of the city by activating space and providing unique opportunities for the wider community to engage and connect.

The panel is confident applications receiving part-funding will be able to successfully deliver their projects in full or with revised plans.

# **Detailed Officer Report**

# Event Grants Round 1 2019/20



# EVENT GRANTS \$15,000 AND UNDER

# Events Grant Round 1| 2019/20 | Voicemoves (WA Incorporated)

#### **Applicant Details**

Entity Name	Voice Moves WA Inc.
ABN	71298815025
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	Voice Moves (WA Incorporated)
Project Title	World Singing Day Perth 2019
Project Start Date	19/10/2019
Project End Date	19/10/2019
Venue	Yagan Square Perth
Estimated attendance	1,500
Ticket Price	Free
Total Project Cost	\$14,231
Total Amount Requested	\$4,300 (30.21% of the total project budget)
Recommendation	Approve
Recommended amount	\$3,000 (21.08% of the total project budget)
Assessment Score	23.65 out of 35 (67.57%)

#### Project Summary

World Singing Day is a global community sing-along, held annually on the third Saturday in October.

The key objectives of World Singing Day Perth are to connect communities in an event that exudes happiness, to connect a Perth event to the world, to activate Yagan Square and to reach more people who simply love to sing. The event is accessible for all, free and aims to be uplifting.

The Perth event is coordinated by not-for-profit Voice Moves, Western Australia's major choral association formed in 1998. They aim to support and encourage networking among choirs and singing in WA, promote community involvement in singing and assist in the development of skills and abilities for choirs and singers.

## **Project Description**

Sing Along Perth 2019 aims to unite 1,500 people from diverse backgrounds, together in song, in Yagan Square for Perth World Singing Day on Saturday, 19 October 2019.

In 2018, Voice Moves (WA Inc) partnered with Sue Ross (Sing Along City Host Coordinator Australia) to present the first ever Perth City Sing Along. Around 700 people, from all walks of life, gathered in Yagan Square and sang well-known songs with the lyrics displayed on the digital tower and interpreted in Auslan.

100% of people surveyed following the event said they would take part in the event again. Organisers are planning to build on the success of the inaugural event last year, attracting more people to celebrate and showcase the diversity of Perth and the joy of singing to a worldwide audience.

The application also includes a six-week program from Saturday, 7 September to Saturday, 19 October 2019 inviting the people of Perth to come along and sing and learn some of the songs that will be sung at Perth World Singing Day. The Singing group is called ShoeBeeDoo and will be held at The Shoe Bar in Yagan Square. Organisers anticipate approximately 30 people per week to attend the singing workshops.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$4,300:

- City of Perth logo on all printed flyers, on the social media event (Facebook) and on the digital screen at Yagan Square during the event for one hour;
- Opportunity to display City of Perth signage at the event;
- Referenced as supporting sponsor by the MC during the event;
- The video montage of World Singing Day Perth 2019 will be shown across the globe and as in 2018 have global exposure. The Perth highlights video for 2018 has had 125 views, the global montage has 787 views and another of 466 views;
- There will be flash mobs and impromptu sing-alongs in the lead up to World Singing Day Perth in the city with the potential for viral exposure on social media. Perth City featured in a YouTube video in the lead up to the 2018 event with an impromptu sing along through the city streets, A video entitled "500 miles sung by strangers" has had 4,000 views. In 2018 the Liberators supported the event; and
- Access for the City of Perth to create content to use on social/digital channels at own cost.

## Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.63
Social Outcomes	
To what extent does the event provide opportunities for the local or greater	4.13
community to connect?	
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.63
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant	3.75
activity?	
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	3.50
event?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.63
To what extent does the event activate a space (or spaces) prioritised for	1.38
activation by the City?	
TOTAL ASSESSMENT SCORE   23.65 out of 35 (67.57%)	

# **Comments**

- Based on the success of the inaugural Sing Along event in 2018, the assessment panel believes that this event is a great opportunity to activate a public space which encourages positive social outcomes;
- The panel commented that it is an inclusive event which has the potential to build a sense of community, as well as encourage repeat visitation and economic benefit to city retailers;
- The panel trusts that this relatively small contribution will assist the event organisers with their planning and promotion of both the singing workshops and the main singing day; and
- The panel encourages the City to support this event with promotional opportunities though the City's digital and social media platforms.

# Events Grants Round 1 | 2019/20 | Consular Corps of Western Australia Inc.

#### **Applicant Details**

Entity Name	The Consular Corps of WA
ABN	80063727992
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	Consular Corps of Western Australia Inc.
Project Title	World of Food Festival 2019
Project Start Date	17/11/2019
Project End Date	17/11/2019
Venue	Government House Gardens
Estimated attendance	10,000
Ticket Price	Free entry for the public
	\$440 per Consular food stall
Total Project Cost	\$49,000
<b>Total Amount Requested</b>	\$10,000 (20.40% of the total project budget)
Recommendation	Approve
Recommended amount	\$3,500 (7.14% of the total project budget)
Assessment Score	21.40 out of 35 (61.14%)

# Project Summary

The World of Food Festival features around 35 international food stalls, cultural song and dance performances, guided tours of Government House and over 30 countries represented. As well as food stalls, there will be a range of family friendly activities including a petting zoo, face painting, mini sports, games and pony rides.

The event is presented by the Consular Corps of Western Australia Inc, who represent foreign governments in this state. The event is being managed by Spirit Events, who have coordinated the event for the past eight years.

#### **Project Description**

The World of Food Festival is an annual one-day free entry event held to celebrate multiculturalism presented by The Consular Corps of WA. It will be held on Sunday, 17 November 2019 from 11am to 3pm in the gardens of Government House.

The event provides an opportunity for culturally and linguistically diverse community groups belonging to countries represented as members of the Consular Corps to display their culinary cultures, in many cases, their national dresses, arts and languages. It also gives people an opportunity to speak directly to government representatives of the many countries present at the event, including Australian Federal and Western Australian State Government representatives, and learn first-hand about other countries represented in Western Australia.

The event has free entry and has previously had a consistent flow of attendees and participants throughout the day. It is estimated that around 10,000 people will attend the event, based on previous year's numbers.

Additionally, Government House will be open to the public on the day, enabling all to be able to learn about its rich heritage, the history of Western Australia and its capital city of Perth.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$10,000:

- Logo recognition on all event promotional material and event website (newsletters, social media posts, advertisements, etc);
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Opportunity for a City of Perth representative to give a 3-minute address during the formal proceedings; and
- One 3m wide by 3m depth by 2.1m tall stall (open front and back) to display/promote City of Perth Christmas festive season events.

## Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	4.25
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.88
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.13
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	2.38
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.75
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.13
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	1.88
TOTAL ASSESSMENT SCORE   21.40 out of 35 (61.14%)	

# <u>Comments</u>

- This long-standing event is viewed as a positive multicultural event that has been well attended in the past, however the assessment panel feels that there are further opportunities for exposure and growth;
- The panel believes the event provides opportunity for visitors to experience and learn about different cultures as it activates a space (Government House grounds) usually closed to the public; and
- The panel recommends the organisers look at the uniqueness of the event as there are a number of similar multicultural events in the city.

# Events Grants Round 1 2019/20 | West Perth Local Incorporated

#### **Applicant Details**

Entity Name	West Perth Local Incorporated
ABN	85621629409
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	West Perth Local Incorporated
Project Title	Global Champagne Day 2019 @ Mayfair Street
Project Start Date	19/10/2019
Project End Date	19/10/2019
Venue	Mayfair Street West Perth (Western end of public road).
	Carpark for 74 and 76 Outram St, West Perth (private land).
	Mayfair Lane Pub & Dining Room (adjacent venue with
	liquor licence, kitchen, staff and facilities).
Estimated attendance	200
Ticket Price	\$58.00
Total Project Cost	\$18,286.00
<b>Total Amount Requested</b>	\$2,336 (12.77% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	20.76 out of 35 (59.31%)

#### **Project Summary**

Global Champagne Day 2019 @ Mayfair Street is a stand-up open-air dinner event to coincide with Global Champagne Day held around the world on the weekend of 18-20 October 2019. Global Champagne Day was launched by American Blogger Chris Oggenfuss in 2009. Chris wanted to honour the wine of kings and so began Champagne Day, now a global event that celebrates Champagne.

West Perth Local is a precinct organisation for residents, businesses and anyone who loves West Perth to drive vibrancy, life and activity and make it a better place to work, live and play. It was established in 2017 and is run by a group of committed volunteer residents, business owners and investors working together to raise awareness and vibrancy in West Perth.

## **Project Description**

West Perth Local are working with West Perth restaurants and bars to host a stand-up open-air dinner event to coincide with Global Champagne Day.

The event will be held adjacent to the Mayfair Lane Pub and Dining Room using Mayfair Street and the carpark on Saturday, 19 October 2019 from 6pm - 10pm.

In 2018, Mayfair Lane Pub and Dining Room (the partner venue) hosted a Champagne Master Class that was well attended. With the introduction of Neighbourhood Groups like West Perth Local, they have seen an opportunity to take Global Champagne Day in Perth to a new level with an open-air street celebration right in the centre of beautiful West Perth. 'Global Champagne Day @ Mayfair Street' will be registered with the Global Champagne Day organisers and advertised as a destination for local, domestic and international appreciators of champagne.

The event will include an Aboriginal welcome, champagne appreciation advice from the WA Sommelier of the Year 2018, Foni Pollitt (from Mayfair Lane), and a two-hour live jazz music set to close out the evening.

World Champagne Day has three events already registered to be held in the greater Perth Metropolitan Region. This event will be the fourth and potentially the signature event for Perth.

The event will be a pre-sold ticketed affair for 200 persons and they have already started to secure some financial support from local West Perth businesses to assist in running this event.

Tickets for the event will be made available to all residents and workers in West Perth as a first release advertised through the West Perth Local social media and email. The aim is to provide the best opportunity for the local community to meet and network. A second release of tickets will be made publicly and advertised via the City of Perth, local print media and the Global Champagne Day website based in France.

The grant funds have been requested to cover the City of Perth fees and charges associated with the event, plus cover the cost of three licensed security guards to help maintain a safe and friendly environment at the event.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant; however, the City has received an application in the Precinct Development Grants program in April 2019 from West Perth Local Incorporated.

#### Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$2,336:

- City of Perth to be listed as Major Sponsor on:
  - all tickets (200), flyers (1000) and shop-front posters (50);
  - all e-newsletters and social media posts (20 separate posts);
  - the international listing on the Global Champagne Day event register (1 listing and 4 monthly updates);
  - audio media announcements (6);
  - post event picture & video posts (50);
  - live streaming social media post during the event (2);
  - political endorsements (1 state and 2 federal);
- Opportunity to display City of Perth signage at the event; and
- Access to the event for the City of Perth Digital team to produce content at our own cost.

#### Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)	
Cultural Outcomes		
To what extent does the event celebrate the diversity of Perth as a capital city?	2.50	
Social Outcomes		
To what extent does the event provide opportunities for the local or greater	3.00	
community to connect?		
Civic Outcomes		
To what extent does the event provide experiences that are unique to the City?	2.63	
Place Outcomes		
To what extent does the event activate private or public spaces with vibrant	2.50	
activity?		
Organisational Competency		
Does the applicant have a demonstrated capacity to manage all aspects of the		
event?		
Benefits		
Does the event offer adequate benefits/ recognition for the City?	3.50	
To what extent does the event activate a space (or spaces) prioritised for	3.88	
activation by the City?		
TOTAL ASSESSMENT SCORE   20.76 out of 3	<u>35 (59.31%)</u>	

# **Comments**

- The panel commented that whilst it is great to see a neighbourhood group working together to put on an event that activates an underutilised space and engages with their community, the panel had concerns that the applicant had not considered all costs in their planning including traffic management and road closures; and
- The panel also commented that the event reached a relatively small number of people, was a ticketed commercial event with a focus on alcohol and provided limited other benefits to the wider community. The application scored just under the recommended score of 60% to approve, therefore the panel recommended this event be declined but would encourage the applicant to apply for future wider-reaching community events.

# Events Grants Round 1| 2019/20 | Perth Upmarket

#### **Applicant Details**

Entity Name	The Trustee for Barsley Family Trust
ABN	38828093619
Entity Type	Discretionary Trading Trust
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Catagory	Event Grants Under \$15,000
Grant Category	
Applicant	Perth Upmarket
Project Title	Perth Upmarket
Project Start Date	15/09/2019
Project End Date	21/06/2020
Venue	Winthrop Hall and surrounds at The University of
	Western Australia
Estimated attendance	50,000 (total over 7 events)
Ticket Price	Free entry for attendees.
	Stall fees apply.
	Fees differ depending on stall being
	inside/outside and size, from \$260 up to \$570.
	The average stall fee is \$295.
Total Project Cost	\$150,000
Total Amount Requested	\$15,000 (10% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	19.64 out of 35 (56.11%)

#### Project Summary

Perth Upmarket, is a quarterly artisan market at the University of Western Australia, connecting over 180 of WA's artists, designers, craftsmen and gourmet producers directly with Perth shoppers who love to buy local and support small local design businesses and start-ups. The 2019/20 application included the addition of a Wedding Upmarket and two Art markets, for a total of seven market days.

Upmarket is coordinated by a small team led by Justine Barsley, who started the market in 2008 to help small creative businesses in WA succeed while giving shoppers access to the highest quality local products.

# **Project Description**

Perth Upmarket attracts over 50,000 visitors each year from across Perth suburbs, regional areas and visiting tourists. Now entering its 11<sup>th</sup> year it has become a creative incubator for local designers and makers and attracting 'buy local' shoppers into the City of Perth.

All products found at any of the Upmarket events are all designed or made locally in Western Australia.

Event dates are:

- Perth Upmarket Sunday, 15 September 2019
- Art Upmarket Saturday, 20 October 2019
- Perth Upmarket Sunday, 24 November
- Perth Upmarket Sunday, 22 March 2020
- Art Upmarket Saturday, 4 April 2020
- Wedding Upmarket Saturday, 2 May 2020
- Perth Upmarket Sunday, 21 June 2020

Following a successful test market in 2018, Art Upmarket is now a new addition to the Upmarket calendar. It aims to connect WA's artists and craftsmen with WA original design pieces (gallery calibre) directly with art buyers across Perth. Organisers believe it was the first art event of its kind for Perth and was heavily applauded by local artists who have found it increasingly difficult to connect directly with buyers with the closure of a number of galleries around Perth.

Perth Upmarket strives to support small creative businesses in WA, with organisers committed to helping businesses thrive through support, mentoring and networking. Organisers see the Market as a great testing group for start-up small creative businesses looking to launch themselves into the Perth marketplace, or grown their businesses to a point where they can move on to a bricks and mortar business in the city.

Many of the creatives that have started at Perth Upmarket have launched and grown their businesses through the market and gone on to have their very own bricks and mortar outlets in the City. These businesses include:

- The Honeycake
- Sue Lewis Chocolates State buildings
- The Hummus Club- Northbridge
- Beau Est Mien Northbridge
- The Cookie Box Yagan Square
- Chicho Gelato Northbridge
- The King St Collective has the following Perth Upmarket retailers Adelyn Makes, Amertrine, Art by Hannah, Bianko, Blue Lawn, Bron's ceramics, Cirkus Charm, Dapple and spots, Flame it Candle Co, Farlands, Fluid ink, Friends of Henry, Greet yo self, Happy hound, Jet empire, Little greenscapes, Ol Yellas, Pepe and peach, Sceenry, Teesh, The second salon, Vibe ceramics.

Perth Upmarket also activates a historic and stunning part of the city that is often very quiet on weekends and limited other activities. The Upmarket events bring vibrancy to the University of Western Australian campus and their surrounds.

The event has a highly engaged audience with a strong database of stallholders and attendees, as well as over 37,000 people following their Facebook page. Organisers see the Upmarket events as an opportunity to encourage people to spend more time in the Perth city, jumping on and off the 950 bus and believe the event offers an untapped cross promotional opportunity for other events happening nearby in the city.

Year	Amount	Project
2015	\$2,000	Perth Upmarket small business grant
2016	\$15,000	2016 Perth Upmarket program of events
2017	N/A	-
2018	\$5,000	2018/19 Perth Upmarket program of events
2019	N/A	-
TOTAL	\$22,000	

# Previous five years City of Perth Support and Acquittals

- The City of Perth has received two interim reports for the markets that have been held during the 2018/19 grant period and will receive the full acquittal following the March and June 2019 events.
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$15,000:

- Logo recognition on website over 80,000 visits per year;
- On roadside banner that is featured at the front of The University of Western Australia in a high traffic area for one week prior to each event;
- Logo recognition on all print materials;
- In all press releases sent to key media outlets;
- In all email marketing campaigns which are emailed to over 12,000+ subscribers;
- Sponsor profile on event website;
- City of Perth signage at events;
- Tagging @cityofperth and #cityofperth on social media posts;
- Access to Upmarket social media channels for cross promotional purposes (Facebook 36,900, Instagram 25,700) to cross promote other City of Perth events to market database;
- Community engagement (i.e. survey customers) and activation opportunities at markets;
- Opportunity for City of Perth to conduct promotional activities;
- Opportunity for the City of Perth to provide giveaways at the event;
- Access to the event for the City of Perth Digital team to produce content at own cost;

Page 23

- Access to City of Perth-based seller(s) to be available for profiling through the City's social media (subject to availability);
- Access to Perth Upmarket Growth Quarters business incubation for start eco systems platform (see <u>http://www.perthupmarket.com.au/gq-member-landing%20generic</u> for more information);
- Opportunity to activate the City through filling empty shopfronts, developing a creative industry workspaces location or a Pop Upmarket (subject to an identifying an appropriate CBD venue); and
- Opportunity to leverage event organisers relationship with UWA for co-ordination of business workshops for City of Perth businesses (to be investigated, for example research on the changing habits of consumer behaviour).

# Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.38
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.25
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.50
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	1.63
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	4.63
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.50
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	0.75
TOTAL ASSESSMENT SCORE   19.64 out of 35 (56.11%)	

# **Comments**

- The assessment panel noted that Perth Upmarket is a well organised, well established and well attended event that has been running for a number of years;
- The panel acknowledged Perth Upmarket as a strong supporter of Perth start-up businesses, with many going on to occupy permanent retail space within the City of Perth. The panel suggested looking at potential future opportunities to link them with the 'Fill This Space' program to encourage more start-ups to trial a retail space in the city; and

• The applicant scored below the 60% threshold as the uniqueness of the event was questioned with numerous similar markets in the city, and the event is held in a space not considered a priority space for activation with limited flow-on economic benefits for surrounding businesses.

# Events Grants Round 1| 2019/20 | Tennis West

#### **Applicant Details**

Entity Name	Western Australian Tennis Association Inc
ABN	90803634736
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	Tennis West
Project Title	2019 Tennis Seniors WA State Championships and
	International Tennis Federation (ITF) Grade 2 Event
Project Start Date	10/10/2019
Project End Date	13/10/2019
Venue	Royal Kings Park Tennis Club
Estimated attendance	350
Ticket Price	Participants: \$30-\$50 depending on the event
	Spectators: free
Total Project Cost	\$20,500
<b>Total Amount Requested</b>	\$5,000 (24.39% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	19.13 out of 35 (54.66%)

#### Project Summary

The 2019 State Championships sees players from all over WA compete in singles and doubles events. The International Tennis Federation (ITF) component of the event has been upgraded this year to a Grade 2 and it is expected to attract more interstate and international players to Perth to compete. Last year's event had 15 players from overseas.

The annual state championships have been held for 45 years.

Tennis West is the governing body of tennis in WA. Their role is to ensure the viability of tennis, oversee the development of grass roots programs, manage competitions and tournaments, and promote tennis at all levels. Tennis West is partnering with Tennis Seniors WA to deliver the event.

The applicant advises that if they were to receive less funding they would reduce the marketing to interstate markets and not be able to provide support for players to travel to Perth.

#### **Project Description**

The 2019 Tennis Seniors WA State Championships and International Tennis Federation (ITF) Grade 2 Event will be held at the Royal Kings Park Tennis Club from Thursday, 10 October to Sunday, 13 October 2019.

The event is a combination of the Annual State Championships for tennis players over the age of 35, providing age groups categories up to 80+, as well as an International Tennis Federation (ITF) Grade 2 event that is open to local players as well as players from interstate and overseas. Last year close to 200 players competed at Robertson Park Tennis Club. With the event moving to the prestigious Royal Kings Park location in 2019, and the addition of the ITF event, organisers are expecting this number to grow and are anticipating 350 to attend this year.

In 2019 the event is moving from Robertson Park Tennis Club to the prestigious Royal Kings Park Tennis Club. It is free for people to attend the matches.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

#### **Sponsorship Benefits**

Organisers will provide the following benefits for the requested funding of \$5,000:

- Logo recognition on all entry forms and marketing collateral;
- City of Perth signage at the event (where permitted);
- Sponsor profile on event website if applicable;
- Opportunity for City of Perth delegates to be part of the presentations;
- Opportunity for City of Perth to include promotional material in players gift packs;
- Access to the event for the City of Perth Digital team to produce content at our own cost; and
- Acknowledgement as a Major Sponsor.

#### Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	2.75
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	2.88
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.75
Place Outcomes	

To what extent does the event activate private or public spaces with vibrant activity?	2.50
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.0
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.25
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	
TOTAL ASSESSMENT SCORE   19.13 out of 35 (54.66%)	

#### **Comments**

- There are potential benefits for the City and its community with interstate and international visitors to Perth; however, the assessment panel felt these benefits were limited and not of great significance;
- There was limited information given in the application on the marketing and promotion of the event and its ability to attract a large number of visitors to Perth; and
- There was no evidence of other Government grants or corporate sponsorship, and the panel felt that the event would continue without the City's support.

# Events Grants Round 1 | 2019/20 | Youth Focus

#### **Applicant Details**

Entity Name	Youth Focus Inc
ABN	35563430804
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	Youth Focus
Project Title	Summer Focus
Project Start Date	06/12/2019
Project End Date	06/12/2019
Venue	Yagan Square Amphitheatre
Estimated attendance	1,200
Ticket Price	Free
Total Project Cost	\$45,900
<b>Total Amount Requested</b>	\$13,500 (29.411% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	17.76 out of 35 (50.74%)

#### **Project Summary**

Summer Focus is a new event, using music and activities aimed at providing an opportunity for open conversation and celebration of mental health for young people.

It is being developed and coordinated by Youth Focus, a for-purpose organisation that creates brighter futures for young people aged 12-25 in Western Australia by offering a range of mental health services. Youth Focus are engaging with West Australian Music (WAM) for the programming.

The event concept was initiated by the Youth Focus, Youth Reference Group (YRG) as a medium that would be most effective to bring young people together in a positive mental health message in a non-confrontational and engaging way.

#### **Project Description**

Youth Focus is planning on holding their inaugural Summer Focus event on Friday 6 December, from 5pm-9pm in the Yagan Square Amphitheatre (venue not yet confirmed).

Summer Focus will showcase live original music from WA, with acts primarily engaged with a mental health focus in mind. The acts will be encouraged to engage with the audience through talking about mental health, from discussions about a song they wrote during a time they were struggling, to how music has helped them more holistically with managing their mental health. The programming will stretch across genres to engage a wider audience and have a broader appeal.

Other engagement activities will include an open mic segment, DJ masterclass, paint your feelings on tote bags, glitter face painting, race a rider from Hawaiian Ride for Youth and a roaming Instagram photo booth.

They anticipate an attendance of 1,200 people, and are holding it on this date away from other more traditional Youth Week and Mental Health Week dates to attract the youth audience at a time when many of them are finishing school, and may be transitioning into high school or leaving school to offer them a chance to celebrate and get support.

#### Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

#### **Sponsorship Benefits**

Organisers will provide the following benefits for the requested funding of \$13,500:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Social media coverage and e-newsletter inclusions just over 2,600 followers on Instagram and just over 7,200 on Facebook;
- A speaking opportunity at the event will be provided; and
- In addition to free counselling for young people in Perth, Youth Focus coordinate effective education sessions for schools, communities and workplaces and would be more than happy to run sessions for City of Perth staff.

# Events Grants under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	2.25
Social Outcomes	
To what extent does the event provide opportunities for the local or greater	3.38
community to connect? Civic Outcomes	
	3.25
To what extent does the event provide experiences that are unique to the City?	3.25
Place Outcomes	2.50
To what extent does the event activate private or public spaces with vibrant activity?	2.50
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	2.75
event?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	2.75
To what extent does the event activate a space (or spaces) prioritised for	0.88
activation by the City?	
TOTAL ASSESSMENT SCORE   17.76 out of 35 (50.74%)	

#### **Comments**

- Whilst all assessment panel members thought this appeared to be a worthwhile event and cause to support, the application was missing detail in the assessment criteria not being adequately addressed. For a proper assessment, it required more justification and explanation;
- Organisers had not yet secured a venue at the time of the application, but were hoping for Yagan Square or the Perth Cultural Centre. The assessment panel commented that it was difficult to assess the benefits of the event without the location being confirmed; and
- The panel recommended that the applicant discuss future grant applications with the Sponsorship Officer well-ahead of the submission deadline to assist with facilitating a higher quality application.

# Events Grants Round 1 | 2019/20 | One Big Voice Festival Inc

## **Applicant Details**

Entity Name	One Big Voice Festival Inc
ABN	28239540149
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

#### **Event Details**

Grant Category	Event Grants Under \$15,000	
Applicant	One Big Voice Festival Inc	
Project Title	One Big Voice - Australia's largest children's choir	
Project Start Date	30/08/2019	
Project End Date	30/08/2019	
Venue	RAC Arena	
Estimated attendance	11,000	
Ticket Price	Schools are charged a fee to participate as follows (exc. GST):	
	• Up to 15 students \$300	
	• 16 - 25 students \$350	
	• 26 - 50 students \$410	
	• 51 - 75 students \$450	
	• 76 - 90 students \$510	
	Tickets for public (2018 costs):	
	<ul> <li>Adults - \$35 plus booking fee</li> </ul>	
	Concession/child/pensioner ticket -\$25.	
	• Family of 4 - \$120 A ticket for a family of 4	
	• Subsidised tickets were also offered at \$10.	
	• 96 complimentary tickets were distributed to lower	
	socio-economic areas and principals.	
Total Project Cost	\$381,630	
<b>Total Amount Requested</b>	\$5,000 (1.31% of the total project budget)	
Recommendation	Decline	
Recommended amount	\$0	
Assessment Score	15.65 out of 35 (44.71%)	

# Project Summary

One Big Voice (OBV) is an annual event that brings together choir members from grades 3-6 from metropolitan and regional WA public, private, independent and home schools to form Australia's largest children's choir. The children participate in a non-competitive environment to sing positive songs with choreography.

The Festival started in 2000 as Westcoast Songfest. In 2016, it outgrew its regional venues, moved to Perth Arena and was renamed. Each year the event continues to grow and is making a difference in the lives of all the participants.

# Project Description

The event will be held at RAC Arena on Friday, 30 August 2019. Now in its 19<sup>th</sup> year, the event is continuing to grow and it will be the fourth time the event has been held at the Arena.

The venue hosts on the floor a choir of 4,000 and seats an audience of 11,000. With the increase in popularity and number of schools registering, to maintain inclusivity and accommodate all interested schools, a second show with a choir of 2,000 was added in 2018. Matinee and evening shows will again be held this year. Each show runs for 2.5 hours (with rehearsals held directly before the show). Organisers anticipate a total attendance with participants and spectators at the two shows to be 18,000 people.

From 2017 to 2018, the number of schools increased from 80 to 115, the number of teachers and helpers (involved as conductors, students and carers) from 300 to 650, the number of choir members from 4,000 to around 6,000 and audience from around 8,000 to 11,000. It attracted participants and an audience from a diverse range of cultural and socio-economic backgrounds (both metropolitan and rural areas) with 17,582 at the Arena on event day.

Three teacher workshops are held during the year. Each school choir is taught songs and choreography by their teacher and for the show, join for the first and only time to rehearse then perform live. The lyrics in the songs are carefully considered and the list includes material written and produced by WA musicians including Co-Chairperson and Musical Director, Donna Marwick-O'Brien.

Students audition for compere, soloist, vocal group and instrumental roles and teachers also have on-stage opportunities. Pre-concert entertainment is provided by developing young talent (up to age 22). A new initiative in 2018 and addition to the concert program was the OBV Singers comprised of students from grades 6-9 who perform at the festival and other events (for example WA Day at Elizabeth Quay).

OBV organisers state that the event supports and enriches the development of a positive selfidentity as well as providing confidence, motivation and a sense of belonging; it enhances creative, social and emotional skills. Participation in OBV also contributes to the building of friendships and self-esteem.

#### Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$5,000:

- Acknowledgement of the City of Perth as a Civic Partner;
- At the event logo appearance on the 40m screen backdrop to the choir and verbal acknowledgement by the MC in front of an audience of over 11,000 people;
- Acknowledgement on social media The OBV Facebook page has 1,169 likes and followers. In 2017 Channel 7 broadcast a story on OBV, with the Facebook viewed over 4,000 times within 48 hours and now has 115,000 views, 765 shares and 1100 likes;
- Opportunity to display City of Perth signage at the event;
- Logo recognition on all event and promotional material; and
- Access to the event for the City of Perth Digital team to produce content at our own cost.

# Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	1.88
Social Outcomes	
To what extent does the event provide opportunities for the local or greater	2.63
community to connect?	
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.88
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant	0.88
activity?	
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	4.13
event?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	2.75
To what extent does the event activate a space (or spaces) prioritised for	0.50
activation by the City?	
TOTAL ASSESSMENT SCORE   15.65 out of	35 (44.71%)

# **Comments**

- The assessment panel felt that the benefits to the community aren't wide reaching as the event is held solely on private enclosed land with limited visibility to the general public;
- The panel suggested that the applicant consider providing more opportunities for the participants and their families to explore the surrounding CBD before or after the event at RAC Arena;

- The event is unique to WA and provides a platform for a range of diverse students and teachers to come together; and
- Schools are charged to participate, however there are some costs to organisers for the venue as well as for bus parking the panel suggested that organisers discuss the bus parking directly with the City rather than going through the traffic management company if they are booking the bays the same as last year.

# Events Grants Round 1| 2019/20 | TEDxUWA

## **Applicant Details**

Entity Name	TEDxUWA
ABN	71752830431
Entity Type	Other Unincorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

#### **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	TEDxUWA
Project Title	TEDxUWA 2019: New Frontiers
Project Start Date	19/10/2019
Project End Date	19/10/2019
Venue	The Octagon Theatre, University of Western Australia
Estimated attendance	500
Ticket Price	\$40 - \$60
Total Project Cost	\$12,750.00
Total Amount Requested	\$10,000 (78.43% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	13.28 out of 35 (37.93%)

#### **Project Summary**

The TEDxUWA movement aims to bring the spirit of TED to the University of Western Australia campus community by organising events that are focused on the power of ideas to change.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. TEDx, x = independently organized event, in this case by a committee of UWA students.

#### **Project Description**

TEDxUWA will be held at the Octagon Theatre at the University of Western Australia on Saturday, 19 October 2019, from 10am - 4pm. Organisers anticipate attendance of 500 people, up from 300 attendees in 2018.

The major annual TEDxUWA conference is a full-day, multidisciplinary event with a similar structure to a TED conference. TEDxUWA 2019: New Frontiers is a conference which will explore how unique, often unexpected ideas have pioneered uncharted territory. This conference establishes a platform for speakers to spread their stories, ideas and concepts with the aim to inspire audiences to express creativity and innovative thinking themselves. This initiative gives a voice to students, alumni and researchers from the University of Western Australia as well as the

surrounding community to spread and create a synergy of great ideas between an array of disciplines and people.

The event will feature a diverse, interdisciplinary selection of 10 engaging speakers, who have extraordinary stories, business and ideas to share with the public. Past speakers have varied from entrepreneurs, and humanitarians to motivational speakers and healthcare researchers. In 2018, the conference was the largest student-based TEDx event in Australia. The speeches published on the TEDx YouTube channel together received millions of views from people around the world.

Organisers are in planning to make the 2019 annual conference bigger and better and have started the search for a top speaker line-up.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$10,000:

- City of Perth logo recognition at the end of the speakers' presentation and on the TEDxUWA website;
- Verbal acknowledgement and thank you to City of Perth on the day of the event;
- Mention of Perth's contribution in all email newsletters promoting the event;
- Promotion and acknowledgement on TedXUWA social channels 2,884 followers across social media platforms;
- Opportunity to display City of Perth signage at the event; and
- Access to the event for the City of Perth Digital team to produce content at our own cost.

# Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	1.88
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	2.13
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.13
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	0.75
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.38
Benefits	
Does the event offer adequate benefits/ recognition for the City?	2.63
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	0.38
TOTAL ASSESSMENT SCORE   13.28 out of 35 (37.93%)	

#### **Comments**

- The event is being held in one venue (UWA) which is not considered to be a priority activation space for the City and does not appear it will reach a broad section of the community based on projected attendance figures;
- It is recommended that the applicant discuss future applications with a Sponsorship Officer; and
- The applicant has not provided satisfactory evidence as to why they need funding and have been running for three years previously without any financial support from the City of Perth.

# Events Grants Round 1| 2019/20 | Australia Kenya Business Exhibition and Conference

# **Applicant Details**

Entity Name	S Kuria & D.M Njau
ABN	28792787732
Entity Type	Other Partnership
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

# **Event Details**

Grant Category	Event Grants Under \$15,000
Applicant	Australia Kenya Business Exhibition and Conference
Project Title	Australia-Kenya Business & Exhibition Conference
Project Start Date	31/08/2019
Project End Date	02/09/2019
Venue	Fraser Suites, East Perth
Estimated attendance	250
Ticket Price	Tickets – Adult: \$85
	Tickets – Concession: \$30
	There will also be a fee for exhibitors to have a display booth.
Total Project Cost	\$18,900
<b>Total Amount Requested</b>	\$12,000 (63.49% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	12.63 out of 35 (36.09%)

# Project Summary

The Australia Kenya Business Exhibition and Conference will be held at Fraser Suites from Saturday, 31 August to Monday, 2 September 2019 and coincides with Australia Africa Week in Perth (1-7 September 2019). The annual Australia-Africa Week brings together a range of activities and events to promote and advance Australia-Africa relations.

# **Project Description**

The conference aims to foster investment opportunities between Kenya and Australia. The main discussions are around business opportunities for Australian businesses in Kenya and investment opportunities for Kenyan companies in Australia.

Organisers anticipate approximately a total of 250 guests, with many guests travelling from interstate and international destinations to attend the event. Attendees come from a cross section of industries including oil and gas, finance and investment.

The event creates a unique forum where investors can meet to develop relationships that can be of mutual benefit to both countries. A number of the WA Government officers are based in Perth, giving Government officials a chance to interact with other officials from Kenya.

#### Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

#### Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$12,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost; and
- Offer the City of Perth a speaking opportunity on the day.

#### Events Grants (under \$15,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	<u>SCORE (5)</u>
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.25
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	2.0
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.50
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant	0.50
activity?	
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	2.00
event?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	1.38
To what extent does the event activate a space (or spaces) prioritised for	1.00
activation by the City?	
TOTAL ASSESSMENT SCORE   12.63 out of	35 (36.09%)

# **Comments**

- The event is taking place at a private venue, with a low number of projected attendees;
- The panel believes that this event does not adequately address the key assessment criteria of the Event Grants and feels it falls short on diversity, activating spaces, creating a sense of community in the city and does not provide a new experience to the wider community;
- It is recommended that the applicant discuss any future applications with the Sponsorship Officer who will advise which program is best suited for their event/project if applicable;
- The application had uncertain financial viability and a lack of substantive responses to the assessment criteria. There was also limited recognition to the City of Perth as a sponsor; and
- The panel felt that the budget provided was confusing and noted that the sponsorship amount requested was higher than the event expenses outlined. No other sources of income (except ticketing) are identified.

# EVENT GRANTS \$15,001 - \$40,000

# Events Grants Round 1| 2019/20 | Western Australian Yachting Foundation T/A Swan River Sailing

# Applicant Details

Entity Name	The WA Yachting Foundation (inc)
ABN	61606193385
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### Event Details

Grant Category	Event Grants \$15,001 - \$40,000
Applicant	Western Australian Yachting Foundation TA Swan River Sailing
Project Title	2020 City of Perth Festival of Sail incorporating the Warren
	Jones International Youth Regatta
Project Start Date	24/01/2020
Project End Date	31/01/2020
Venue	Beach Front in Perth Waters
	Perth Waters
	Elizabeth Quay
	Lucky Shag Waterfront Bar
	TBC Additional Local Venues
	Royal Perth Yacht Club
	Royal Freshwater Bay Yacht Club
Estimated attendance	12,500
Ticket Price	Spectators: Free
	Free Sailing: Free
	Beach Clean Up: Free
	Warren Jones Regatta: Entry Fee for 12 State, National and
	International Teams at \$1500 per team of 5-7 athletes.
	Women On Water: approx. \$50 per attendee
	Corporate Cup: approx. \$100 per attendee
	Gala Luncheon: approx. \$180 per attendee
Total Project Cost	\$224,000
<b>Total Amount Requested</b>	\$40,000 (17.85% of the total project budget)
Recommendation	Approve
Recommended amount	<b>\$35,000</b> (15.625% of the total project budget)
Assessment Score	35.78 out of 45 (79.51%)

#### **Project Summary**

The City of Perth Festival of Sail is a free to view World Class International Youth Sailing event organised by Swan River Sailing and the Warren Jones Foundation. The event is in its 18<sup>th</sup> year, born in the wake of the 1987 America's Cup.

The WA Yachting Foundation, trading as Swan River Sailing is Perth's premier corporate sailing and team building provider and Australia's leading professional regatta management specialists.

#### **Project Description**

The 2020 event will see a return of the popular "Women on Water", the "Corporate Cup" (a competition between the best performing CBD based entities), Keep Australia Beautiful beach clean-up and Free Kids "Tackers" and family "Discover Sailing" opportunities over the Australia Day long weekend.

Free components of the Festival include Australia Day long weekend sailing experiences on both small dinghy yachts for children inside of Elizabeth Quay and large keelboats in Perth Waters for adults, children and family units. In 2019, over 900 people registered for free sailing and an additional day is proposed for 2020.

The main feature of the Festival of Sail is the Warren Jones International Youth Regatta. This Regatta is a grade two, international event that attracts youth sailors from all over the globe to the City of Perth each year. Holding the Warren Jones International Youth Regatta in Perth Waters exposes the Perth community to a unique, fast-paced youth event – an event that is one of only a few of its kind in the world.

The Warren Jones International Youth Regatta is known for its high-level competition and many of the former participants and winners have gone on to do incredible things in the space of sailing – including competing and even winning America's Cups, winning World Championships and competing in Volvo Around the World races.

Since the Warren Jones International Youth Regatta has been held in Perth Waters (the last three consecutive years) its' reputation in the youth sailing world has grown even further; boasting an exciting and picturesque venue, proximity to the City and its other attractive attributes and exposure of the event and competitors to the community and general public.

The event attracts eight travelling teams from Australia, New Zealand, the United States of America, the Netherlands, Sweden and France attending the youth regatta, resulting in a substantial accommodation and entertainment spend whilst in Perth.

Keep Australia Beautiful and the Department of Biodiversity, Conservation and Attractions will again partner with the event to remove rubbish from the Perth foreshore on one morning of the event.

Organisers advise that Perth Waters provide a rarely sailed natural amphitheatre with multiple vantage points from which the racing can be viewed. Spectating facilities will be set on the beach of Perth Waters with seating and live commentary.

Date:	Friday, 29 November – Sunday, 1 December 2019
Time:	8am – 5pm
Venue:	Royal Freshwater Bay Yacht Club
Anticipated attendance:	200
Ticket price:	Free for spectators

The JESS Match Cup is a 3-day qualifying event for the City of Perth Festival of Sail's Warren Jones International Youth Regatta.

City of Perth Festival of Sail - Colin Mullins Youth Regatta (Qualifying Event #2)		
Date:	Thursday, 23 January – Friday, 24 January 2020	
Time:	11am – 7pm	
Venue:	North East Perth Waters	
Anticipated attendance:	2,000	
Ticket price:	Free for spectators	

The Colin Mullins Regatta is the second qualifier event with the purpose to select the final entrant to the regatta.

<u> City of Perth Festival of Sail - The Warren Jones International Youth Regatta</u>		
Date:	Monday, 27 January – Thursday, 30 January 2020	
Time:	12pm – 7pm	
Venue:	North East Perth Waters	
Anticipated attendance:	8,000	
Ticket price:	Free for spectators	

This is the 18<sup>th</sup> edition of one of the most iconic International Youth Sailing Events in the World. 12 teams; 5 international, 3 National and 4 Local; will spend five days competing in an attempt to win the coveted Crystal Decanter that was awarded to the team of Australia II (Australia Sports Team of the Century) by the Royal Yacht Squadron in acknowledgement of the greatest contribution to the sport of sailing in history.

In a modern approach, the racing is squeezed into a tiny stadium-style event on the footstep of Perth's CBD.

City of Pertil Testivul of Sul	- The Tuckers and Discover Summy
Date:	Saturday, 25 January – Monday, 27 January 2020
Time:	11am – 4pm Saturday, 25 January
	11am – 4pm Sunday, 26 January
	*Tackers in Elizabeth Quay
	ONLY due to Australia Day, waterspace closures & Skyworks
	11am – 4pm Monday, 27 January

City of Perth Festival of Sail - Free Tackers and Discover Sailing

Venue:	Elizabeth Quay and Perth Waters
Anticipated attendance:	1500
Ticket price:	Free for spectators

Swan River Sailing, Royal Freshwater Bay Yacht Club and Australian Sailing have joined forces to provide free sailing to the members of the general public across three days on the long weekend of Australia Day in Elizabeth Quay.

The registration desk will be set in Elizabeth Quay with "Tackers" being sailed off the dock and "Discover Sailing" in Perth Waters.

Australian Sailing products "Tackers" is for children aged 4 - 12 years old and "Discover Sailing" for ages 5 and over are delivered on small sailing dinghies and large keelboats, over the entire long weekend supporting the City of Perth's "Weekend in the City" promotional campaign.

<u>City of Perth Festival of Sail – Beach Clean Up</u>

Date:	Wednesday, 29 January 2020
Time:	7.30am - 9am
Venue:	Old Perth Port (Lucky Shag Waterfront Bar) towards the Narrow Bridge
Anticipated attendance:	60
Ticket price:	Free for spectators

In Partnership with CleanaMarina, Keep Australia Beautiful, The Department of Biodiversity Conservation and Attractions and the greater sailing community, a beach cleanup from the Old Perth Port to the Narrows Bridge has become a key component of the City of Perth Festival of Sail.

Over 30 bags of predominantly single-use plastics are collected and disposed of each year at this component of the event.

<u>City of Perth Festival of Sail - Presentations</u>

Date:	Friday, 31 January 2020
Time:	Approx 6.30pm
Venue:	Spanda inside Elizabeth Quay
Anticipated attendance:	100
Ticket price:	Free for spectators

Trophy presentation to the winners of the 2020 Warren Jones International Youth Regatta.

<u> City of Perth Festival of Sail – Welcome Function</u>		
Date:	Tuesday, 28 January 2020	
Time:	7 – 9.30pm	
Venue:	Lucky Shag Waterfront Bar	
Anticipated attendance:	130	
Ticket price:	\$70-\$90	

An invitation only event hosted at the conclusion of the second day of racing gives attendees the opportunity to enjoy some camaraderie.

<u> City of Perth Festival of Sail – Corporate Cup</u>		
Date:	Wednesday, 29 January 2020	
Time:	6.30 – 10pm	
Venue:	Lucky Shag Waterfront Bar	
Anticipated attendance:	120	
Ticket price:	\$90-\$100	

9 yachts of up to 11 guests per yacht join Warren Jones Alumni and current athletes competing for several fleet races. Teams are made up of local corporate companies and sponsors.

# <u>City of Perth Festival of Sail – Women on Water</u>

Date:	Thursday, 30 January 2020
Time:	8 – 11.30am
Venue:	Lucky Shag Waterfront Bar
Anticipated attendance:	100
Ticket price:	\$49.50 - \$55

A Women's leadership and networking morning. Professional Women from the CBD are invited to hear the thoughts of two high profile women who are actively involved in the sport of sailing and business. Attendees are given the opportunity to try sailing in Perth Waters in groups of 10, accompanied by high profile/professional instructors and local yachtswomen.

City of Perth Festival of Sail – Competitor and Volunteer BBQ

Date:	Wednesday, 29 January 2020
Time:	6.30 – 8.30pm
Venue:	Royal Perth Yacht Club
Anticipated attendance:	120
Ticket price:	\$28 - \$35

A BBQ for volunteers where athletes have a chance to say thank you.

<u>City of Perth Festival of Sail – Warren Jones Gala Fundraising Luncheon</u>		
Date:	Friday, 31 January 2020	
Time:	12 – 7pm	
Venue:	Perth Waters	
Anticipated attendance:	220	
Ticket price:	\$165 – \$180	

This event is the social highlight of the WA Yachting community.

A formal Gala Fundraising Luncheon with high-profile speakers. 2019 involved the Australian Adventurer of the year Steve Plain. Previous speakers have included Julie Bishop, Peter Rowsthorn and Peter Fitzpatrick.

Year	Amount	Project
2015	N/A	-
2016	N/A	-
2017	\$40,000	City of Perth Festival of Sail inc Warren Jones International Youth Regatta
2018	\$40,000	City of Perth Festival of Sail inc Warren Jones International Youth Regatta
2019	\$35,000	City of Perth Festival of Sail inc Warren Jones International Youth Regatta
TOTAL	\$115,000	

# Previous five years City of Perth Support and Acquittals

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$40,000:

- Exclusive naming rights to the event i.e. City of Perth Festival of Sail incorporating the Warren Jones International Youth Regatta;
- Exclusive regatta venue with all racing to be conducted within Northern Perth Waters;
- Officiating opportunities at event/s held during the Festival of Sail;
- Licence to use event logo and/or images on City of Perth promotional material, including any cross-promotion with the City's "Weekend in the City" activation;
- Dedicated space (subject to approvals and safety requirements) to operate drones and install media equipment to capture footage of the event;
- City of Perth support to be acknowledged within social media channels (Facebook, Instagram, Twitter and Linked In) and the event managers e-commerce initiatives, including City of Perth logo to be utilised on the event website, emails, any on-site signage and print media advertisements (as applicable) plus being mentioned at least twice a day as the naming sponsor on the Live Commentary FM Broadcast and Online Streaming (106.5fm);
- Provision of event content for City of Perth promotional materials (such as an advertisement in Royal Perth and Royal Freshwater Bay Yacht Clubs Magazines);
- Provision for small City of Perth flags to be displayed from the backstays of each yacht and larger flags while yachts are berthed, during the event which may include the period of the City of Perth Fireworks;
- City of Perth crest to appear on the hull of each of the competing yachts for the entire 2019/20 summer of sailing involving over 6500 guests and four community sailing events, Youth Cup, Women's State Championship, Inter Sailing Club Championship and Inter Colleges Championship. SRS will also be involved in the Perth International Boat Show providing an opportunity to display the COP branded yachts and backstay flags;
- City of Perth signs will be used in positions at the spectator zone and event functions; and
- For the purpose of the City of Perth cross-promotion activities;
  - Five complimentary tickets to the Corporate Cup;
  - Five complimentary tickets to the Women on Water Leadership morning;

- Five complimentary "hot seat" opportunities aboard competing yachts;
- Five complimentary tickets to the Gala Fundraising Luncheon.

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.63
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.63
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.63
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant	4.00
activity?	
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	4.75
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.88
Does the event demonstrate financial viability through evidence of support from	3.75
other government agencies, business or community organisations?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	4.63
To what extent does the event activate a space (or spaces) prioritised for	3.88
activation by the City?	
TOTAL ASSESSMENT SCORE   35.78 out of	45 (79.51%)

# **Comments**

- The assessment panel acknowledged that this is a well-coordinated event which has a proven track record of driving people into the city and activating the Perth foreshore over the Australia Day long weekend. The panel feels this event has become an integral part of the City's event calendar.
- The event has benefited from promotional and marketing support from the City of Perth and appears to be growing in momentum each year. The panel believes the event assists the City is achieving its strategic objective of increasing activation of the riverfront.
- The panel commented that the event offers a point of difference to usual activity in the EQ precinct, and welcomes a diverse crowd to enjoy and take part in the activities.
- The assessment panel would encourage the organisers to provide shade for participants.

# Events Grants Round 1 | 2019/20 | Hellenic Community of Western Australia

# Applicant Details

Entity Name	Hellenic Community of WA Inc
ABN	43348779338
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

# Event Details

Grant Category	Event Grants \$15,001 - \$40,000	
Applicant	Hellenic Community of Western Australia	
Project Title	Perth Greek Festival	
Project Start Date	19/10/2019	
Project End Date	27/10/2019	
Venue	Festival Day - Russell Square, Northbridge	
	Walking Tours - Streets in Northbridge and North Perth.	
	Talks and Lectures - Hellenic Community Centre (20 Parker	
	Street, Northbridge).	
	Exhibition (Greek Jewish Community TBC) - Hellenic Community	
	Centre (20 Parker Street, Northbridge).	
	Tours of the Greek Orthodox Churches (Parker Street,	
	Northbridge and Charles Street, North Perth).	
	Northbridge Piazza (to be confirmed).	
	Perth Cultural Centre (to be confirmed).	
Estimated attendance	32,000	
Ticket Price	Free for public to attend.	
	Stall holder fees apply:	
	Merchants: \$270 per booth	
	Businesses: \$300 per booth	
	Community Groups: \$100 per booth	
	Food vendors (requiring significant infrastructure) \$1,500	
	Select Community Organisations with a charitable purpose will	
	be provided a booth free of charge.	
Total Project Cost	\$175,000	
Total Amount Requested	\$40,000 (22.85% of the total project budget)	
Recommendation	Approve	
Recommended amount	<b>\$25,000</b> (14.28% of the total project budget)	
Assessment Score	33.9 out of 45 (75.33%)	

#### **Project Summary**

The 2019 Perth Greek Festival is a celebration of Greek history and culture in Western Australia with a focus on the geographic area of Northbridge and North Perth, which has long been the focal point for the Greek Community.

The Hellenic Community of Western Australia formed in 1923 and became incorporated a year later.

#### Project Description

The Perth Greek Festival will feature a series of events and activities starting Saturday, 19 October 2019, building up to the Greek Festival Day on Saturday, 26 October to be held in Russell Square, Northbridge and culminating in Oxi Day (Greek National Day) on Monday, 28 October 2019 at Kings Park.

Organisers anticipate approximately 30,000 people will attend the Festival day and another 2,000 will participate in the fringe events.

The events aim to reconnect people with their Greek heritage, showcase the Greek history to Western Australian society as well as providing the wider Perth community with a cultural event experience.

Events being developed for the period leading up to Greek Festival Day include:

- Walking tours of Northbridge, focusing on buildings and locations that encapsulate Greek families, their stories, businesses and areas of significance;
- Presentation of movies related to Greek culture with an opportunity to be given to local Greek artists to present their work; and
- Display of a photo exhibition telling the story of the Greek Jewish community and the impact of World War 2.

The Festival is being managed by a team of 12 community members with the support of UpBeat Events, which is providing event management support for the main Greek Festival day.

# Perth Greek Festival DayDate:Saturday, 26 October 2019Time:11am – 10pmVenue:Russell Square - NorthbridgeAnticipated attendance:30,000Ticket price:Free for attendees, fees apply for stallholders

A range of activities being planned for the Festival Day include:

- Greek cooking demonstrations and master classes;
- Sport activities reflecting the importance of sport to ancient and modern Greek communities;

- Greek dance and music performances;
- Short performances of Greek theatre;
- A Children's Art Project to be developed with both the Greek School and local public schools;
- Tours of the Northbridge and North Perth Greek Orthodox Churches, including discussions of the different types of iconography found in the Churches;
- Welcome to country and Aboriginal performances;
- Dance, performance, talks and lectures demonstrating the Greek contribution to science and architecture; and
- A range of roving performers and food and goods stalls.

# Greek Families and History Walking Tours

Date:	Saturday, 19 October – Sunday, 27 October 2019
Venue:	Northbridge and surrounds
Anticipated attendance:	100 (approx. 20 per tour)
Ticket price:	Free

Led by community historians and community elders, the Walking Tours will take in the Greek history, culture, arts, people and society of Northbridge, looking at homes and businesses in the area.

#### Greek Films in Northbridge

Date:	Saturday, 19 October – Sunday, 27 October 2019
Venue:	Northbridge and surrounds
Anticipated attendance:	1000
Ticket price:	Free

Greek Films will showcase a compilation of movie memories of the Greek community, together with some iconic Greek big screen films.

#### Jewish Greek Community Exhibition

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Date:	Saturday, 19 October – Sunday, 27 October 2019
Venue:	Greek Community Centre
Anticipated attendance:	1000
Ticket price:	Free

This exhibition is jointly supported by the Greek and the Jewish communities in WA. Through photography and a documentary, this exhibition brings to life the story of Greece's once vibrant 2,500-year-old Jewish community and shows the history, tradition and present-day existence of the Jews of Greece.

<u>Lectures and Talks</u>	
Date:	Saturday, 19 October – Sunday, 27 October 2019
Venue:	Greek Community Centre
Anticipated attendance:	300
Ticket price:	Free

The Festival team is sourcing an International speaker to present on Greek History. Details to be confirmed. Local history talks will be aligned with walking tours.

Date:	Saturday, 26 October 2019
Venue:	Saints Constantine and Helen Greek Orthodox Church, Greek
	Orthodox Church of Evangelismos
Anticipated attendance:	200
Ticket price:	Free

The City has two Greek Orthodox Churches, each representing a differing facet of Greek life. These Orthodox churches share fundamental similarities of architectural style, but the interior decoration of each is markedly different and each is equally impressive to see. Talks will centre on the role the Orthodox Church played in the lives of early migrants in Northbridge, the iconography style in each church and the history of the Greek Orthodox Church.

#### Children's Art Project

Tuesday, 30 July – Saturday, 26 October 2019	
Schools in Northbridge/Perth. St Andrews Greek School, Perth	
Greek Festival Day, Russell Square	
1,000	
Free	

The Children's Art Project will be launched three months prior to Perth Greek Festival with schools in the Northbridge/Perth area and the Greek School, invited to take part. Younger students will be asked to create a sculpture depicting some aspect of Greek history or mythology. The sculptures will be displayed at Perth Greek Festival on Festival Day.

# Previous five years City of Perth Support and Acquittals

Year	Amount	Project
2015	\$15,000	Greek Orthodox Easter Celebration Perth Glendi
	\$25 <i>,</i> 000	
2016	\$15,000	Greek Orthodox Easter Celebration Perth Glendi
	\$25,000	
2017	\$10,000	Greek Orthodox Easter Celebration
2018	\$25,000	Perth Greek Festival (Note: event was cancelled and payment not made)
TOTAL	\$115,000	*Note \$25,000 of this was not paid due to 2018 event not going ahead.

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$40,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event; and
- Access to the event for the City of Perth Digital team to produce content at our own cost.

# Social Media

- A series of up to 10 social media posts will be made promoting public transport options to the Festival events. The expected reach through the Festival social media accounts and social media partners is in excess of 250,000 people;
- A series of social media posts will be made promoting all the Festival events being held in the City of Perth from June. It is expected that each post will have a reach in excess of 250,000 people. The detail and number of these posts is being determined through detailed communications planning;
- A series of up to five posts will be made recognising the City of Perth as a title sponsor with an expected reach in excess of 250,000 people; and
- The Hellenic Community of WA website will recognise the City of Perth as Title sponsor of the Festival with an expected reach of 5000 people.

# Traditional Media

- All talent used through traditional media (radio, TV and newspapers) will be briefed to recognise the City of Perth as the title sponsor of the Festival with an expected reach in excess of 500,000 people; and
- Hellenic Community of WA Newsletters will recognise the City of Perth as the title sponsor for the Festival during at least three-monthly newsletters with an expected reach of 2500 people per month.

# Master of Ceremony Recognition

• The Master of Ceremony at all Festival Events will recognise the City of Perth as title sponsor for the Festival. This includes up to five recognitions on Festival Day. The expected reach is up to 32,000 people.

# Participation

- A representative of the City of Perth will be provided with an opportunity to speak at the Festival Day, prior to the lecture series and movie series. The expected reach is up to 32,000 people;
- A representative of the City of Perth will be provided with an opportunity to serve as a "Sous Chef" for one of the chefs/cooks presenting at the cooking demonstrations on Festival Day and will also to serve as a judge during sporting activities to be held on Festival Day with an expected reach of up to 30,000 people;

- A place will be held for City of Perth representatives to participate and attend each of the events identified through the Festival. The expected reach for this is up to 2,000 people; and
- The City of Perth will be provided with a stall at Perth Greek Festival Day if it so chooses.

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	4.38
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	4.50
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.75
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	4.25
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	4.38
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	4.00
Does the event demonstrate financial viability through evidence of support from	3.38
other government agencies, business or community organisations?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.88
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	1.38
TOTAL ASSESSMENT SCORE   33.90 out of	45 (75.33% <u>)</u>

#### **Comments**

- The assessment panel believes that the event is a rich cultural celebration, offering multiple opportunities for wider community participation and education. The fringe events designed to be held around the Greek Festival add an extra reach to the event;
- The event takes place in a prominent area of the City including Russell Square, Piazza, Perth Cultural Centre (potentially) and walking tours through Northbridge;
- The panel commends the organisers for engaging with an event management company to deliver the event which is likely to provide a higher-quality event;
- The City of Perth's fees and charges equate to approximately \$8,500 plus a \$10,000 bond. The assessment panel recommended that the same level of funding as for the 2018 event

(\$25,000) which didn't go ahead be awarded, to cover these costs as well as support the event elements;

- The Hellenic Community of WA Presented the Festival from 2015-17, known as the Perth Glendi, Perth Hellenic Festival and Perth Greek Festival. The event was awarded a grant in 2018 but was cancelled and didn't go ahead; and
- It should be noted that there is another Greek festival held within the City of Perth, delivered by the Perth Glendi Association of WA, usually called the Greek Glendi, with a tentative date of Sunday, 26 April Tuesday, 28 April 2020. The City has yet to be contacted about this event.

# Events Grants Round 1 | 2019/20 | Perth International Jazz Festival Inc

#### **Applicant Details**

Entity Name	Perth International Jazz Festival Inc.
ABN	75894817520
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

#### **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000	
Applicant	Perth International Jazz Festival Inc	
Project Title	2019 Perth International Jazz Festival	
Project Start Date	08/11/2019	
Project End Date	10/02/2019	
Venue	State Theatre Centre (confirmed)	
	The Blue Room Theatre (unconfirmed)	
	The Bird (confirmed)	
	Perth Cultural Centre Wetlands Stage (contacted but	
	unconfirmed)	
	Yagan Square (contacted but unconfirmed)	
Estimated attendance	9,200	
Ticket Price	ТВС	
Total Project Cost	\$294,000	
Total Amount Requested	\$40,000 (13.60% of the total project budget)	
Recommendation	Approve	
Recommended amount	<b>\$28,000</b> (9.52% of the total project budget)	
Assessment Score	33.14 out of 45 (73.64%)	

#### **Project Summary**

The event is a three-day festival featuring free and paid performances from international, national and local acts with a focus on jazz music and associated music styles. The Perth International Jazz Festival has been held since 2013, with the City of Perth supporting it since that time.

The Perth International Jazz Festival is a not-for-profit organisation run by a small team of volunteers. Established in 2012, the PIJF was the brain-child of the late Associate Professor Graham Wood. The purpose of the PIJF is to promote jazz music to the wider community, including the international community.

#### **Project Description**

The Perth International Jazz Festival (PIJF) will be held from Friday, 8 November to Sunday, 10 November 2019 at various locations across the city.

The PIJF will comprise a series of ticketed and non-ticketed performances, community events, educational workshops and artist talks with a focus on jazz music and associated music styles. The festival will be presented within the City of Perth using the State Theatre Centre and the Perth Cultural Precinct as the festival hub (some venues are to be confirmed). The Ellington Jazz Club will also be activated as the only other venue outside of the City of Perth festival hub.

The festival will have approximately 40 events programmed in and around the City of Perth festival hub.

The 2019 Festival will include the following components:

- education program with artist in conversations and open rehearsals;
- community singalong with three workshops in the lead-up;
- kids activities including instrument making and cushion workshops
- the main stage performance program;
- free outdoor community concerts;
- an ancillary program with activations in fringe venues across the city; and
- site-specific performances at the State Theatre Centre CPP carpark.

Given the mission of the PIJF to promote Western Australian grown and developed jazz performers, the majority of performers will be from Perth and the greater state of Western Australia. This Festival and its international reach and reputation will allow artistic collaborations between the international guest artists and local professional musicians and young emerging artists.

A new partnership with the Hyatt Regency will see a state wide and national campaign to draw audiences into the city.

Organisers have requested an increase in funding due to the almost exclusive spaces in the City of Perth being used for the Festival program. Organisers are also wanting to include a greater number of free community events in the city, giving greater accessibility to the general public. The addition of activating the CPP carparks (and more public spaces in the future) is also a new initiative to activate more of the Perth Cultural Centre as a sonic jazz space during this weekend in November.

The applicant has advised that should they be unsuccessful in securing increased funding from the City for the 2019 event, they may be required to scale down the free outdoor community events and the ticketed program would be in less venues.

Year	Amount	Project
2015	\$15,000	2015 Perth International Jazz Festival
2016	\$25,000	2016 Perth International Jazz Festival
2017	\$25,000	2017 Perth International Jazz Festival

#### Previous five years City of Perth Support and Acquittals

2018	\$25,000	2018 Perth International Jazz Festival
2019	\$0	-
TOTAL	\$90,000	

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

#### Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$40,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- City of Perth Community Concert Program;
- Officially opened by an available City of Perth dignitary. Lord Mayor (as present Patron of the event), Deputy Mayor or chosen Councillor/Commissioner;
- Specific social media handle ie. #cityofperthfreejazz for all jazz festival Instagram, Facebook and Twitter posts; and
- Activating public spaces including the Wetland Stage and Yagan Square.

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.50
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.88
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	4.00
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	4.00
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	4.50
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	4.13
Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?	4.00

Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.75
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	1.38
TOTAL ASSESSMENT SCORE   33.14 out of	45 (73.64%)

# **Comments**

- The Assessment Panel have recommended an increase in funding from the previous grant based on the event being held almost exclusively in the City of Perth and has introduced significant additional free-to-the-public activities and associated community programming; and
- The Festival is considered to be a unique cultural showcase for the city and its visitors and is expected to bring people into the city over a number of days for different events.

# Events Grants Round 1| 2019/20 | Activ Foundation

#### **Applicant Details**

Entity Name	Activ Foundation Inc
ABN	11553592765
Entity Type	Other Unincorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution

#### **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000
Applicant	Activ Foundation
Project Title	Chevron City to Surf for Activ
Project Start Date	26/08/2019
Project End Date	26/08/2019
Venue	Pre-event activities within the City Centre.
	Launch – 1 June 2019
	Expo & Bib collection – 24-25 August 2019
	Start: William Street/ St Georges Terrace
	Finish: City Beach Oval
	Note: The 4km Walk/Run. Starts on McLean Park, Chandler
	Avenue Floreat.
Estimated attendance	42,000
Ticket Price	Average price of \$55
Total Project Cost	\$3,075,000
Total Amount Requested	\$25,000 (0.81% of the total project budget)
Recommendation	Approve
Recommended amount	\$15,000 (0.48% of the total project budget)
Assessment Score	29.27 out of 45 (65.04%)

#### Project Summary

The Chevron City to Surf for Activ is an annual mass participation community fun run event that has been part of Western Australia for more than 40 years. It will be coordinated by an event management company hired by the Activ Foundation.

All proceeds will go to the Activ Foundation who assist people living with disabilities in Western Australia, as well as for other causes as selected by participants on Everyday Hero.

#### **Project Description**

The 2019 City to Surf will be held on Sunday, 25 August. The City has supported the event for the past 44 years.

The event is open to all athletic abilities and fitness levels with multiple distance options including the Marathon, Half Marathon, 12km run/walk, 4km run/walk and 4km wheelchair events.

The event starts in the city (St Georges Terrace), and follows a range of different routes, depending on ability level, with the finish line at City Beach Oval. The 4km routes start in Floreat.

Organisers estimate a total participation of 30,000, with total attendance of 42,000 will including spectators and volunteers. City records indicate that around 20,000 participants started the race in the City of Perth as part of the 2018 event, plus just over 1,000 volunteers and thousands more spectators and supporters.

Organisers are planning a public launch and activities in the Hay and Murray St Malls in the lead up to the event, and will encourage participation via registration, volunteering and/or setting health, wellness and fundraising goals. Activ advise that they have access to media and sporting personalities who will support pre-event activities. There will also be promotional activities around the expo/bib collection activities Saturday, 24 August -Sunday, 25 August 2019.

On race day there will be a festival atmosphere for all to enjoy at the start line and on-course, as well as at the post-race Activ Recovery Village on City Beach Oval.

Organisers are planning to select a city-based hotel as the 'official accommodation partner'. They believe this may increase visitation to the City of Perth over the event weekend from regional, national and international visitors.

Activ also advise they have been approached by a firm that wants to put a fitness tour package together for wealthy Chinese corporates to visit Western Australia and use the City to Surf as the hall mark event for the visit.

Organisers advise that with the cost of hostile vehicle management exponentially increasing event costs, if they have a reduction in funding from what is requested, they will have to consider reducing if not cancelling the full or half marathon.

Year	Amount	Project
2014	\$35,000	City to Surf for Activ
2015	\$35,000	City to Surf for Activ
2016	\$20,000	City to Surf for Activ
2017	\$18,000	City to Surf for Activ
2018	\$18,000	City to Surf for Activ
TOTAL	\$126,000	

#### Previous five years City of Perth Support and Acquittals

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$25,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Acknowledgement as a Government Partner or Supporting Partner; and
- Organisers will be looking to involve city based merchants, accommodation vendors food and beverage vendors with special social media coverage and micro events.

# Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.25
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.25
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	2.38
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	3.13

Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local	4.63
business to leverage the event?	
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	3.25
event?	
Does the event demonstrate financial viability through evidence of support from	3.50
other government agencies, business or community organisations?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.00
To what extent does the event activate a space (or spaces) prioritised for	2.88
activation by the City?	
TOTAL ASSESSMENT SCORE   29.27 out of	45 (65.04% <u>)</u>

#### **Comments**

- The event is longstanding, with the City supporting it for the last 44 years;
- The assessment panel has noted that there are a number of City of Perth costs to event organisers, estimated at around \$36,000. The application states the additional costs of hostile vehicle management this year, but have not provided specific details in their budget of what this cost is;
- The assessment panel believes there are limited economic benefits to the city as participants do not finish in the city. There are some additional benefit in the pre-race collections being held in the city and the launch promotions;
- The event has a charitable and community benefit for both fitness and supporting people living with disability;
- The panel feels that the sponsorship benefits are limited for the requested funding amount; and
- The assessment panel have recommended a \$3,000 reduction in this grant from the previous year due to the limited economic and sponsorship benefits.

# Events Grants Round 1 | 2019/20 | Perth Dinghy Sailing Club

#### **Applicant Details**

Entity Name	Perth Dinghy Sailing Club (inc)
ABN	23156218062
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000
Applicant	Perth Dinghy Sailing Club
Project Title	International 14 Perth 2020 Worlds
Project Start Date	29/12/2019
Project End Date	10/01/2020
Venue	Perth Dinghy Sailing Club;
	Matilda Bay Waters (Approval granted from Swan River Racing
	Committee, Aquatic Council of WA);
	Melville Waters West (Approval granted from Swan River
	Racing Committee, Aquatic Council of WA);
	University Club of Western Australia
Estimated attendance	995
Ticket Price	Registration for competitors is a per boat fee (2 competitors
	per boat). This fee is \$1000 for the World Championship and
	\$600 for the World Teams Racing (per team fee).
	Two ticketed presentation nights will be ticketed events: the
	first at \$30 per ticket (Teams presentation evening) and the
	second at \$100 per ticket (Final Presentation Evening).
Total Project Cost	\$144,960
<b>Total Amount Requested</b>	\$25,000 (17.24% of the total project budget)
Recommendation	Approve
Recommended amount	\$6,000 (4.13% of the total project budget)
Assessment Score	29.01 out of 45 (64.47%)

#### **Project Summary**

The Perth Dinghy Sailing Club, in conjunction with the International 14 Association of Western Australia will be hosting the International 14 World Sailing Championships in the summer of 2020 on the Swan River in Perth. It is anticipated to be one of the biggest high-performance skiff sailing regattas that Perth has seen. The event will offer spectacular views of up to 80 2-person skiffs, racing with their colourful spinnakers over 13 days with several vantage points around the Swan River.

The event will consist of 10 days of competitive racing that will provide spectators around the Swan River a front row glimpse of high-performance sailing manoeuvres around various sailing courses.

The Perth Dinghy Sailing Club was formed in 1903 and is situated in Crawley, opposite UWA. It is one of the only clubs in Perth that is operated entirely by volunteers.

#### **Project Description**

The Championships, which are held every 18 months, will incorporate the International 14 Worlds Teams Event, from Sunday, 29 December 2019 to Tuesday, 31 December 2019 where countries select their top five boats to compete against each other in a round robin series to determine the top performing country. This is a great spectacle that will be held directly in front of the Perth Dinghy Sailing Club on Matilda Bay, Crawley.

The World Individual Championship will be held directly following - from Thursday, 2 January 2020 to Friday, 10 January 2020 and sailed from Matilda Bay and in Melville Waters West. Perth Dinghy Sailing Club, where the event will be organised from, has secured the services of internationally renowned Race Officers Kevin and Ross Wilson to ensure the successful conduct of the regatta. Kevin and Ross' resume includes many Olympic Games and World Sailing Championships.

While sailing is a popular sport for Perth, seeing a fleet of 80 International 14 skiffs in action, traveling up to a speed of 22 knots (approximately 40 km per hour) with colourful spinnakers and 2-person wiring (on a trapeze wire) will be a unique sight that only this event will offer.

Event organisers are anticipating sailing competitors and their families travelling from United States of America, United Kingdom, Italy, Germany, France, Japan and Canada as well as most major capital cities in Australia.

Approximately one quarter to one third of the projected attendance to this event (approximately 265 people) will be families from outside the Perth metropolitan area. They will require accommodation in the vicinity of the Perth Dinghy Sailing Club, within the City of Perth for the duration of their stay (on average, 18 nights of accommodation for each family). To comply with International Rules of Racing, organisers will also be hosting international jurors and an International Race Committee.

To facilitate this, organisers have begun to form partnerships with local businesses within the City of Perth including accommodation providers (Fraser Suites Perth, St George's College and St Catherine's College at The University of Western Australia) and ferry services such as Captain Cook Cruises.

Event organisers have designed the event to include "lay days" where there is no scheduled racing in order to encourage the interstate and international competitors and their families an opportunity to explore Perth. Organisers have scheduled several "Explore Perth City" evenings where they will actively encourage attendees to explore Perth local businesses and areas including Kings Park, Yagan Square, Elizabeth Quay and numerous Perth shopping arcades and precincts. Page 65

International 14 Perth 2020 Worlds

Date:	Sunday, 29 December 2019 – Friday, 10 January 2020
Venue:	Directly in front of Perth Dinghy Sailing Club in Matilda Bay Waters,
	offering City of Perth patrons prime viewing spots around the river.
Anticipated attendance:	600
Ticket price:	Spectators – free

International 14 Perth 2020 Worlds is a premier sailing event that will be held on the Swan River. The event will consist of 10 days of competitive racing that will provide spectators around the Swan River a front row glimpse of high-performance sailing manoeuvres around various sailing courses.

Each race will last approximately 90 minutes with many competitors practicing and showing off their skills before each race and on the days leading up to the commencement of the regatta. Racing will commence at 1pm every race day with boats leaving the shore approximately 12.30pm and arriving back at 3pm-4pm each day.

International 14 Worlds Team Presentation Evening

Date:	Tuesday, 31 December 2019
Venue:	Perth Dinghy Sailing Club, Hackett Drive, Crawley
Anticipated attendance:	95
Ticket price:	\$30

The presentation night will be a ticketed event for competitors, their families and interested parties.

International 14 Perth Worlds Presentation Evening		
Date:	Friday, 10 January 2019	
Venue:	Perth Dinghy Sailing Club, Hackett Drive, Crawley	
Anticipated attendance:	300	
Ticket price:	\$100	

Formal presentation evening and prize giving for the main event, the International 14 Perth Worlds 2020.

# Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

# Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$25,000:

- Acknowledgement as a Platinum Sponsor for the event;
- Naming Rights for the Championship;
- City of Perth flags flown daily on the premises;
- Signage on competitor's boats in the form of hull stickers (sponsor to provide);

- 1/2 to full page advertisement in the event program;
- Invitation to Welcome Night with the opportunity of someone from City of Perth speaking at the event;
- Speaking invitation at the final presentation evening on 10 January 2020;
- City of Perth logo on event merchandise (e.g. shirts, hats);
- City of Perth logo on event website and social media channels. There have been over 7000 views on the event website and over 200 followers from 8 different countries on the event Facebook page which organisers will look to actively increase in the 10 months leading up to the event;
- Display on sponsors board inside the Perth Dinghy Sailing Club and ability to display promotional pamphlet board;
- Promotion of City of Perth sponsorship on all other event communication including but not limited to news articles, e-newsletters and other event printed and electronic communication;
- Development of promotional video launching City of Perth sponsorship, showcasing the Swan River and Perth highlights to encourage international and interstate competitors to register for the event, as well as bring their families to the event;
- Inclusion of City of Perth and Perth promotional material (printed) in the regatta bags given to competitors upon registration (sponsor to provide);
- Access to the event for the City of Perth Digital team to produce content at our own cost; and
- Invitations on spectator boats on a selected race day (subject to availability).

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.00
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	2.75
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.25
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	3.25
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	3.63
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.75

Does the event demonstrate financial viability through evidence of support from	
other government agencies, business or community organisations?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	
To what extent does the event activate a space (or spaces) prioritised for	
activation by the City?	
TOTAL ASSESSMENT SCORE   29.01 out of 45 (64.47%)	

# <u>Comments</u>

- The assessment panel agreed that activation of the Swan River is a positive, and whilst the event activates the Nedlands/Crawley area it provides free events and a unique on-water spectacle for the public to enjoy;
- The event is expected to attract a high level of interstate and international attendees, and with the inclusion of 'non-race days' it is anticipated that visitors will have scheduled time to enjoy Perth sights; and
- The panel have recommended a grant of \$6,000 as the majority of activity is happening outside of the City centre, and some in Melville Waters, therefore there is little evidence of the event giving a big injection in to the economy or bringing a lot of spectators to the City.

# Events Grants Round 1| 2019/20 | Ronald McDonald House Charities Western Australia (RMHC WA)

# **Applicant Details**

Entity Name	The Home Away From Home Incorporated And Ronald
	McDonald House
ABN	17197600778
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution

# **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000	
Applicant	Ronald McDonald House Charities Western Australia	
	(RMHC WA)	
Project Title	Up All Night supporting Ronald McDonald House Charities	
	WA	
Project Start Date	30/11/2019	
Project End Date	01/12/2019	
Venue	Barrack Street Arbour (including roads and paths	
	surrounding this area)	
Estimated attendance	750	
Ticket Price	Each participant is required to pay a registration fee of \$50	
	per person and fundraise a minimum amount of \$500 to	
	qualify for the event.	
Total Project Cost	\$422,200	
Total Amount Requested	\$40,000 (9.47% of the total project budget)	
Recommendation	Approve	
Recommended amount	\$5,000 (1.18% of the total project budget)	
Assessment Score	28.89 out of 45 (64.20%)	

# **Project Summary**

Up All Night is a fundraising event coordinated by and raising funds for Ronald McDonald House Charities WA (RMHC WA). The premise behind the event is that families facing childhood illness know what it is like to be up all night, so event organisers are giving people a chance to walk a night in their shoes. The event is expected to raise hundreds of thousands of dollars for the charity, a WA institution which has been supporting regional families since 1990 (29 years). Funds raised will support RMHC WA with service delivery, making a lasting difference to the lives of seriously ill children and their families. RMHC WA currently has 59 families sleeping at their Nedlands (47 bedrooms) and Perth Children's Hospital (12 bedroom) houses.

#### **Project Description**

The walk will commence at the Bell Tower at 6pm on Saturday 30 November 2019 and finish the next morning, Sunday 1 December 2019 back at the same location at 10am.

This event was first held in 2018 and the organisers are planning to use learnings to grow the event in 2019. Organisers anticipate 750 people to participate in the 2019 event.

The Up All Night Walk has participants walk from dusk until dawn to raise funds in support of RMHC WA.

This event also offers a unique opportunity for participants, to experience Perth in a different light. The walk starts by the Bell Tower at the Barrack Street Arbour, showcasing Elizabeth Quay, before heading west and taking in Cottesloe's beachfront. Heading south, the route goes through North Fremantle, before swinging back along the southern side of the Swan River, where participants will be able to see the city skyline beckon. Most participants will make their final approach north, back towards the CBD as the sun rises, before arriving at the Barrack Street Arbour to a hero's reception.

Previous five years City of Po	erth Support and Acquittals

Year	Amount	Project
2015	\$0	-
2016	\$0	-
2017	\$8,500	Mission ImPERTHable (Perth Ramble)
2018	\$0	-
2019	\$0	-
TOTAL	\$8,500	

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

#### Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship of \$40,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Brand placement on media assets;
- Branded activation at event;

- Brand placement on event merchandise;
- Partnership announcement and one social media post;
- Logo placement on event website;
- Logo placement at event;
- Invitation to event launch function;
- Newsletter recognition;
- Listed mention in annual report;
- Invitation to attend a House event;
- Acknowledgement on Tree of life;
- Opportunity to participate in Home for Dinner program;
- Free use of function room (subject to availability and self-catered);
- Free use of rooftop garden (subject to availability and self-catered);
- Guided house tour (up to 18 people); and
- Certificate of appreciation.

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	2.75
Social Outcomes	
To what extent does the event provide opportunities for the local or greater	3.50
community to connect?	
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.25
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant	2.88
activity?	
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local	4.25
business to leverage the event?	
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the	2.75
event?	
Does the event demonstrate financial viability through evidence of support from	3.25
other government agencies, business or community organisations?	
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.63
To what extent does the event activate a space (or spaces) prioritised for	
activation by the City?	
TOTAL ASSESSMENT SCORE   28.89 out of 45 (64.20%)	

# **Comments**

- The assessment panel thought this was a worthwhile charity initiative that had a point of difference by activating the city at night time; and
- The panel chose to award the event \$5,000 rather than their full requested amount due to their budget showing very high advertising and marketing costs, the majority of the event takes place outside of the City and this amount is comparable to other fundraising walks held within the City of Perth.

# Events Grants Round 1| FY 2019/20 | Conservation Council of Western Australia

#### **Applicant Details**

Entity Name	Conservation Council of WA Inc
ABN	35982476107
Entity Type	Other Unincorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

#### **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000	
Applicant	Conservation Council of Western Australia	
Project Title	CCWA Eco Festival	
Project Start Date	07/09/2019	
Project End Date	07/09/2019	
Venue	Perth Cultural Centre - James Street Amphitheatre, Central	
	Square and Museum Plaza	
Estimated attendance	4,000	
Ticket Price	Non CCWA member group and sustainable businesses stall	
	holder fees	
Total Project Cost	\$105,411	
<b>Total Amount Requested</b>	\$31,623 (30% of the total project budget)	
Recommendation	Approve	
Recommended amount	<b>\$5,000</b> (4.74% of the total project budget)	
Assessment Score	27.01 out of 45 (60.02%)	

#### Project Summary

The Eco Festival is coordinated by The Conservation Council of WA (CCWA), on Saturday 7 September 2019, from 10am-3pm. Event organisers anticipate attracting 4,000 people to the Perth Cultural Centre for the event.

CCWA is the state's foremost non-profit, non-government conservation organisation. Through advocacy, community engagement, policy development, science and on-the-ground projects, they aim to create a sustainable future that all Western Australians can look forward to.

#### **Project Description**

The Eco Festival is a family friendly, free event that aims to raise awareness of and encourage behaviour change in a range of sustainable practices to reduce our carbon footprint, prevent further loss of biodiversity and increase awareness of the conservation sector.

The Festival has three themes:

- Sustainable living;
- Climate change and energy solutions; and
- Living in a biodiversity hotspot.

Activities include:

- CCWA Speakers Tent;
- Eco Markets repair café, boomerang bags and bunting, transition town;
- Children's educational and fun activities;
- Music/Dance jazz, festival style buskers and Aboriginal dance;
- Community Art Project creating a human sized numbat of natural fibres to raise awareness of Threatened Species day with Noongar artist, Sharyn Egan.

CCWA will not be providing food or beverages at this event and CCWA promotions will encourage attendees to enjoy the diverse range of local restaurants and cafes within the Perth Cultural Centre and the Perth CBD and Northbridge.

The event aims to stimulate the local economy and provide opportunities for local businesses to leverage the event through this activation of businesses in the direct vicinity who provide food and beverages due to the event not selling food or drinks.

### Previous five years City of Perth Support and Acquittals

The organisation received funding for this event last in 2013 for \$11,000. The organisation also received a Venue Support Grant valued at \$1,455 for the Town Hall in 2018/19.

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

### Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship of \$31,623:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Promotion of the City of Perth through social media posts and advertisements to CCWA's 55,000 supporters and 10,000 people on Facebook & Twitter; and
- There is an opportunity to discuss promoting the City of Perth's sustainability program, which demonstrates how the city can use its natural resources in a manner that sustains life and enables future generations to thrive, at the event.

### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	SCORE (5)
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	3.0
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.25
Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.50
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	3.00
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	3.88
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.00
Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?	1.75
Benefits	_
Does the event offer adequate benefits/ recognition for the City?	3.38
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	2.25
TOTAL ASSESSMENT SCORE   27.01 out of	45 (60.02 <u>%)</u>

### **Comments**

- The Assessment Panel thought that the event fits well with the City of Perth's sustainability focus. Overall, there is a growing demand for sustainable products in the community, so this event would appeal to a broad range of people';
- The panel were supportive of the event organisers not bringing in food trucks and encouraging attendees to visit bricks and mortar businesses in the area;
- The applicant's budget lacked some information, and it wasn't clear if Perth Theatre Trust were going to be supporting the event with any venue waiver fees; and
- The panel recommended supporting the event for \$5,000 to contribute to activating of the City with different events.

## Events Grants Round 1 | 2019/20 | Boating Industry Association WA

#### **Applicant Details**

Entity Name	Boating Industry Assn Of WA Inc
ABN	79061700579
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

#### **Event Details**

Grant Category	Event Grants \$15,001 - \$40,000
Applicant	Boating Industry Association WA
Project Title	Perth International Boat Show
Project Start Date	20/09/2019
Project End Date	22/09/2019
Venue	Barrack Street Jetty
	Elizabeth Quay
	Perth Convention and Exhibition Centre
Estimated attendance	30,000
Ticket Price	Fees for exhibiting, different fee structures dependent on
	site
Total Project Cost	\$959,100
<b>Total Amount Requested</b>	\$40,000 (4.17% of the total project budget)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	26.78 out of 45 (59.51%)

#### **Project Summary**

The Perth International Boat Show is the major boating event in Western Australia, coordinated by the Boating Industry Association of WA.

The Perth International Boat Show will be held from Friday, 20 to Sunday, 22 September 2019 in three locations in the City, including Barrack Street Jetty, Perth Convention and Exhibition Centre (PCEC) and Elizabeth Quay.

#### **Project Description**

The event is growing each year and is now recognised nationally and internationally as an important event on the Boat Show calendar. It is presented by the Boating Industry Association WA.

The Perth International Boat Show has been designed to profile Western Australia's prosperous and diverse marine industry. The Show was launched in 2017 and attracted almost 15,000 visitors. In 2019, it is projected the event will attract over 18,000 visitors. The Show includes indoor displays within PCEC and on water displays in Elizabeth Quay and Barrack Street Jetty.

The Perth International Boat Show is designed as an avenue for exhibitors to present new products to the market, and is timed in late September at the beginning of the summer boating season. The Boating Displays include Western Australia's best new products from the boating industry, with big boat displays on water and government displays within Elizabeth Quay; and indoor displays of the latest trailerboats, jet skis, canoes and kayaks, engines, fishing tackle, electronics and navigation, clothing and more.

Indoor Displays will feature:

- Trailerboats from all major brands and manufacturers from across Australia
- Marine electronics including navigation and communications
- Safety equipment
- Aquatic recreation equipment
- Displays from government agencies
- Travel and tourism information
- Insurance and finance
- Fishing and outdoor related products

On-Water Displays:

- Boats under 15m within the Quay
- Big boats (over 15m) outside the Quay
- Covered walkways and pontoons
- On water boat demos and trials

The event will attract visitors by offering entertainment and activities such as:

- Discover Boating program with free boating/sailing activities for all ages
- Boat License Testing and information
- "How to" demonstrations on a variety of topics
- Special guest presenters
- Stage shows
- Activities for children and families
- Aquatank fishing demonstrations
- Seafood cooking demonstrations
- Prizes and giveaways

Year	Amount	Project
2015	N/A	-
2016	N/A	-
2017	\$5,000	Perth International Boat Show
2018	\$5,000	Perth International Boat Show
TOTAL	\$10,000	

### Previous five years City of Perth Support and Acquittals

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

### Sponsorship Benefits

Organisers will provide the following benefits for the requested funding of \$40,000:

- City of Perth Logo on event Sponsors web page with website link;
- Opportunity to promote City of Perth on the Show website within the Visitor's section, to encourage tourism;
- City of Perth Logo on Show advertising within sponsor's panel, including print, press, television adverts;
- City of Perth logo on official Show signage;
- Opportunity for social media links and promotions via the Show's Facebook, YouTube and Twitter promotions;
- Specific City of Perth signage opportunities at the Show as advised by the organiser;
- Option for City of Perth representative to present a "welcome" message in the Show's official program;
- Option for City of Perth representative to be part of the official opening opt the Perth International Boat Show; and
- Access to the event for the City of Perth Digital team to produce content at our own cost.

### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	<u>SCORE (5)</u>
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	2.75
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	2.63
community to connect?	

To what extent does the event provide experiences that are unique to the City?	3.13
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	2.50
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	4.63
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.25
Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?	3.88
Benefits	
Does the event offer adequate benefits/ recognition for the City?	2.63
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	1.38
TOTAL ASSESSMENT SCORE   26.78 out of 45 (59.51%)	

#### **Comments**

- Whilst the panel thought this was a well organised event bringing people into the city and also providing activity to the riverfront with free activities for children and families at Elizabeth Quay, the panel's recommendation was to decline it as it was a large commercial event, which the panel believed, did not require financial support from the city to ensure all activities go ahead; and
- The City's previous support of this event in the past two years has helped to establish the event successfully for it to no longer require grant funding from the City.

## Events Grants Round 1| 2019/20 | Western Australian Cricket Association

#### **Applicant Details**

Entity Name	Western Australian Cricket Association Limited
ABN	44026744769
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Grant Category	Event Grants \$15,001 - \$40,000	
Applicant	Western Australian Cricket Association	
Project Title	Cricket Australia Veterans Over 50s National	
	Championships	
Project Start Date	16/11/2019	
Project End Date	22/11/2019	
Venue	WACA Stadium East Perth	
	UWA grounds	
	Nedlands cricket grounds	
	West Perth Cricket grounds	
	Bunbury cricket grounds	
	City of Perth restaurants and bars	
Estimated attendance	1,500	
Ticket PriceTo attend the games - no cost		
	To attend evening/day Championship function \$125 per	
	head	
	Teams pay a registration fee of \$1500 per team	
Total Project Cost	\$92,000	
Total Amount Requested	\$18,000 (19.56% of the total project budget)	
Recommendation	Decline	
Recommended amount	\$0	
Assessment Score	25.52 out of 45 (56.71%)	

#### **Event Details**

#### Project Summary

The Cricket Australia Veterans Over 50s National Championships is coordinated by the Western Australian Cricket Association (WACA), the governing body of cricket in WA, overseeing the development of the game throughout metro, rural and regional areas.

The five-day national event will be held at locations across Perth from Saturday, 16 November to Friday, 22 November 2019, with an anticipated 24 teams (20 male and 4 female), with each team made up of at least 12 players.

#### **Project Description**

Teams will travel from all states across Australia (including the Northern Territory) to participate in the event. The opening event and the final game will be played at the main WACA ground in East Perth, with other games at grounds yet to be confirmed but may include, West Perth, Nedlands, and UWA.

A number of games will be held every day and at the conclusion of the Championships a number of players will travel to the South West to participate in a one-day event in Bunbury. Players will also be invited to a range of social events held within the City of Perth during the Championships.

The public will be encouraged to attend the cricket games at no cost, and participants and their families are likely to be staying in City of Perth Hotels, with negotiations underway with Quest hotels for them to become an accommodation sponsor.

#### Previous five years City of Perth Support and Acquittals

The City of Perth has not previously supported this applicant.

#### **Sponsorship Benefits**

Organisers will provide the following benefits for the requested funding of \$5,000:

- Logo recognition on all event promotional material and event website;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- E-newsletter inclusions;
- Social media posts;
- Engagement opportunities at social events in the city and at opening event;
- Promotion of Heritage Heart walks including Small Museums, Architecture Walk, Public Art and murals;
- Promotion of City of Perth highlights; and
- Promotional opportunities with elite male and female WA cricketers and past elite national cricketers.

#### Events Grants (\$15,001 - \$40,000) Assessment Score Card

The application was assessed by a four-person assessment panel and the scoring has been averaged for each outcome.

ESSENTIAL ASSESSMENT CRITERIA	
Cultural Outcomes	
To what extent does the event celebrate the diversity of Perth as a capital city?	2.50
Social Outcomes	
To what extent does the event provide opportunities for the local or greater community to connect?	3.00

Civic Outcomes	
To what extent does the event provide experiences that are unique to the City?	3.13
Place Outcomes	
To what extent does the event activate private or public spaces with vibrant activity?	2.50
Economic Outcomes	
Does the event stimulate the local economy and provide opportunity for local business to leverage the event?	3.38
Organisational Competency	
Does the applicant have a demonstrated capacity to manage all aspects of the event?	3.38
Does the event demonstrate financial viability through evidence of support from other government agencies, business or community organisations?	3.25
Benefits	
Does the event offer adequate benefits/ recognition for the City?	3.13
To what extent does the event activate a space (or spaces) prioritised for activation by the City?	1.25
TOTAL ASSESSMENT SCORE   25.52 out of 45 (56.71%)	

## **Comments**

The assessment panel could see some benefits of the event attracting interstate and intrastate players, however the panel recommended the application be declined due to low projected attendance and a number of the venues not yet being confirmed.

# AgendaBusiness Event Sponsorship – 2019 WA Industry and ExportItem 6.2Awards

FILE REFERENCE:	P1036602#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	16 April 2019
ATTACHMENT/S:	N/A

# Council Role:

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the City of Perth Act 2016
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 5 - A prosperous city
<b>Policy</b> Policy No and Name:	18.13 – Sponsorship and Grants

# Purpose and Background:

#### **Applicant Details**

Entity Name	Export Council of Australia
ABN	98004378287
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

The Export Council of Australia (ECA) is the peak member-based organisation for the development and international trade performance of Australian business. ECA provide representation to government to advocate on market issues and inform trade policy, deliver programs to enhance the capability of businesses to engage in profitable international trade, and run awards to recognise and reward excellence in export.

# **Details:**

Sponsorship Category	Business Event Sponsorship
Applicant	Export Council of Australia
Project Title	31st Western Australian Industry and Export Awards Ceremony
Project Start Date	23/09/2019
Project End Date	23/09/2019
Venue	Grand Ballroom, Hyatt Regency Perth
Estimated attendance	350 (including 50 regional, 12 inter-state and 3 international)
Ticket Cost	\$230
Total Project Cost	\$100,000
Total Amount Requested	\$10,000 (10% of total project cost)
Recommendation	Approve
Recommended amount	\$7,500 (7.5% of total project cost)
Assessment Score	36 out of 60 (60%)

### **Project Description**

The Western Australian Industry and Export Awards is a program of events bringing together the international trade and business community to recognise WA businesses excelling in global trade. The 2019 Awards Ceremony will be hosted on Monday, 23 September at the Hyatt Regency Perth.

Nominations for the awards open in May and organisers are aiming for a minimum of three strong finalists in 17 categories. To improve the quality of submissions, ECA will be recruiting post-graduate students and hosting multiple briefing sessions for businesses.

A panel of judges, including a City of Perth representative, will award winners across the various categories: Agribusiness, Business Services, Creative Industries, Defence, Digital Technologies, E-commerce, Education and Training, Emerging Industries, Environmental Solutions, Health and Biotechnology, Manufacturing, Marketing and Design, Minerals, Energy and Related Services, Regional, and Women in International Business. Many of these categories have direct links with City of Perth key economic sectors.

#### Page 84

An overall WA Exporter of the Year will be awarded from the winners of the individual categories and a further two businesses will be inducted into the WA Awards Hall of Fame for consistent and outstanding success at the awards.

Winners in 13 of the categories will automatically qualify as finalists at the national Australian Export Awards held in December and invited to attend masterclasses and capacity building workshops. This opportunity is only available by first going through the WA Industry and Export Awards program. WA businesses who have previously been successful at the national awards include Dutjahn Sandalwood Oils for Emerging Exporter in 2018 and Linear Clinical Research, which is located within the City of Perth, for Business Services in 2017.

The awards boost winners' reputation and credibility in interstate markets and provide leverage over competing businesses. The evening provides finalists and winners recognition in the presence of the local and global trade community, government departments and key stakeholders. The evening is also a useful networking and profiling opportunity within the export sector

Award success increases the exposure for Perth and Western Australia as businesses develop a strong marketing story and brand history. The increased prosperity of the sector will generate ongoing economic benefit for Perth as the main gateway for business activity in and out of the state, including increased visitation to Perth by international businesses.

In addition to the awards night, a series of associated events and activities will provide additional networking and business development. These events aim to generate awareness of the awards and attract high-calibre applicants. Proposed events include:

- Awards Lunch;
- Panel discussions and roundtables;
- Finalists Announcement;
- Winner's Luncheon and Roundtable; and
- Winner's Exhibition/Roadshow.

The panel discussions and roundtables will be specific to regions and industry sector interests, hosted in Perth and regional locations.

Year	Amount	Project
2014	N/A	
2015	N/A	
2016	\$5,000	WA Industry and Export Awards Ceremony
2017	\$5,000	WA Industry and Export Awards Ceremony
2018	\$7,500	WA Industry and Export Awards Ceremony
TOTAL	\$17,500	

### Previous five years City of Perth Support and Acquittals

- The City of Perth has received an acquittal for the previous support;
- The 2018 Industry and Export Awards was attended by 270 attendees, with an additional 200 attendees at associated events during the year;
- 28 applications were received in 2018 of which 39% were first time applicants; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

#### Sponsorship Benefits

# Benefits:

- Opportunity to exclusively align as a sponsor with one Export Awards category;
- Logo and acknowledgement as a Category Partner on Export Awards promotions and at all associated events (including launch and regional promotions);
- Logo and link to City of Perth website on:
  - Official Export Awards Website (managed by Austrade)
  - ECA Export Awards webpages
  - State government awards' webpages; and
- Acknowledgement as a sponsor in applicants' e-newsletter and opportunity to include special offers or information relevant to applicants in newsletter.

Judging Panel

• Opportunity for a City of Perth representative to be a member of the awards judging panel.

Award Ceremony:

- Opportunity for City of Perth representative to deliver a short speech and present trophy to aligned category winner;
- Photo with category winner on stage;
- Standard advertising in ceremony programme;
- City of Perth logo on category winner's certificate; and
- Logo and acknowledgement during AV presentation of the aligned category at ceremony.

Finalist Event:

- Logo on certificates presented to finalists of the aligned category;
- Opportunity for City of Perth representative to present category finalists' certificates at event; and
- Logo and acknowledgement during AV presentations at event.

Contact lists

• Subject to privacy requirements, contact lists of attendees from Gala Award Ceremony.

# Assessment Score Card

The application was assessed by a two-person assessment panel and the scoring has been averaged for each outcome.

Assessment Criteria	Score /5
Economic Impact and Attendance	
To what extent will the event attract a significant number of attendees?	3.00
To what extent does the event demonstrate the potential to generate significant direct economic benefit to the city economy and local businesses?	3.00
For an event with travelling delegates, is the majority of accommodation within the boundaries of the City of Perth?	3.50

Page	86
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To what extent does the event attract tourism and visitors to the city and promote Perth as a destination?	1.50
To what extent does the event encourage delegates and their partners to explore Perth, through inclusion of a social program or free time for travelling delegates?	1.00

Sub total 12 out of 25

Sector and Business Development	
To what extent does the event provide opportunities to enhance and promote Perth's reputation in a key industry sector?	3.50
To what extent does the event offer opportunities for business networking, education, information exchange and links to WA industry sectors, especially in a sector prioritised by the City of Perth?	4.00
To what extent does the event enhance business or community development and assist in building long-term relationships by providing Perth business and community leaders with the opportunity to meet visiting industry leaders?	3.25
Sub total 10 7E out of 1E	

Sub total 10.7	5 out of 15
Event Profile and Organisational Capacity	
To what extent does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?	3.75
To what extent does the event demonstrate the participation of high calibre speakers and participants?	3.00
To what extent has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?	3.00
Please rate the level of benefits and recognition provided to the City	3.50
Sub total 13.25 out of 20	
TOTAL ASSESSMENT SCORE  36 out of 60   (60%)	

# **Financial Implications:**

ACCOUNT NO:	PJ 13958057000007901
BUDGET ITEM:	International Relations
BUDGETED AMOUNT:	\$45,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$7,500
BALANCE REMAINING:	\$37,500
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

# **Comments:**

As the capital city of Western Australia, the City of Perth should seek to position itself as a supportive local government and a focal point for exporters across the state. The Western Australian Industry and Export Awards Ceremony provides strong networking opportunities for exporters with the winners benefiting from receiving national exposure at the Australian Industry and Export Awards.

The awards are one of the few export and trade events held in WA and respond to a gap in the market.

The City's sponsorship of the event is aligned to Goal 5 of the City's Strategic Community Plan, by promoting Perth as a leader in business excellence, across a variety of industries and sectors, including tourism, health, agriculture, education, technology and trade.

Export trade is particularly important to the WA economy and the resulting relationships with local exporters involved in the awards are beneficial to the City. The opportunity for a City of Perth representative on the judging panel provides knowledge sharing and assists in the identification of businesses the City can develop ongoing relationships with, such as previous award winners Linear Clinical Research. The program of events throughout the year will provide additional opportunity for the City to engage with the industry.

Agenda Item 6.3	Strategic Arts Sponsor Exhibition	ship - Taipei Artist Exchange and
	NIT: DIRECTORATE: OR DISCLOSURE OF INTEREST:	P1035591#06#01 Business Support and Sponsorship Economic Development and Activation Nil 29 April 2019 N/A
<u>Council Role</u>	<u>e:</u>	

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the City of Perth Act 2016	
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 6 - A city that celebrates its diverse cultural identity	
<b>Policy</b> Policy No and Name:	18.13 – Sponsorship and Grants	

# Purpose and Background:

### Applicant Details

Entity Name	Perth Institute of Contemporary Arts Ltd	
ABN	49 009 372 927	
Entity Type	Australian Public Company	
ABN Status	Active	
ATO Endorsed Charity Type	Charity	

The City of Perth has received a request for Strategic Arts Sponsorship of \$20,000 from the Perth Institute of Contemporary Arts (PICA) to support an arts exchange program with Taipei.

# **Details:**

Sponsorship Category	Strategic Arts Sponsorship	
Applicant	Perth Institute of Contemporary Arts	
Project Title	Taipei Artist Exchange and Exhibition	
Project Start Date	18/10/2019	
Project End Date	22/12/2019	
Venue	Perth Institute of Contemporary Arts	
Total Project Cost	\$122,625	
Total Amount Requested	\$28,000 + GST (23% of the total project cost)	
Recommendation	Approval	
Recommended amount	\$28,000 + GST (23% of the total project cost)	
Assessment Score	49.66 out of 56 (88.6%)	

### Friendship City 20 Year Anniversary

Taipei is a Friendship City of the City of Perth. The objectives of this relationship include the mutual desire for international peace and goodwill, to encourage a wider understanding of other cultures and to foster economic development, tourism and trade relations.

In 2019, the Cities of Perth and Taipei celebrate the twentieth anniversary of their Friendship City relationship.

### **Background to the Artist Exchange**

The City of Perth has supported a reciprocal artist exchange program with the City of Taipei since 2006, with artists from Perth and Taipei undertaking residency arrangements in each other's cities in alternate years. Local artists that have been supported through the program include Gregory Prior, Rodney Glick and Michelle Outram.

In 2016, City of Perth funding enabled Northbridge-based Turner Galleries to be represented at Art Taipei and undertake various other Friendship City networking projects in Taipei. Subsequently, the prestigious Kuandu Fine Art Museum (KdMoFA) invited Turner Galleries to take part in an arts exchange program in 2017 and 2018.

In 2017, the project supported an exchange of art curators Erica Huang, a young art curator from Taipei, and Lee Kinsella from the Lawrence Wilson Art Gallery at UWA. In 2018, Yao Jui-chung, a leading artist, curator, writer and academic from Taipei, and Eugenio Viola, Senior Curator from the Perth Institute of Contemporary Art, both participated in the exchange.

The exchange program has grown in scope each year and now incorporates associated community initiatives and local artist projects, workshops, forums, exhibitions, artist talks, symposiums, an international video project, and collaborations between art institutions in Perth and Taipei.

The exchange has included involvement from Kuandu Fine Art Museum, Taipei Fine Arts Museum, Turner Galleries, PICA, Mundaring Arts Centre, the Community Arts Network, the Taiwan Ministry of Culture 'Spotlight Taiwan' initiative and the Taipei Economic and Culture Office in Australia.

### **Transition from Turner Galleries to PICA**

From 2016 – 2018, the project has been coordinated by Turner Galleries, a Northbridge-based commercial gallery. As the program has grown in scope to include a large number of associated community activities, it now sits outside the capacity and purpose of a commercial art gallery.

PICA will take over management of the exchange from 2019 onwards. With an official partnership confirmed between PICA and the Taipei Fine Arts Museum, it is anticipated the program will continue to grow in scope and stature.

### **Project Description**

#### Exchange between Taipei Fine Arts Museum and PICA

The Exchange will facilitate four artists from Taipei: Jao Chai-En, Chou You-Cheng, Lo Yi-Chun, and Dondon Hounwn, to visit Perth.

While on exchange, the artists will have the opportunity to:

- Investigate the cultural heritage and history of the city, undertake research, visit art museums and commercial art galleries and local artists in their studios;
- Meet with arts professionals to discuss contemporary art and culture and actively promote Perth and Taipei artists and arts professionals during the exchange;
- Give artist talks to the public and students;
- Act as ambassadors for their own cities; and
- Visit regional areas to explore and understand the region's culture in more detail.

### Exhibition - InVisible Threads

Date:	19 October – 22 December 2019
Venue:	Perth Institute of Contemporary Arts

A significant outcome of the program will include an exhibition at PICA, 'InVisible Threads', which builds on the work and relationships formed in previous exchanges.

'InVisible Threads' brings together artists whose practices have a strong connection to Perth and Taipei in an exhibition that reveals common ties and offers an opportunity to examine the social, cultural and historical fabric of these two cities and the personal and collective experiences of their residents. The exhibition will explore the intersection between the diverse and hybrid cultural identities of both cities, with particular emphasis on current approaches to landscape, post-colonial and indigenous dialogues.

#### Page 91

The exhibition will include the work of seven artists and two artist collectives, including the four visiting Taipei artists, in addition to West Australian artists Pilar Mata Dupont and Katie West (TBC) and artist collectives, pvi collective (TBC) and the Clay Boodjar Project (Merle Narkle Goodwin, Audrey Narkle Nettle and Tracey Kickett).

During a period of curatorial research and exchange these artists have been selected for their enquiring approach to experiences of the landscape and their understanding of how social, cultural and economic structures manifest personal stories.

The exhibition will include artworks by First Nations artists from Perth and Taipei, as well as their surrounding areas. This will be an opportunity for cultural exchange that recognises and celebrates First Peoples and share both similarities and differences between the two cities and how they express and contribute their own cultural history in a contemporary art context. The opening will include a Welcome to Country led by Noongar Elders and exhibiting Noongar artists, as well as a performance by the contemporary Indigenous artist, Dondon Hounwn. Organisers anticipate that this will be a unique opportunity for Indigenous artists from Perth and Taipei to share cultural experiences and histories.

The exhibition will feature large scale projections, sculptural works, site specific installations and performance. Two of these installations will be created by the artists during residencies in the lead up to the exhibition.

There will be a bilingual publication produced for the exhibition, with extended texts about the artists and their projects, as well as a catalogue essay that explores the themes of the exhibition.

#### Public and Education Programs

Date:	19 October – 22 December 2019
Venue:	Perth Institute of Contemporary Arts

PICA will host a program of community events to complement the exhibition. A project space at PICA will provide a centre for informal discussion groups, film screenings and presentations by individuals, organisations and community groups. It will encourage local artists, academics, arts workers, and the general public to contribute and develop their knowledge and skills through engagement with new cultures.

#### Artist Talks

Bilingual artist talks will be delivered on the afternoon of Saturday, 19 October, providing opportunities for the public to hear directly from the artists.

#### Storytelling – Clay Boodjar Project

A proposed program of storytelling led by artists Merle Narkle Goodwin, Audrey Narkle Nettle and Tracey Kickett who will speak about their life experiences and the Clay Boodjar animations they produced with the Community Arts Network.

#### **Education Tours**

Guided exhibition tours by gallery attendants, activity sheets and education notes with background information, curriculum links, and pre and post visit activities for both secondary and tertiary students.

# Family Activities

Free activities available for the duration of the exhibition will offer activities designed for children but suitable for all ages, relating to works in the exhibition and exploring the artistic themes in fun, considered and accessible ways.

# Exhibition at the Taipei Fine Arts Museum

Building upon the momentum of past exchanges, the Taipei Fine Arts Museum will also host an exhibition of up to six West Australian and six local artists in November 2019. The Taipei Fine Arts Museum will also aim to bring four of the West Australian artists to Taipei, dependent on both budget and artist availability. Cheng-YI (Jenny) Chien, the curator at the Taipei Fine Arts Museum, will visit Perth in July to meet with, and select, the participating artists.

# Previous City of Perth Support and Acquittals

NOTE: The Taipei Exchange was managed by Turner Galleries from 2016-2018. In 2019 PICA have assumed management of the program. The below funding was awarded to Turner Galleries for the previous exchanges.

Year	Amount	Project
2016	\$10,835	Turner Galleries - Taipei Exchange
2017	\$10,000	Turner Galleries - Taipei Exchange
2018	\$12,715	Turner Galleries - Taipei Exchange
TOTAL	<u>\$33,550</u>	

- The City of Perth has received an acquittal for the previous support; and
- City Officers can confirm that all previous funding has been satisfactorily acquitted.

# Sponsorship Benefits

- City of Perth to be recognised as a Supporting Sponsor of the project;
- City of Perth logo to be included on associated printed and online material, including PICA Entrance Foyer Screen, Perth Cultural Centre Screen, PICA Building Banners, Light box posters at PICA entrance, PICA 'What's-on' Guide, promotional flyers, advertising materials, electronic collateral including e-invitations, PICA website, media releases, PICA fortnightly e-newsletter and exhibition education notes;
- Opportunities for a nominated City representative to make a speech at the official opening or any other official events;
- The City of Perth will receive verbal recognition of support at all events;
- City of Perth will be given access to research data on PICA's audience for insights into arts and culture audiences living in and visiting Perth;
- PICA will collaborate with the City of Perth on a partnership plan, including a social media content plan across shared social media platforms;
- Two posts on PICA's social media account, celebrating the City's involvement;
- Access to venue, curator and artists as well as photos, videos and Q&As for exclusive content for City of Perth's digital marketing channels; and
- PICA will engage in meaningful collaboration with City of Perth to identify and amplify suitable opportunities for joint promotion.

#### Page 93 Strategic Arts Sponsorship Assessment Score Card

The application was assessed by a three-person assessment panel and scoring has been averaged for each outcome. The application was assessed using criteria based on the measurable outcomes for cultural engagement, developed by the Cultural Development Network.

ESSENTIAL ASSESSMENT CRITERIA	SCORE out of 4
Does the project reflect and add value to the City of Perth's strategic objectives, as outlined in the Strategic Community Plan?	
Does the project demonstrate arts and cultural activity of a high calibre, with suitably experienced personnel?	3.67
Does the project deliver arts activity that represents Perth's unique cultural identity?	3.33
Does the project increase opportunities for the community to participate in cultural life and/or identify strategies to widen audience engagement?	3.50
Does the project foster meaningful collaborations across the local arts industry and/or community?	3.50
Does the project contribute to a positive sense of place within the city?	2.83
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.67
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.17
Does the project attract a broad audience, stimulate the local economy and provide opportunities for engagement with local businesses?	
Does the project support the ongoing development, viability and sustainability of the organisation and the local arts industry?	
Has the applicant demonstrated capacity to manage all aspects of the project?	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	
Are the project plan and budget realistic and value for money?	
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	
<u>Sub total   45.00</u>	<u>out of 56</u>
OPTIONAL ASSESSMENT CRITERIA	
The below are non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves any of these outcomes can receive additional assessment points for each of these criteria.	
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	
Does the project celebrate Indigenous culture?	
Does the project activate places along the riverfront?	
Sub total   4.66 Bon	us Points
TOTAL ASSESSMENT SCORE 49.66 out of 56	6 (88.6%)

# **Financial Implications:**

ACCOUNT NO:	PJ 1395-80570-0000-7901
BUDGET ITEM:	International Relations
BUDGETED AMOUNT:	\$40,000
AMOUNT SPENT TO DATE:	\$5,000
PROPOSED COST:	\$28,000
BALANCE REMAINING:	\$7,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

# Comments:

The project represents a significant maturation of the cultural exchange program between Taipei and Perth. The program has grown from small scale, artist-based initiatives to now encompass a large scale artistic exchange between two high-profile cultural institutions which will provide important opportunities for artists to engage in cultural collaboration and knowledge transfer.

The project has demonstrated success in fostering new relationships and enhancing cultural networks between Perth and Taipei and enhancing the visibility of Perth's arts and culture in the Asia Pacific region.

City Officers note that this program has grown at an unprecedented rate over the past few years, and is a successful international engagement activity for the City.

### 20<sup>th</sup> Anniversary Friendship City

The exhibition and exchange will provide a high-profile platform for the City of Perth to acknowledge and celebrate the 20<sup>th</sup> anniversary of the Friendship City relationship between Perth and Taipei. The project is the City's key engagement activity with Taipei and Officers note that the exchange develops and increases awareness of the existing Friendship City relationship and delivers soft diplomacy and cultural tourism opportunities and outcomes.

The relationship between Taipei and Perth has been very productive over the last several years and government and business delegations, artists, and cultural organisations have travelled between the two cities.

In recognition of the success of the program, the Taipei Cultural Affairs Department and the City of Perth will sign a Memorandum of Understanding to recognise and celebrate these efforts. Commissioner Tsai of the Taiwan Department of Cultural Affairs and Director Lee from the Taipei Artist Village will visit Perth in July 2019 as part of the celebrations of the milestone anniversary.

The City of Taipei has indicated it is supportive of the project, and letters of support for the project have been provided by the Taipei Economic and Cultural Office in Australia, the Taiwanese Chamber of Commerce of Western Australia and the Taipei Fine Arts Museum.

PICA note that although they have only applied for a small percent of the total project cost (23% of the total project cost), the City's support is critical as formally puts in place a government level partner that will increase the likelihood of government bodies in Taipei supporting as reciprocal partners and funding the Taiwanese artists to come to Perth.

#### **Arts and Cultural Sector Outcomes**

The application comprehensively outlines the many cooperative, developmental and networking benefits of this program to local artists and cultural institutions, and strongly supports Indigenous artists from both Australia and Taipei. The project and associated activities have high professional development potential for the West Australian visual arts sector on an international platform.

The community engagement elements of the proposal are strong, and the program of community exhibitions, artist talks and studio residencies increases the breadth of the project and facilitate community engagement, presenting opportunities for the Perth community to experience works by leading Taiwanese artists.

#### **Comments**

City Officers noted that the exchange between artists (those coming to Perth and travelling to Taipei) is a key focus of the City's involvement. Preference would be to see this exchange opportunity maintained as a priority international engagement initiative, and are strongly supportive of the project to continue.

The recommended sponsorship represents an increase in funding from previous year's support. The recommendation is based on the significantly higher level of outcomes being delivered this year for the 20<sup>th</sup> anniversary, with exhibitions in both Perth and Taipei, and twelve artists travelling between the two cities, rather than the usual two artists. It is expected that in 2020 the exchange will return to its normal format and the City's support will be returned to the previous level of funding.

A Strategic Arts Sponsorship of \$28,000 + GST is recommended.

# Agenda Cultural Advisory Committee – Draft Terms of Reference Item 6.4

REPOR RESPO REPOR DATE:	EFERENCE: ATING UNIT: NSIBLE DIRECTORATE: AT AUTHOR DISCLOSURE ( HMENT:	OF INTEREST:	P1037991 Arts, Culture and Heritage Economic Development and Activation Nil 9 May 2019 Attachment 6.4A - Cultural Advisory Committee Draft Terms of Reference
<u>Coun</u>	<u>cil Role:</u>		
	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency. The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.	
$\mathbf{X}$	Executive		
	Legislative	Includes adopting local laws, town planning schemes and policies	
	Quasi-Judicial	directly affe character ari natural justi town plannir other permit	Council determines an application/matter that cts a person's right and interests. The judicial ses from the obligation to abide by the principles of ce. Examples of Quasi-Judicial authority include ing applications, building licences, applications for s/licences (eg under Health Act, Dog Act or Local her decisions that may be appealable to the State we Tribunal.

# Legislation / Strategic Plan / Policy:

Information

Π

Legislation	Part 2 Division 1 Section 8 of the City of Perth Act 2016
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 6 - A city that celebrates its diverse cultural identity
Policy	
Policy No and Name:	18.1 - Arts and Culture
	1.5 - Public Art
	1.6 - Commemorative Works
	18.2 - Cultural Collections
	4.10 - Heritage Policy

*For the Council/Committee to note.* 

# **Purpose and Background:**

Item 13.7 Strategic Partnership Agreement – Perth Public Art Foundation Incorporated: *That Council:* 

... "2. <u>ESTABLISHES</u> a City of Perth Arts Advisory Committee with the terms of reference to: 'Oversee the development, implementation and ongoing performance of a City of Perth Arts Strategy and to advise Council on major arts issues'; ..."

and

Item 13.8 Principal Partnership between Heritage Perth and City of Perth:

That Council:

... "3. <u>ESTABLISHES</u> a City of Perth Heritage Advisory Committee with the terms of reference to: 'Oversee the development, implementation and ongoing performance of a City of Perth Heritage Strategy and to advise Council on major heritage issues'; ..."

Subsequently, through the Commissioner Briefing process for the Cultural Development Plan, City officers expressed that an overarching Cultural Advisory Committee (CAC) is the most appropriate mechanism to address the above motions. This approach is in line with the recommendations of key stakeholders on the Cultural Development Plan Peer Review Group. It is also supported by research into similar mechanisms in other Councils; City of Melbourne has an overarching cultural advisory group supported by issue-specific committees. The proposed CAC also comprises three subcommittees: the Public Art Subcommittee, the Cultural Heritage Subcommittee and the Cultural Collections Subcommittee (refer Attachment 6.4A – draft Terms of Reference).

The purpose of this report is to seek endorsement for the draft Terms of Reference for the CAC, enabling the City to seek nominations for membership and to establish the panel to provide input on the implementation of the Cultural Development Plan 2019–2029 (subject to adoption by Council) and its supporting policies and frameworks.

# **Details:**

It is important that the City of Perth is seen to have a balanced and consultative approach, supported by clear policies, strategies and is informed by advice provided by credible, independent experts.

The City of Perth has already established an industry peer review panel for architectural and urban design and town planning in the form of the Design Advisory Committee (DAC) to "provide independent technical advice and recommendations to the City of Perth". This DAC currently provides advice on heritage issues of a statutory and town planning nature. The proposed CAC and its Cultural Heritage Subcommittee does not replace this function of the DAC, but rather compliments it through considering heritage issues of a cultural nature.

Peer review is an established and industry-accepted best practice model for the assessment and evaluation of arts and cultural products and activities and it is a model adopted by other Australian capital city local governments to help ensure quality cultural outcomes.

#### Page 98

The proposed CAC does not include representation by a Commissioner/Elected Member in its membership, in keeping with the model established by the City's DAC and the independent advisory panels operating successfully in other cities, such as Sydney and Melbourne. It is appropriate that Commissioners/Elected Members should have access to the independent recommendations and advice of suitably qualified people regarding cultural matters.

As set out in the Terms of Reference, the proposed CAC will not have any formal decision-making authority. The Committee will exist solely to provide independent, expert advice to inform City officers' recommendations for presentation in reports to Committee and Council, or to inform other operational decisions made in accordance with the City's Delegated Authority Register.

Membership of the proposed CAC is to be endorsed by Council, to ensure that Council has confidence in the professional expertise on the Committee, and that Commissioners/Elected Members are invited to attend Committee meetings in a non-voting capacity.

The draft Terms of Reference further details the membership, roles and responsibilities of the proposed CAC.

## **Stakeholder Engagement**

In December 2017 a panel of experts from across the arts, culture and heritage sectors was convened; the Peer Review Group (PRG). The PRG has been providing guidance and feedback on the document continuously since January 2018. Informal interviews with members of the PRG were conducted during the final feedback phase in August 2018. All were supportive of the proposed approach.

Members of the Public Art Advisory Panel and the Boards of Heritage Perth Inc. and Perth Public Art Foundation have also been informed of the proposed Committee.

As this is an action in the draft Cultural Development Plan 2019-2029, there was feedback and interest expressed from key stakeholders such as the Chamber of Arts and Culture, History Council of WA, State Library of WA, UWA Cultural Precinct, and the Department of Local Government, Sport and Cultural Industries during the public comment period. These stakeholders will be included in those invited to nominate for representation on the proposed CAC.

### **Financial Implications:**

As per the draft Terms of Reference, Committee members are invited to offer their expertise to the City of Perth in a voluntary capacity, unless there are extraordinary circumstances (for example, in the case of an Aboriginal Elder providing specific cultural advice) to be negotiated with the City. Any costs related to extraordinary circumstances will be negotiated with appointed nominees. There is a nominal budget to cover these costs in the draft 2019/20 Arts, Culture & Heritage administration budget (subject to Council approval).

# Comments:

It is intended that key stakeholders, starting with members of the current Public Art Advisory Panel, Cultural Development Plan Peer Review Group, Board of Heritage Perth, and Board of the Perth Public Art Foundation are invited to nominate, in line with the guidelines for membership in the attached draft Terms of Reference. Note that there is existing cross-over between members of these groups.

#### Page 99

As above, it is important to note that the functions of this proposed CAC do not include any part of the development application process; any advice relating to development applications for heritagelisted properties will continue to be referred to the DAC.



# **TERMS OF REFERENCE**

# **City of Perth**

# **Cultural Advisory Committee**

# **1** Introduction

As a part of the implementation of the City of Perth Cultural Development Plan 2019 -2029, a Cultural Advisory Committee has been established to oversee the development, implementation and ongoing performance of a City of Perth Cultural Development Plan 2019 - 2029 and to advise Council on major cultural issues, initiatives and opportunities.

Specifically, the Cultural Advisory Committee provides advice to Council to help ensure that the City's cultural projects, programs and services:

- comply with relevant legislation, support Council policies and endorsed strategic plans; and
- develop the City of Perth's capital city cultural leadership.

# 2 Policy Framework

The Cultural Advisory Committee is established and operates in the context of the following strategic and policy documents:

- Strategic Community Plan: Vision 2029+
- Cultural Development Plan 2019-2029
- Public Art Strategy
- Heritage Strategy (Draft at 28 May 2019)
- Policy 18.1 Arts and Culture
- Policy 1.5 Public Art
- Policy 1.6 Commemorative Works
- Policy 18.2 Cultural Collections
- Policy 4.10 Heritage Policy

# **3 Function of the Cultural Advisory Committee**

# 3.1 Role and Responsibility of Individual Committee Members

The role of the individual members of the committee includes:

- 1. Understanding the strategic implications and desired outcomes of activities being pursued through the City of Perth's Cultural Development Plan 2019 -2029 and cultural activities and initiatives being delivered within the City of Perth and Greater Perth by external agencies and organisations.
- 2. Possessing genuine interest in the City of Perth's Cultural Development Plan 2019 -2029 and in Cultural Development within the City of Perth.



- 3. Bringing relevant knowledge, specialist expertise, technical proficiency and professional experience in a field of specific relevance to Cultural Development, specifically Arts, Heritage, Festivals, and/or Cultural Institutions, including Libraries.
- 4. Advocacy for cultural activities and outcomes.
- 5. Possessing a demonstrated understanding of the broader legislative, operational and political context within which the Cultural Development Plan 2019-2029 is being implemented.
- 6. Commitment and active involvement in collaboratively pursuing the outcomes of the City of Perth's Cultural Development Plan 2019-2029.

In practice, this means they:

- 1. Advocate that the needs of the community and cultural stakeholders are met by the outputs of the Cultural Development Plan 2019 2029;
- 2. help balance and provide guidance on managing conflicting priorities and resources;
- 3. provide guidance to City units involved in implementing the City of Perth's Cultural Development Plan 2019 2029 and end users of the plan's outputs;
- 4. consider and provide advice on ideas and issues raised;
- 5. review the progress of the City of Perth's Cultural Development Plan 2019 2029; and
- 6. provide guidance and advice on the best way to achieve adherence of cultural activities to standards of best practice, guidelines and relevant legislation

# 4 Protocols

# 4.1 Membership

Committee membership is to comprise up to ten highly regarded, diverse and experienced individuals. Cultural and linguistic diversity will be prioritised in the composition of the committee to ensure it is representative of the community it will serve and encourage a diverse range of perspectives, ideas and recommendations. Membership must represent a broad spectrum of the following fields:

- An Aboriginal community representative\*
- Practising artists and creative industry professionals
- Public art consultancy or curation
- Cultural Collection Management
- Audience Development
- Art critics or art history
- History
- Landscape Architecture or Architecture
- Ecology/Natural Environment
- Urban Design or Town Planning
- Cultural Institutions (including libraries)
- State Government
- Major Cultural Events/Festivals
- Cultural Tourism



- Multicultural Interests or International Exchange
- Heritage (which can include, but not limited to: Built heritage; Historical research; Heritage interpretation/curation; Aboriginal heritage; Cultural landscapes; Archaeology)
- Creative Industries (which can include, but not limited to: visual and performing arts; multimedia; technology; economic development of the sector)
- Philanthropy and fundraising

\*The committee must at all times include membership of an Aboriginal community representative, who must be endorsed by the Elders Advisory Group. This member must report back to the Elders Advisory Group on quarterly basis, or as required.

Nominations for all committee members may be sought as required, by the City of Perth Administration as appropriate. Nominees recommended for committee membership by the Administration will be reviewed, and recommended members will be appointed by Council.

Membership of the committee is for a term of two calendar years, and will be reviewed on a biennial basis.

Committee members at the end of their term may be nominated for a second two-year term, if endorsed by Council.

All members of the Cultural Advisory Committee have equal voting rights.

Where a committee member retires through written notice to the CEO, or a position becomes vacant for any other reason, prior to the end of their term, the Administration will seek nominations for new members with appropriate professional expertise to restore the full capacity of the committee, as required.

Where a committee member does not attend scheduled committee meetings on three consecutive occasions without advising City staff or the Chair, they are deemed to have retired from the committee.

The Council may terminate any committee membership at any time, in writing.

The Manager Arts, Culture & Heritage will resource and attend the meetings of the Cultural Advisory Committee in a non-voting capacity to observe and facilitate proceedings as required. Other City Officers may attend on the invitation of the Manager Arts, Culture & Heritage, or as proxy for the Manager Arts, Culture & Heritage, if required.

Members of the City's Executive, Elected Members and invitees of the Cultural Advisory Committee may attend and observe committee meetings in a non-voting capacity.

Committee members are invited to offer their expertise to the City of Perth in a voluntary capacity, unless there are extraordinary circumstances, to be negotiated with the City.

Details of the membership of the committee are contained in Section 6.



# 4.2 Chair

The Committee will elect a Chair and Deputy Chair on an annual basis.

The Chair of the Cultural Advisory Committee shall convene the committee meetings.

If the designated Chair is not available, then the Deputy Chair will be responsible for convening and conducting that meeting. If the Chair or Deputy Chair is unavailable then the committee may elect an Acting Chair for that meeting.

The Chair will represent the committee at Council and external forums, other City of Perth committee meetings and events as and where required and deemed appropriate by the City.

In the absence of the Chair, the Deputy Chair will represent the committee

# 4.3 Declarations of Interest

All members of the committee must act lawfully and with honour, integrity and professionalism.

Members who have a pecuniary or non-pecuniary interest in any matter with which the committee is concerned must disclose the nature of interest as soon as is practicable.

Members with a pecuniary interest or a significant non-pecuniary interest in any matter with which the committee is concerned must excuse themselves from the meeting whilst that matter is being discussed or considered.

All disclosures of interest must be recorded in the minutes of the meeting.

# 4.4 Agenda Items

The committee meeting agenda, with attached meeting papers will be distributed by the Chair at least 7 working days prior to the next scheduled meeting.

Committee members may raise an item under 'Other Business' if necessary and as time permits.

# 4.5 Minutes & Meeting Papers

Meetings will be minuted by the City Officers in attendance.

Copies of the minutes, including attachments, shall be provided to all committee members no later than 10 working days following each meeting.

Where requested by the Chief Executive Officer or Council, the committee will provide a written report or advice in relation to any relevant cultural matters.

# 4.6 Frequency of Meetings

The committee shall meet quarterly at Council House, 27 St Georges Terrace, Perth and/or in accordance with an annual schedule determined at the final committee meeting of each calendar year for the subsequent calendar year.



If there is insufficient business to warrant a meeting, and other agenda items can be postponed to a subsequent scheduled meeting, the committee may agree to cancel a scheduled meeting.

The committee, in consultation with the City Administration may at any time review the frequency of committee meetings and negotiate a new schedule, provided the committee is able to perform its role effectively for the City of Perth.

# 4.7 Decisions of the Committee

The committee does not have any formal decision-making authority. The Cultural Advisory Committee is created for the sole purpose of providing independent, expert advice to inform recommendations of City staff for presentation in reports to City of Perth Committee and Council, or to inform other decisions made in accordance with the City's Delegated Authority Register.

## 4.8 Proxies to Meetings

Members of the committee cannot nominate a proxy to attend a meeting if the member is unable to attend.

### 4.9 Quorum Requirements

At least half of the appointed committee members must be in attendance for the meeting to be recognised as an authorised meeting for the recommendations or resolutions to be valid.

# 4.10 Out of Session

Where possible, all cultural business for an agenda, requiring input and review by the committee should be presented at least 10 days prior to a scheduled meeting for its inclusion on the agenda of a scheduled meeting of the committee. Where this is not possible due the urgent nature of a matter or otherwise by agreement of the committee, Special Meetings of the Cultural Advisory Committee may be convened as required.

Where appropriate, the committee may create additional subcommittees, special working parties or send delegates to participate on assessment panels to facilitate the provision of relevant expertise on an ad hoc basis between sessions where required.

# 4.11 Termination of the Cultural Advisory Committee

Termination of the committee shall be as directed by Council in consultation with the Administration.

# 4.12 Amendment to the Terms of Reference

This document may be altered at any time by Council.



# 5 Subcommittees

# 5.1 Subcommittee General Protocols

Nominations for members of all subcommittees may be sought by the Chair from the members of the committee as required. Nominees recommended for subcommittee membership by the Chair will be appointed by the Cultural Advisory Committee.

# 5.2 Role, Responsibility and Protocols of the Public Art Subcommittee

The role of the Public Art Subcommittee is to provide expert and independent advice to Council in relation to the following:

- 1. The ongoing review of Council's strategic plans, policies and operational guidelines in relation to public art being delivered by, or within, the City of Perth.
- 2. The ongoing development of effective assessment and evaluation criteria for public art proposals and service delivery.
- 3. Acquisition of high quality public art assets, being through commission, purchase or as contributed assets.
- 4. Evaluation and development of the City of Perth's Temporary and Ephemeral Public Art programs to ensure quality outcomes.
- 5. Review of applications for new memorials and monuments in alignment with the Policy 1.6 Commemorative Works, as required.
- 6. Deaccessioning, disposal and relocation of the City's public art.
- 7. Partnership and collaboration with external agencies and organisations involved in delivering public art within the City, including, but not limited to the Metropolitan Redevelopment Authority, Perth Public Art Foundation, and private developers.

Protocols of the Public Art Subcommittee are as follows:

Public Art Subcommittee membership is to comprise up to three highly regarded and experienced individuals representing three of the following fields:

- A public art consultant or curator
- An urban designer
- An architect
- A Town Planner
- A practising artist with extensive experience in public art

The Public Art Subcommittee shall meet every two months, or as required, at Council House, 27 St Georges Terrace, according to an annual schedule set by the subcommittee. The subcommittee, in consultation with the Manager Arts, Culture and Heritage may at any time review the frequency of subcommittee meetings and negotiate a new schedule, including any items for decision by circulation, so long as the subcommittee is able to perform its role effectively for the City of Perth.



# 5.3 Role, Responsibility and Protocols of the Cultural Heritage Subcommittee

The role of the Cultural Heritage Subcommittee is to provide expert and independent advice to Council in relation to the following:

- 1. The ongoing review of Council's strategic plans, policies, surveys and operational guidelines in relation to cultural heritage being delivered by, or within, the City of Perth.
- 2. Provide industry feedback and guidance related to the City of Perth's heritage incentives, policies and relevant heritage initiatives.
- 3. The ongoing development of effective assessment and evaluation of criteria for cultural heritage significance.
- 4. Evaluation and development of the City of Perth's Temporary and Ephemeral Public Art programs to ensure quality outcomes, where these relate to historic narratives or heritage subjects or places.
- 5. Review of applications for memorials and monuments in alignment with the Policy 1.6 Commemorative Works, as required.
- 6. Deaccessioning, disposal and relocation of the City's public art where these may impact matters of cultural heritage significance.
- 7. Proposed or existing partnership and collaboration with external agencies and organisations involved in delivering cultural heritage programs or initiatives within the City, including, but not limited to: the State Government, Tertiary or other education entities, private developers and neighbourhood/community groups and heritage not-for-profit groups.

Protocols of the Cultural Heritage Subcommittee are as follows:

The functions of this committee do not include any part of the development application process; any advice relating to development applications for heritage-listed properties will continue to be referred to the Design Advisory Committee.

Cultural Heritage Subcommittee membership is to comprise up to three highly regarded and experienced individuals representing three of the following fields:

- Built heritage
- Historical research
- Heritage interpretation/curation
- Aboriginal heritage
- Cultural tourism
- Cultural landscapes
- Archaeology

The Cultural Heritage Subcommittee shall meet every two months, or as required, at Council House, 27 St Georges Terrace, according to an annual schedule set by the subcommittee. The subcommittee, in consultation with the Manager Arts, Culture and Heritage may at any time review the frequency of subcommittee meetings and negotiate a new schedule, including any items for decision by circulation, so long as the subcommittee is able to perform its role effectively for the City of Perth.



# 5.4 Role, Responsibility and Protocols of the Cultural Collections Subcommittee

The role of the Cultural Collections Subcommittee is to provide expert and independent advice to Council in relation to the following:

- 1. The ongoing review of the City's policies, plans and operational guidelines in relation to the development, display and management of the Cultural Collections.
- 2. The ongoing development of the Cultural Collections, in line with Policy 18.2 and the City's delegated authority register, including proposed acquisitions, de-accessions and commissions.
- 3. The management of the Cultural Collections in line with museum and gallery industry standards, including storage, conservation, collection management practices, maintenance and asset management planning.
- 4. The City's display practices, exhibition program and facilitation of public access to the Cultural Collections.
- 5. Review and analysis of options / feasibility for the development of a dedicated exhibition space for the Cultural Collections, including the ongoing provision of the History Centre as a public resource centre.
- 6. The planning, development and resourcing of the City's Arts, Culture and Heritage data portal 'Finding Perth'.
- 7. The development and support of partnerships and collaboration with external agencies and organisations involved in delivering art and cultural programs or initiatives within the City, including, but not limited to: the Art Gallery of WA, WA Museum, State Library of WA, Perth Institute of Contemporary Art, Museum of Perth and other small museums and private galleries or collections.
- Awareness of cultural trends and practices in the Galleries Libraries Archives and Museums (GLAM) sector, including knowledge of artists, cultural organisations and other Cultural Collections in WA.

Protocols of the Cultural Collections Subcommittee are as follows:

Cultural Collections Subcommittee membership is to comprise up to three highly regarded and experienced individuals representing three of the following fields:

- Contemporary Art
- Cultural Heritage and History
- Public Art
- Aboriginal Art
- Collection Management
- Audience Development
- Curation/interpretation and programming
- Collections Data Management

The Cultural Collections subcommittee shall meet every four months, or as required, at Council House, 27 St Georges Terrace, according to an annual schedule set by the subcommittee. Time-sensitive advice, such as relating to acquisitions, may be provided via a circular resolution. The subcommittee, in consultation with the Manager Arts, Culture and Heritage may at any time review the frequency of



subcommittee meetings and negotiate a new schedule, including any items for decision by circulation, so long as the subcommittee is able to perform its role effectively for the City of Perth.

# 6 Membership

Organisation	Role	Name
	Chair	
	Deputy	
	Member	



# City of **Perth**

# 7 Record Information

#### **Proof of Approval**

Requesting Officer	<first name,="" surname="">   <job title=""></job></first>
Approving Unit Manager	<first name,="" surname="">   <job title=""></job></first>
Approving Unit Director	<first name,="" surname="">   <job title=""></job></first>
Project Sponsor	<first name,="" surname="">   <job title=""></job></first>
Approval Evidence	<trim reference,="" signature=""></trim>
Business Unit	

#### **Version Information**

Version	Author	Date	Status	Comments
1	Tabitha McMullan,	3 May 2019	DRAFT	
	Manager Arts, Culture & Heritage			

Agenda	<b>Budget Reprioritisation – Hampden Road Parklet Trial</b>
ltem 6.5	

FILE REFERENCE:	P1036590#11
REPORTING UNIT:	Marketing and Activation
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	10 May 2019
ATTACHMENT/S:	N/A

### **Council Role:**

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

### Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 1 – A city for people Goal 2 - An exceptionally well designed, functional and accessible city Goal 8 - A city that delivers for its community
<b>Policy</b> Policy No and Name:	9.6 Budget Variation Policy

#### **Purpose and Background:**

The City of Perth provides regular tactical activations throughout the city to surprise and delight residents, visitors, workers and tourists. These activations are delivered in several formats, often within short time frames, and always in conjunction with various internal and external stakeholders. Because of this stakeholder consultation, the City is required to make changes to the project scope in response to feedback.

### **Details:**

At its meeting held **26 March 2019**, Council approved a report for the budget reallocation of \$40,000 towards a trial of parklets on Hampden Road.

This capital works project incurred some variances to the initial scope that were unforeseen at the time of seeking the initial capital project budget. The scope changes included:

- change to the location of both parklets due to further business feedback and the closure of another business which resulted in design changes to the structures and increased carpentry works;
- modifications to one of the structures to ensure access and inclusion outcomes could be met.

These variations are considered essential to comply with access and inclusion guidelines and ensure the trial has the best chance of success for the local community and businesses.

The contractor, See Design, has addressed these changes in scope and as a result the total project cost has increased beyond the 10% variance permitted in Policy 9.6 – Budget Variations. As such, the Marketing and Activation team are seeking to reprioritise an additional \$9,000 from the Arts, Culture and Heritage Unit's unspent capital budget 'PJ 1400-12171 – ACH Database and Portal Project' to fund the outstanding project costs.

### **Financial Implications:**

ACCOUNT NO:	PJ 1400-12171
BUDGET ITEM:	ACH Database and Portal Project
BUDGETED AMOUNT:	\$121,320
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$9,000
BALANCE REMAINING:	\$112,320
ANNUAL MAINTENANCE:	\$0
ESTIMATED WHOLE LIFE COST:	\$9,000
ACCOUNT NO:	PJ 1055-14110
ACCOUNT NO: BUDGET ITEM:	PJ 1055-14110 Hampden Road Parklet Trial
BUDGET ITEM:	Hampden Road Parklet Trial
BUDGET ITEM: BUDGETED AMOUNT:	Hampden Road Parklet Trial \$40,000
BUDGET ITEM: BUDGETED AMOUNT: AMOUNT SPENT TO DATE:	Hampden Road Parklet Trial \$40,000 \$20,000
BUDGET ITEM: BUDGETED AMOUNT: AMOUNT SPENT TO DATE: PROPOSED COST:	Hampden Road Parklet Trial \$40,000 \$20,000 \$49,000

All figures quoted in this report are exclusive of GST.

### Comments:

The reprioritisation of the funds will enable the Parklet Trial to be implemented to the highest quality and ensure a strong outcome for the local community.

Agenda	Adoption of Strategic Community Plan 2019-2029
Item 6.6	

FILE REFERENCE:	P1028810#03
REPORTING UNIT:	Office of the Chief Executive
RESPONSIBLE DIRECTORATE:	Office of the Chief Executive
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	15 May 2019
ATTACHMENT/S:	Attachment 6.6A – Strategic Community Plan 2019-2029

### **Council Role:**

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

### Legislation / Strategic Plan / Policy:

Legislation	Section 5.56 of the Local Government Act 1995
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 8 - A city that delivers for its community
Policy	

# Policy No and Name: N/A

### **Purpose and Background:**

In 2017 the City of Perth conducted a community engagement process, branded the 'Share to Shape' Campaign, which sought information from the City's stakeholders and community to guide its future direction. This engagement took place over a six-month period and resulted in the development of the City's Strategic Community Plan: Shaping Our Capital City (SCP).

Since implemented, however, the City's Commissioners have identified that whilst the SCP was informed by community input, little oversight was provided by Council on the City's ability to deliver planned objectives. As a result, at its meeting held on **29 May 2018**, it was requested via Council Motion that an independent review of the SCP be conducted, to translate this community-directed plan into a feasible and financed strategic plan.

The Strategic Community Plan 2019-2029 (SCP) has now been developed in consultation with an independent review and other interrelated City of Perth strategies, and is provided to Council for endorsement.

#### **Details:**

An independent consultant was commissioned by the City in late August 2018 and through external desktop review and internal stakeholder consultations, assisted with articulating the strategic priorities within the SCP. This included one-on-one meetings with the City's Commissioners and the City's Executive and Management Teams, to understand the perceived priorities in conjunction with the information collected from the community in the 'Share to Shape' Campaign.

In consideration of this independent review, other strategies such as the City's City Planning Strategy and Economic Development Strategy and suggestions made by Commissioners at a Briefing held on 14 May 2019 (i.e. considerations for addressing homelessness), the SCP has been developed and is detailed in Attachment 6.6A. The process was also guided by legislative guidelines in which local governments are required to review its Strategic Community Plan every two years, alternating between a desktop and a major review.

#### Strategic Community Plan 2019-2029

The City's SCP presents a 'Community Aspiration' that the city will be: <u>Vibrant, connected,</u> <u>progressive.</u>

It aligns goals, objectives, priorities and outcomes using the quadruple bottom line principles, with the Environment principal in two. These principles are: Social, Economic, Built Environment, Natural Environment and Leadership.

The City's will focus its efforts over the next ten years to provide the following outcomes to its community:

- Thriving neighbourhoods
- Vibrant and diverse cultural identity
- Healthy and safe communities
- Strategic economic growth
- Global destination city
- Sustainable growth and development
- Transport integration
- Places that embrace nature and natural beauty
- A city that cares for its environment
- Outstanding environmental performance
- Capital city leadership
- Excellence in resource management
- Open, transparent governance
- Leadership and service excellence

### **Financial Implications:**

All financial implications are addressed in the Long Term Financial Plan, as well as the Annual Budget.

### **Comments:**

It is recommended that Council endorse the City's Strategic Community Plan as detailed in Attachment 6.6A, to provide strategic direction to the City's decision-making processes, services, projects and financial commitments.

Following adoption of the Strategic Community Plan 2019 – 2029, the required strategies and plans to achieve the community outcomes will be developed and implemented. Feedback will be given on a regular basis with regards to the progress with the implementation of these strategies and plans.



City of **Perth** 

# Strategic Community Plan 2019 – 2029

Vibrant, connected, progressive

### Acknowledgement of Country

The City of Perth acknowledges the Whadjuk Nyoongar people as the Traditional Owners of the lands and waters where Perth city is situated today, and pay our respect to Elders past and present.

The City of Perth Strategic Community Plan can be accessed by *www.perth.wa.gov.au* For more information contact:

#### **City of Perth**

27 St Georges Terrace Perth Western Australia 6000 Website: www.perth.wa.gov.au Phone: 08 9461 3333 Email: info@cityofperth.wa.gov.au

#### Disclaimer

This report is provided for information and it does not purport to be complete. While care has been taken to ensure the content in the report is accurate, we cannot guarantee it is without flaw of any kind. There may be errors and omissions or it may not be wholly appropriate for your particular purposes. In addition, the publication is a snapshot in time based on historic information which is liable to change. The City of Perth accepts no responsibility and disclaims all liability for any error, loss or other consequence which may arise from you relying on any information contained in this report.

#### This document is available in alternate formats and languages on request.

# **Commissioner Foreword**

Chair Commissioner's foreword will be inserted post approval

# Message from the CEO

CEO's message will be inserted post approval





# **Contents**

Introduction	8
City of Perth context	10
City at a glance	14
Trends and challenges	16
Achievements	19
Our framework	20
Engagement approach	22
Community aspiration	24
Organisation purpose	24
Organisation values	24
Strategic priorities – at a glance	26
Strategic priorities	28
Alignment with stakeholders	40
Strategic risk management	42
Strategic considerations	43
Resourcing the plan	44

# Introduction

The City of Perth is a dynamic local government that provides services and facilities to a broad range of stakeholders including residents, businesses, workers, and local, national and international visitors. Acknowledging its role in tourism, business and economic development, the City of Perth Act 2016 (the Act) formally recognises the City of Perth as the State's capital city local government authority, with scope to broaden responsibility not only to its ratepayers, but to the Western Australian community.

The passing of the Act confirmed Perth as a focal point on the world stage and provided greater opportunity for collaboration with the State Government; ensuring Perth continues to grow and become an increasingly innovative, sustainable and vibrant city.

This makes the City of Perth a unique local government. As the capital city council, the City of Perth takes pride in its opportunity to deliver on behalf of all Western Australians. The City takes into account how its operations benefit the broader state, through considering the impact of its decisions beyond its immediate ratepayers and residents.

The Act highlights an expectation that the City of Perth is a leader in local government, through good governance, quality relationships and smart use of resources to create a captivating city for all to enjoy. Specifically, it recognises the City of Perth's role to:

• Provide good government of persons within the City of Perth, including residents, ratepayers and visitors.

- Represent the community and encourage community participation in decision making.
- · Provide a safe, clean and aesthetic environment.
- Continuously improve the services and facilities that the City of Perth provides.
- Promote awareness of the facilities and events provided or facilitated by the City and encourage the community to participate in them.
- Initiate and promote the continuous growth and environmentally sustainable development of the City of Perth and secures its role as a thriving centre of business with vibrant cultural and entertainment precincts.
- Enhance and protect Perth city's natural environment.
- Nurture and support the initiatives and innovations of Perth precincts.
- Build relationships with government agencies at local, state and federal levels to support a balanced consideration of competing civic, economic, social, cultural and environmental needs and improvements.

These responsibilities, along with community feedback and other legislative requirements, have guided the development of the City of Perth's Strategic Community Plan. As a result, the Plan recognises much more than the needs of its defined local government area; considering the desires of all Western Australians. This has led to the delivery of the City's initiatives and activities that are directly informed by the entire state. For example:

- Development and agreement to an Inner City Council Memorandum of Understanding, to assist collaborative working with other inner city Local Governments.
- The City collaborates with other local government authorities to achieve mutual benefits, such as the City's service agreement whereby City of Perth Parking (CPP) services on- and off-street parking within the Town of Victoria Park. This achieves maximum benefit for ratepayers in both local government areas through shared used of CPP's existing infrastructure and resources to reduce operating costs for Town of Victoria Park and deliver business outcomes for CPP.
- The City considers the needs of local, national and interstate tourists when delivering worldclass events such as Skyworks and the Christmas Lights Trail, acknowledging that the majority of events are attended by those visiting from outside of the City's boundaries.
- The City's waste collection services run 24 hours a day to ensure the capital city is presented to the standard expected of a capital city.

- The City's parking infrastructure considers more than the parking needs of Perth residents, considering the needs of the thousands of commuters that work in Perth city daily
- The City sponsors an array of major events, arts initiatives, festivals, business and sector development opportunities, and community initiatives that sometimes occur outside its own borders but that benefit the entire state and boost Perth's reputation and profile.
- The City manages international relationships with sister cities and other global partnerships that put Perth on the world stage and promote its areas of expertise.
- Cultural offerings are diverse and embrace the state's full history, acknowledging and celebrating its Aboriginal heritage, history and connection to the land.

These are just a few examples of the ways in which the City of Perth has embraced the City of Perth Act 2016 and embedded its principals into its daily activities. As the state evolves and the needs of Western Australians transform, the City of Perth will continue to deliver services that are informed by these changing needs through continued community consultation.

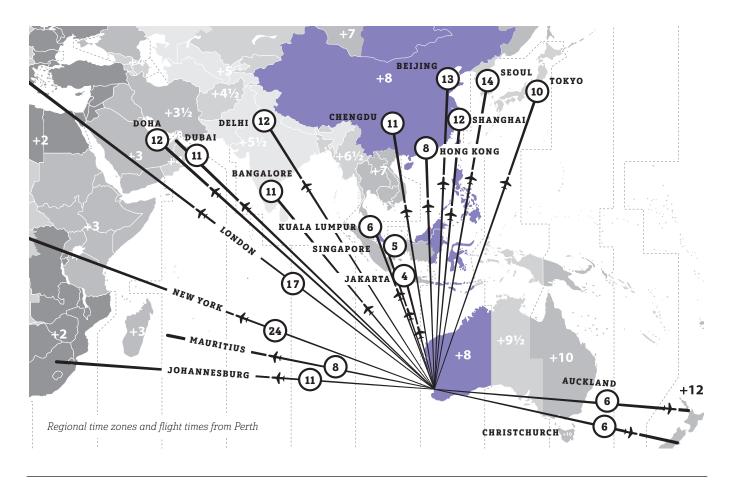


# City of Perth Context

# Our global position

Perth is the only Australian capital city located on the edge of the Indian Ocean and shares an approximate time zone with 60 per cent of the world's population. Perth city has direct access to the rapidly growing and maturing economies of South East Asia, including global centres of business such as Beijing, Singapore, Hong Kong, Kuala Lumpur and Taipei. The recent introduction of direct flights from Perth to London has resulted in tourism and economic opportunities that were not previously possible. Perth's favourable climate and quality of life underpins its global reputation as a highly liveable city. Our ability to attract global talent in the knowledge-based economy is important and depends on Perth city being 'both a great city in which to do business and a great city in which to live'.

Historically, Western Australia has been the main minerals and petroleum-exporting region of Australia. The primary resource sector is a key driver of Perth's economy and heavily influences population growth.



Department of State Development, WA (2016) Key Facts. Available from http://www.dsd.wa.gov.au/invest-in-wa/key-facts/shared-time-zone Committee for Sydney (2016) First amongst Equals? Benchmarking Sydney's Performance. Available from http://www.sydney.org.au/professor-gregclarkcbe-on-the-new-world-of-cities/

City of Perth, Perth City Snapshot, 2016

REMPLAN, City of Perth Employment Report, 2018





### **Regional Context**

Perth city is the engine room of WA's economy and hosts a high proportion of the state's:

- government and civic services
- business and corporate services
- landmarks
- retail precincts
- major tourism attractions
- entertainment precincts

Perth city plays a key role in the economic, social and environmental fabric of our state. It is the centre for civic, cultural, administrative, tourism and commercial services, and the hub of the city's public transport system. The University of Western Australia (UWA), Queen Elizabeth II Medical Centre (QEIIMC) and Royal Perth Hospital contribute to Perth city's significant health, education and research offerings.

The city's unique waterfront setting, its rich history and heritage, natural and built environment, open spaces and new developments attract over 205,750 people on any typical weekday. Around 149,475 of these people work in the city and over 25,000 attend UWA or QEIIMC.

### **Central sub-region**

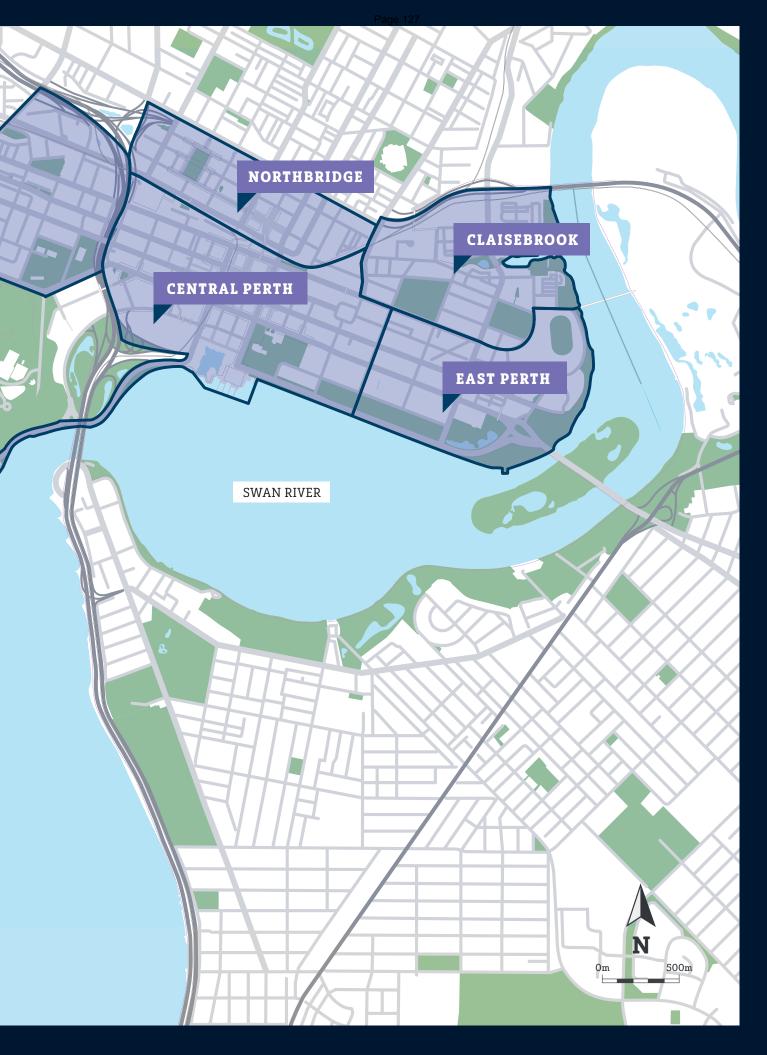
Perth city is located within the central sub-region of Greater Perth. The Perth and Peel@3.5million Central Sub-regional Planning Frameworks (released March 2018) aim to 'establish a longterm integrated planning framework for land use and infrastructure, with a focus on guiding future infill growth in the central sub-region'. The central sub-region is comprised of 19 local government authorities, including some of WA's oldest urban settlements, and are generally concentrated around the Swan River. The central sub-region provides a high level of amenity, which supports the largest concentration of jobs and people across Greater Perth – just over 2 million people, roughly 77 per cent of the state's population.

### The Local Context

The City of Perth is progressing a city neighbourhood planning approach, in which six distinct city neighbourhoods are defined. The city's neighbourhoods are Central Perth, Northbridge, West Perth, East Perth, Claisebrook and Crawley-Nedlands. Each of these neighbourhoods have distinct identities, opportunities and challenges, which this neighbourhood approach will work towards addressing.

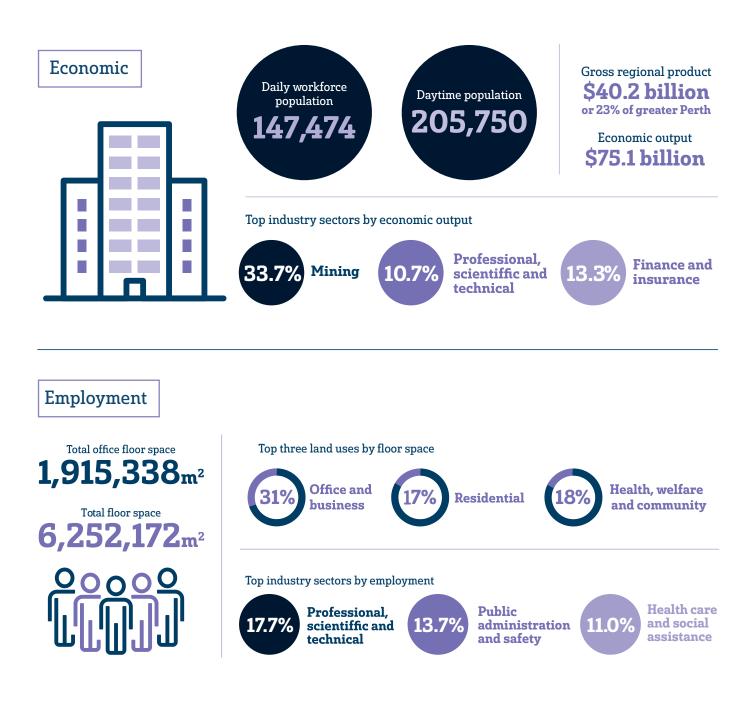


<sup>5</sup> Western Australian Planning Commission, WA (2018) Central Sub-regional Planning Framework



# <u>City at a Glance</u>

The Strategic Community Plan takes into consideration population growth, economic fluctuations, environmental trends as well as social and community needs, now and into the future. To adequately plan and adapt, the City must understand its current economic, social and environmental state and its anticipated population growth. This snapshot is shown in the below infographic.





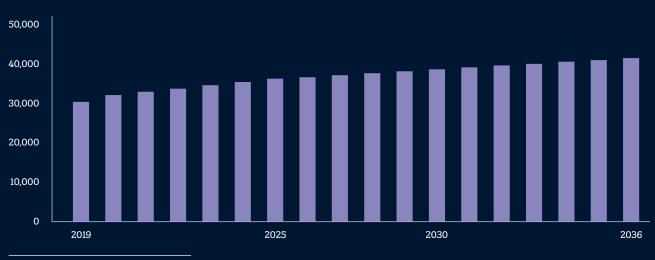




Estimated city of Perth resident population **27,432** 



# Forecast population - City of Perth



forecast.id

# Trends and Challenges

Multiple factors influence the way the City plans and make decisions. Understanding the global and local trends and challenges assist the City of Perth to make good decisions on opportunities that present themselves.

These trends are of importance to Perth as a city, given its prominence as an economic contributor that links local economy to world trade. The economic stability assists the future development of Perth as a global city, attracting residents and businesses from all over the world. The following global and regional influences identified by the CSIRO (2016) have been assessed for their applicability to Perth city now and into the future:

# Efficient use of resources

We must innovate to make more efficient use of our resources. Minerals, water, energy and food are consistently being produced and consumed at higher levels due to population growth and a global 'emerging middle class'. In the future, changes to climate, land and resource management will place further pressure on our current water and food production systems. The advances in technology and science that are made today will play an important role in determining the quality of life for future generations.



# Climate change

Changes in earth systems are creating significant challenges for humanity, affecting the ecosystems that we plan for and live in. Globally, greenhouse emissions are altering the climate to create generally warmer and less predictable local weather systems – with the frequency of local extreme weather events on the rise. Cities contribute to, and bear the costs of climate change. Government policy, technology and science are more important than ever for the urgent development of new strategies to deal with these issues.

Perth city is not immune to the impacts of climate change and the resulting environmental, social and economic costs. The local research and development sector, in partnership with government, will be essential to making smart decisions to deliver local responses to climate change. This will include addressing severe flooding events, a rising sea level (river) and increasing urban heat island effects.

# Economic power shift

The rise of China and India as global powerhouses is causing a shift in wealth from the west to the east. Developing trade markets and a rapidly growing middle class in these regions will cause a transition from an industrial-based manufacturing economy to an advanced service-economy – one that demands education, entertainment, healthcare and tourism.

Perth city is well located on the Indian Ocean Rim and has strong offerings in terms of tourism and education, with a developed hospitality sector, a substantial amount of short term accommodation and several options for international education. Universities and higher educational facilities within Perth city have international prestige and attracts a large number of international students. In the future, Perth would benefit from marketing its current advantages in housing affordability (compared to other capital cities) to increase demand for education services for international students.

### Ageing population

The population across Greater Perth is ageing, as a result the large numbers of Baby Boomers who are living longer due to advances in health care. Whilst we benefit as a society from the skills and knowledge of our older generation, there are likely to be numerous challenges. The widening retirement savings gap, coupled with escalating health care expenditure, will alter people's lifestyles, the services that are needed and the structure of the labour force.

Older people form a smaller portion of Perth city's population profile compared to other parts of Greater Perth. However, Perth city hosts numerous regional health facilities that are likely to be accessed by an ageing metropolitan population.

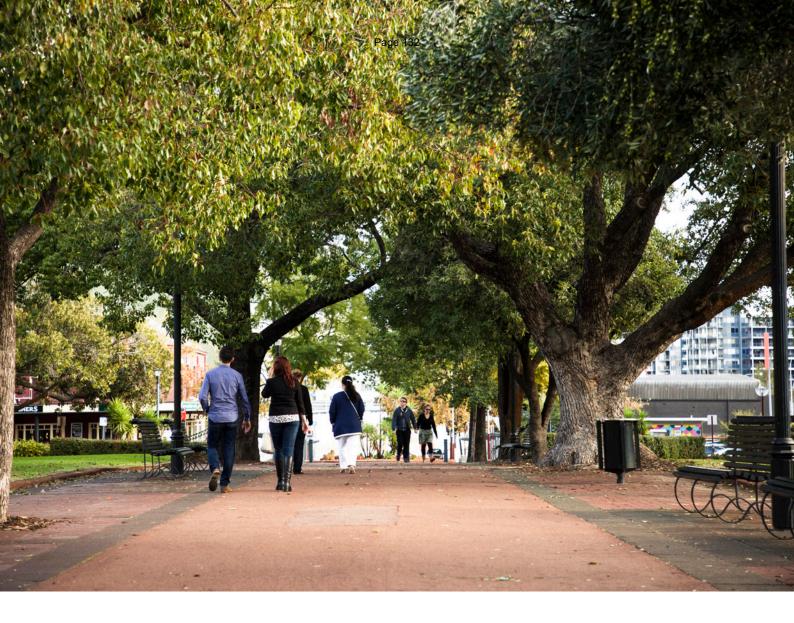
### Technology

The internet has caused a remarkable expansion in digital technology over the past two decades. That expansion is likely to continue, with exponential growth in computing power and data volumes. Harnessing the virtual world has become important to all facets of society – offering a wealth of knowledge and data at our fingertips. The low economic diversity of Perth city may impede our future ability to create innovative, local solutions to these issues. Perth city's future economy needs to adapt to changing market conditions and embrace emerging alternative industries, smart city technology and systems that drive innovation. With improved data transfer systems (increased data volume and connectivity) there's likely to be an increase in productivity and efficiency in high-tech industries. This is an opportunity for Perth city to invest in this globally active area.

### **Global boundaries**

Globalisation, driven by advances in transportation and digital technology, is set to reshape government, organisations and employment. Traditional boundaries around countries, companies, governments and professions are being broken down, leading to the construction of new networks. This kind of flexibility can be seen in the peer-to-peer economy, which is likely to continue to expand.

The increasing globalisation and interconnectivity of the world could threaten the economic health of Perth city, given that the city's economy is heavily influenced by shifts in the resources sector. Perth city needs to adapt to changes in global demand, and expand its economic base to include more service-based industries, such as education and hospitality.



# Culture, inequality and expectations

Wealth is growing in key populations, causing increasing demand for services. Income growth will lead to higher levels of discretionary expenditure, which will lead to an increased desire for experiences and on-demand services. This will be coupled with increased global inequality – something the international community will need to address in the future.

An increase in global demand is positive for Perth city, especially in the service industry. Income growth will increase the need for high quality on-demand services; meaning high-end dining and accommodation services are likely to grow in popularity. However, societal income inequality is evident on the streets of the city, as disadvantaged rough sleepers seek comfort and safety close to support services.

Addressing and mitigating global trends and challenges are a key focus for the City of Perth, however this focus must be distributed between both macro and micro levels. At a micro level, the City of Perth's community identified key challenges, at both a city-wide and neighbourhood level, that they believe the city will face now and into the future. These are considerable trends and challenges that impact the operational decision making of the City of Perth and as such are considered and used during the operational planning process.

# **Achievements**

The City provides its community and visitors with many services, projects and programs designed to enhance the city as a place to live, visit and work. Some notable achievements since the City of Perth's inaugural Strategic Community Plan, Vision 2029+, can be found below.

# Key Achievements (2013-2018)

- Built an award winning City of Perth Library and public plaza
- Implemented city cycle plan
- Continued to implement the two-way street program
- Delivered the City of Perth Australia Day Skyworks
- Provided free wi-fi internet coverage to the city, the first Australian capital city to do so
- Partnered with State Government agencies to develop affordable apartments within the city
- Developed an Environment Strategy
- Developed the Wellington Square Masterplan
- Expanded the 24/7 CCTV surveillance centre and increased CCTV cameras throughout the city
- Worked with numerous agencies including 'StudyPerth' to assist with promotion of Perth as a destination of choice for international education

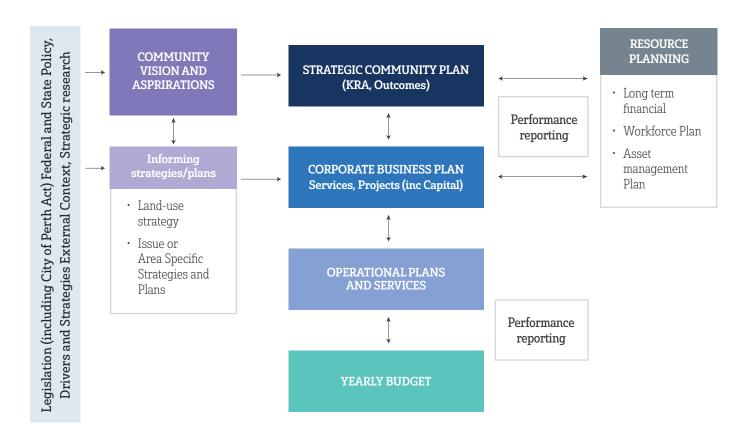
- Achieved the ranking of number one from the Foreign Direct Investment publication in the category of FDI strategy for the Asia Pacific region
- Developed and commenced implementation of the Urban Forest Plan
- Developed and commenced implementation of the City of Perth's first Reconciliation Action Plan
- Implemented a program to showcase Aboriginal artists and cultural collections in City of Perth facilities
- Expanded the City of Perth Parking operations into other Local Government jurisdictions, to assist in diversifying revenue streams
- Continued annual sponsorships of events throughout the city
- Constructed an award winning iCity Information Kiosk in Forrest Place, run by volunteers
- Developed and implemented a Customer Relationship Management system

# Our Framework

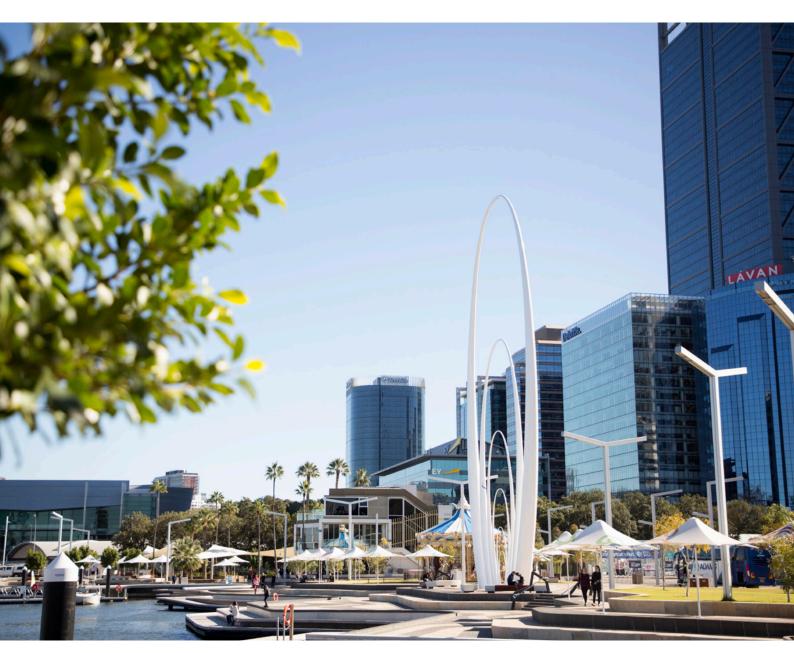
The City of Perth takes an integrated approach to its planning to ensure the City's operations are focused on delivering the best outcomes for the community now and into the future. Through extensive research, analysis and consultation, the City develops plans aimed at enhancing the quality of Perth city as a place to live, work, do business and visit.

The City of Perth's Integrated Planning and Reporting Framework, shown below, provides the organisation with a clear structure that guides a coordinated and collaborative process to develop the City's strategic direction and subsequent organisational activities. The principal guidance document for the City is the Strategic Community Plan. The plan is developed through research and understanding of the external environment and constraints faced by the City of Perth, both of which is balanced with community views and aspirations. This plan sets a vision for the city and articulates the aspirational outcomes, objectives and measures for the City of Perth to work towards, over ten years. This plan is reviewed biennially, alternating between minor and major reviews.

# City of Perth Integrated Planning Model



The Corporate Business Plan sets the City's services, projects and activities over four years, which effectively operationalises the steps to achieve the Strategic Community Plan vision, outcomes and objectives. The Corporate Business Plan is informed by the City's workforce, long-term financial and asset management plans. The Corporate Business Plan, reviewed and modified on an annual basis, also guides and is guided by the development of holistic strategies. These inform business plans and the City's annual budget. Progress toward the attainment and achievement of the City's Strategic Community Plan goals will be monitored and reported on an annual basis, through the City's Annual Report. The information that underpins this annual reporting process is gathered through the quarterly monitoring of the City's Corporate Business Plan services, projects and activities, as well as an annual Stakeholder Perception Survey.



# Engagement Approach

To develop the City's Strategic Community Plan, a number of inputs have been used. Guided by the development of the Perth City Snapshot 2016, which sought to understand the current conditions of the city as a place, the City opened a dialogue with its businesses, residents, stakeholders and visitors. This paved the way for a strategic planning approach, during 2017, that expanded beyond the Local Government boundaries. This strategic planning process was conducted over a six (6) month period and included extensive community engagement, as well as the inclusion of a modified deliberative democracy approach.

The community engagement followed six (6) broad themes, as identified in the Perth City Snapshot 2016. These themes were:

- people culture city form
- natural
   economy
   movement



# Key project / demographic info:

**Project process:** 

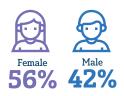


# 1,945 participants that included:









This included stakeholder workshops, open workshops, stakeholder routable discussions, an online short survey, an online extended survey, face to face surveys at City of Perth facilities, face to face intercept surveys by City of Perth staff as well as a pop up conversation lounge that positioned itself throughout different locations in the City.

This approach and campaign was arguably the biggest community engagement process that the City of Perth has ever conducted to assist in creating its strategic direction.

At the conclusion of the engagement phase a detailed 'Synthesis Report' was developed, which consolidated the views of over 1900 people with 10,000+ collective ideas. This synthesis report was analysed by a City of Perth assembled team, known as the Collaboration Group. This group was made up of seventeen (17) citizens recruited independently from a random sample of the community that either lives or operates a business within the City of Perth boundaries, representatives from the City of Perth Elected Council and the City of Perth Executive Leadership Group. This group worked collaboratively to prepare the foundations for the new City of Perth Strategic Community Plan, which included the development of the vision, a series of goal statements and aspirations.

This process ultimately developed a new Strategic Community Plan, named Shaping Our Capital City, that provided the platform to conduct further engagement to inform the City of Perth in developing the City Planning Strategy and ultimately develop this updated Strategic Community Plan. The Strategic Community Plan and the City Planning Strategy together will guide the future direction for the City of Perth in order to deliver services and initiatives that meet the needs of the various neighbourhoods, the city as a whole and meet the obligations and opportunities from the City of Perth Act.



Note: From the analysis it appears that respondents who ticked multiple boxes, including 'resident' were not necessarily a resident of the City of Perth Local Governmant Area (LGA)

**Engagement Pop-Up Locations** 

Other

- Elizabeth Quay
- Elizabeth Quay Train StationForrest Chase Night Hawkers Markets
- Forrest Chase/ Hay Street Mall
- UWA Oak Lawn
- Perth Train Station
- TAFE Northbridge Campus
  UWA Winthrop Hall
- Crema Cafè (Church) West Perth
- Langley Park
- City Farm East Perth
  Northbridge Piazza





# <u>Community</u> <u>Aspiration</u>

Whilst Perth has a rich history as an older civilisation, it is a young city in comparison to other capital cities throughout the world. The feedback received from the City's community indicated that it wants to be a part of a city that is a great place for people to live, work and visit. The community want the city to be seen as a beautiful and connected place that provides vibrant, diverse and friendly experiences. Perth should be seen not only as a city that is bold and progressive in its way of life but also have the sense of distinctiveness that people can confidently promote. A community that knows itself and one that delivers a unique experience that is Perth. The community aspiration for the city is:

Vibrant, connected, progressive

# Organisation Purpose

The City of Perth's purpose is to recognise, promote and enhance the social, environmental, economic, and cultural setting of the city, for society both now and into the future, representing the broader Perth area and the State of Western Australia.

# Organisation Values

The City's values are Commitment, Teamwork, Respect and Courage, all of which are demonstrated internally as well as externally. The City's community focus and customer first approach is paramount in all services that are provided to our ratepayers, stakeholders and the community.





# Strategic Priorities at a Glance



# Social – A vibrant, liveable and inclusive city

**Aspiration:** Liveable, vibrant city where people want to work, live and visit. A safe and activated city that celebrates its diversity, sense of community and unique cultural, sporting and lifestyle choices.

### Outcome 1. Thriving neighbourhoods

Strategies to get us there

- S.1.1 Create a strong sense of community vibrancy, connection and involvement
- S.1.2 Plan for services to meet community needs now and in the future
- S.1.3 Facilitate sporting, cultural, entertainment and recreational opportunities

Outcome 2: Vibrant and diverse cultural identity

Strategies to get us there

S.2.1 Strengthen the city's thriving cultural diversity

#### Outcome 3: Healthy and safe communities

Strategies to get us there

S.3.1 Build a sense of community health, safety and wellbeing



# Economic – A prosperous city

**Aspiration:** A city with a diverse and resilient economy capitalising upon its unique competitive advantages and innovative reputation, attracting sustainable investment in tourism, entertainment, commerce, technology and trade.

#### Outcome 1: Strategic economic growth

Strategies to get us there

- E.1.1 Position the city for continued business, employment and economic growth
- E.1.2 Position the city as a thriving centre of business

#### Outcome 2: Global destination city

Strategies to get us there

E.2.1 Promote Perth as a great, vibrant place to visit



# Built Environment – A well planned and attractive city

**Aspiration:** A well planned and functional built form, promoting world class architecture, appreciation of heritage, diversity of land use and a sustainable, affordable and accessible integrated transport system

#### Outcome 1: Sustainable growth and development

Strategies to get us there

- B.1.1 Create a well-designed, connected and vibrant city
- B.1.2 Plan for community infrastructure supporting sustainable economic, social and cultural growth
- B.1.3 Plan for residential growth, housing choice and lifestyle

#### **Outcome 2: Transport integration**

Strategies to get us there

B.2.1 Plan an accessible and integrated city



# Natural Environment – an environmentally sustainable city

Aspiration: We protect and enhance the environment and the connection between the built and natural environment. A city that respects, protects and fosters its natural environment, embraces the principles of sustainability, and acknowledges the causes and impacts of our changing climate.

# Outcome 1: Places that embrace nature and natural beauty

Strategies to get us there

- N.1.1 Increase green spaces and tree canopy throughout the city
- N.1.2 Improve access to natural assets

#### **Outcome 2: A city that cares for its environment** Strategies to get us there

N.2.1 Protect the city environment for future generations

# Outcome 3: Outstanding environmental performance

Strategies to get us there

N.3.1 The city is resilient to the impacts of climate change

# Leadership – a competent and aligned city

**Aspiration:** A City committed to good governance, excellence in customer service and effective and sincere engagement with all stakeholders. A City that embraces the objects of the City of Perth Act 2016 and acknowledges the social, economic, cultural and civic role it plays as the Capital City of WA.

#### Outcome 1: Capital city leadership

Strategies to get us there

- L.1.1 Provide city leadership in the sustainability of the organisation and Perth City
- L.1.2 Position the city as a vibrant innovative global capital city

# Outcome 2: Open, transparent governance

Strategies to get us there

L.2.1 Provide accountable and ethical good governance

#### **Outcome 3: Excellence in resource management** Strategies to get us there

- L.3.1 Optimise organisational financial sustainability
- L.3.2 Provide smart innovative technology solutions

### Outcome 4: Leadership and service excellence

Strategies to get us there

L.4.1 Build an organisation focused on excellence and transformational improvement

# **Strategic Priorities**



#### **COMMUNITY ASPIRATION**

A vibrant, liveable and inclusive City

#### Measuring and monitoring performance

- Community satisfaction
- Formalised active neighbourhood groups
- Crime

# Our community's goals:

The City of Perth's community and visitors want to see Perth city as:

- A city for people A city that is diverse and community orientated; one in which all people want to live, work and visit.
- A city that celebrates its diverse cultural identity

   A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

### The City of Perth commitment

The City of Perth is focussed on creating a capital city that is liveable and vibrant, where people want to live, work and visit. It should be a safe and activated city that celebrates its diversity and sense of community, promoting unique cultural, sporting and lifestyle choices. The City of Perth will focus on delivering services and initiatives that drive the following outcomes:

- 1. Thriving neighbourhoods
- 2. Vibrant and diverse cultural identity
- 3. Healthy and safe communities

### City of Perth services - Social:

The City of Perth provides the following services to support the community, regarding social needs.

- Customer Experience
- Community Capacity Building
- Community Facilities
- Activity Approvals
- Environmental Health

- Library & Life-long Learning
- Events & Activation
- Culture & Arts Management
- Rangers & Security Services
- Parking Services

Outcome S1	Thriving neighbourhoods		
Strategic Objectives	S1.1	Create a strong sense of community vibrancy, connection and involvement	
	S1.2	Plan for services to meet community needs now and in the future	
	S1.3	Facilitate sporting, cultural, entertainment and recreational opportunities	
City of Perth's Strategic Priorities	S1.1.1	Improve active community participation and connection	
	S1.1.2	Support and encourage opportunities for local volunteering	
	S1.1.3	Support and provide opportunities for educational learning	
	S1.2.1	Coordinate services to the neighbourhood community	
	S1.2.2	Advocate and partner to meet changing community service needs	
	S1.3.1	Facilitate the use of spaces and facilities to provide opportunities for leisure, entertainment and recreation	

Outcome S2	Vibrant and diverse cultural identity		
Strategic Objectives	S2.1	Strengthen the city's thriving cultural diversity	
City of Perth's Strategic Priorities	S2.1.1	Nurture and celebrate aboriginal culture	
	S2.1.2	Value and work with all of the City's diverse communities	
	S2.1.3	Promote continued growth in Perth's unique cultural heritage and experience	

Outcome S3	Healthy and safe communities		
Strategic Objectives	S3.1	Build a sense of community health, safety and wellbeing	
City of Perth's Strategic Priorities	S3.1.1	Provide support and promote the health and wellbeing of the community	
	S3.1.2	Work in partnership to enhance community safety	

# S ECONOMIC

#### **COMMUNITY ASPIRATION**

A prosperous city

#### Measuring and monitoring performance

- Community satisfaction
- Gross regional product
- Commercial vacancy rates
- International visitors
- Money spent in the city from intrastate and interstate visitors

# Our community's goals

The City of Perth's community and visitors want to see Perth city as:

 A prosperous city- A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

### The City of Perth commitment

The City of Perth is focussed on creating a city with a diverse and resilient economy capitalizing upon its unique competitive advantages and innovative reputation, attracting sustainable investment in tourism, entertainment, commerce, technology and trade. We will focus on delivering services and initiatives that drive the following outcomes:

- 1. Strategic economic growth
- 2. Global destination city

Outcome E1	Strategic economic growth		
Strategic Objectives	E1.1	Position the city for continued business, employment and economic growth	
	E1.2	Position Perth city as a thriving centre for business	
City of Perth's Strategic Priorities	E1.1.1	Simplify the cost of doing business in the city	
	E1.1.2	Partner with industry and government to support the growth and sustainability of a thriving diverse economy	
	E1.2.1	Strengthen the city's role as the capital city of Western Australia for business	
	E1.2.2	Facilitate a globally connected diverse economy through strategic alliances, cluster development and attraction of investment	





Outcome E2	Global destination city		
Strategic Objectives	E2.1	Promote Perth as a great, vibrant place to visit	
City of Perth's Strategic Priorities	E2.1.1	Attract increased local, interstate and international visitation	
	E2.1.2	Collaborate with Tourism WA, Destination Perth, Study Perth, and Perth Convention Bureau to enhance global and interstate presence as the WA Capital City with much to offer	

### City of Perth services - Economic:

The City of Perth provides the following services to support the community, regarding economic needs.

• Economic Development

### BUILT ENVIRONMENT

### **COMMUNITY ASPIRATION**

A well planned and attractive city

### Measuring and monitoring performance

- Community satisfaction
- New dwellings

### Our community's goals

The City of Perth's community and visitors want to see Perth city as:

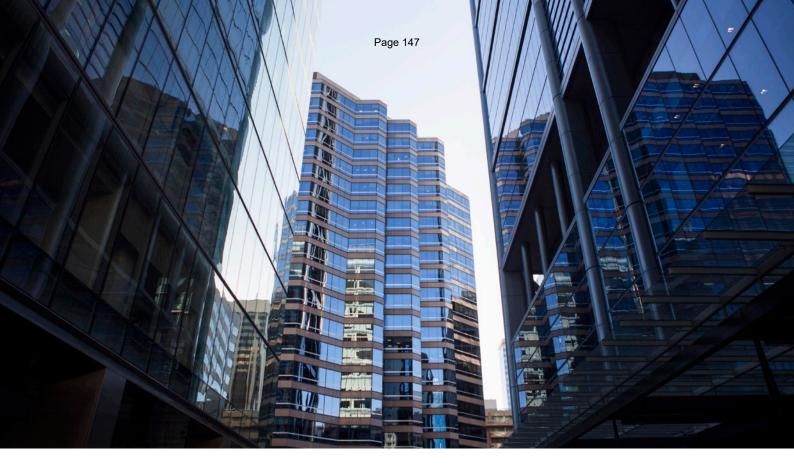
- A city for people A city that is diverse and community orientated; one in which all people want to live, work and visit.
- An exceptionally well designed, functional and accessible city - As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

### The City of Perth commitment

The City of Perth is focussed on creating wellplanned and functional built form, promoting world class architecture, appreciation of heritage, diversity of land-use and a sustainable, affordable and accessible integrated transport systems. As a capital city, Perth will have an exceptionally well designed city with easily accessible transport networks and a strong sense of self. We will focus on delivering services and initiatives that drive the following outcomes:

- 1. Sustainable growth and development
- 2. Transport integration

Outcome B1	Sustainable growth and development				
	B1.1	Create a well-designed, connected and vibrant city			
Strategic Objectives	B1.2	Plan for community infrastructure supporting sustainable economic, social and cultural growth			
	B1.3	Plan for residential growth, housing choice, and lifestyle			
	B1.1.1	Revitalise the city and its neighbourhoods			
	B1.1.2	Strengthen identity, uniqueness and liveability of neighbourhoods			
City of Perth's Strategic	B1.1.3	Facilitate the design of buildings that enhance the city			
Priorities	B1.2.1	Develop sustainable infrastructure to meet current and evolving community needs			
	B1.2.2	Prioritise residential growth and the provision of housing choice			



Outcome B2	Transport integration					
Strategic Objectives	B2.1	2.1 Plan an accessible and integrated city				
City of Perth's Strategic Priorities	B2.1.1	Facilitate and advocate road connectivity to wider Metropolitan Perth and within city neighbourhoods				
	B2.1.2	Prioritise walkability of the city in the context of its neighbourhoods				
	B2.1.3	Plan for a lower car dependent city with alternate transport options				
	B2.1.4	Deliver integrated cycle routes to ensure Perth is cycle friendly				

### City of Perth services – Built Environment:

The City of Perth provides the following services to support the community, regarding built environment needs.

Strategic Land Use Planning
 Infrastructure Design
 Street Cleansing
 Infrastructure Maintenance
 Waste Management
 Asset Management

• Fleet & Depot Services

Building Approvals

• Major Project Delivery

### $(\mathbf{\hat{y}})$ NATURAL ENVIRONMENT

### **COMMUNITY ASPIRATION**

An environmentally sustainable city

Measuring and monitoring performance

- Community satisfaction
- Diversion of waste from landfill by City of Perth waste services
- Tree canopy cover
- Residential water usage
- Greenhouse gas emissions

### Our community's goals

The City of Perth's community and visitors want to see Perth city as:

- A city connected to its natural beauty A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.
- A future focused and resilient city A city that is committed to sustainable principles that promote social, economic and environmental resilience for current and future generations. A focus on equity, social inclusion, economic prosperity and environmental integrity builds the city's resilience levels.

### The City of Perth commitment

The City of Perth is focussed on protecting and enhancing the environment and the connection between the built and natural environment. A focus on creating a city that respects, protects and fosters its natural environment, embraces the principles of sustainability, and acknowledges the causes and impacts of our changing climate. The City will focus on delivering services and initiatives that drive the following outcomes:

- 1. Places that embrace nature and natural beauty
- 2. A city that cares for its environment
- 3. Outstanding environmental performance

Outcome N1	Places that embrace nature and natural beauty						
Strategic	N1.1	Increase green spaces and tree canopy throughout the city					
Objectives	N1.2	mprove access to natural assets					
	N1.1.1	Protect and enhance the open space networks and green corridor connections across the city					
City of Perth's Strategic	N1.1.2	Increase tree canopy and greening throughout the city					
Priorities	N1.2.1	Strengthen connections and access between the city and its natural assets (including the Swan River, Kings Park, Elizabeth Quay)					



Outcome N2	A city that cares for its environment			
Strategic Objectives	N2.1	Protect the city environment for future generations		
City of Perth's Strategic Priorities	N2.1.1	Enhance and protect the health of the city's natural assets (maximise biodiversity resilience)		

Outcome N3	Outstanding environmental performance		
Strategic Objectives	N3.1	The city is resilient to the impacts of climate change	
City of Perth's	N3.1.1	Apply a hierarchy of elimination, efficiency, renewable/ reuse and off-set to the consumption of energy and water	
Strategic Priorities	N3.1.2	Reduce waste through reduction and recycling	

### City of Perth services - Natural Environment

The City of Perth provides the following services to support the community, regarding natural environment needs.

- Parks & Landscape Operations
- Open Space & Environment

### (Q) **LEADERSHIP**

### **COMMUNITY ASPIRATION**

A competent and aligned city

- Measuring and monitoring performance
- Community satisfaction
- Customer satisfaction
- Financial ratios
- Asset ratios

### Our community's goals

The City of Perth's community and visitors want to see Perth city as:

- An open and engaged city A city that involves community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.
- A city that delivers for its community A city that is focused on the needs of its communities. Recognised as a city that is committed to quality services and continuous improvement, placing its community first. A city that builds effective partnerships between its community, business and government bodies to create a great place to be.

### The City of Perth commitment

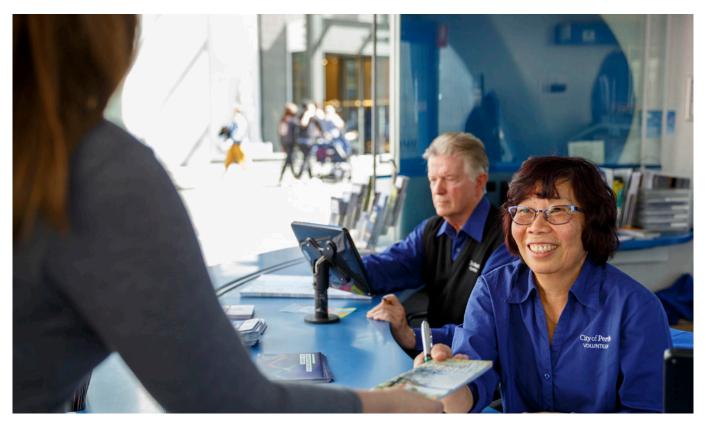
The City of Perth is committed to good governance, excellence in customer service and effective and sincere engagement with all stakeholders. A City that embraces the objects of the City of Perth Act 2016 and acknowledges the social, economic, cultural and civic role it plays as the capital city of Western Australia. The City of Perth will focus on delivering services and initiatives that drive the following outcomes:

- 1. Capital city leadership
- 2. Open, transparent governance
- 3. Excellence in resource management
- 4. Leadership and service excellence

Outcome L1	Capital city leadership					
Strategic Objectives	L1.1	Provide city leadership in the sustainability of the organisation and Perth City				
	L1.2	Position the city as a vibrant innovative global capital city				
City of Perth's Strategic Priorities	L1.1.1	Partner and collaborate with Federal, State and Local Government in developing and implementing plans for the continual improvement and sustainability of the city				
	L1.1.2	Involve, engage and communicate with communities, stakeholders and businesses				
	L1.2.1	Enhance the City's reputation through leadership and local, national and international collaborative partnerships				

Outcome L2	Open, transparent governance				
Strategic Objectives	L2.1	Provide accountable and ethical good governance			
City of Perth's Strategic Priorities	L2.1.1	Strengthen policy and practices to build transparent governance			

Outcome L3	Excellence in resource management			
Strategic	L3.1	Optimise organisational financial sustainability		
Objectives	L3.2	Provide smart innovative technology solutions		
	L3.1.1	Optimise long term financial sustainability		
	L3.1.2	Plan for transparent profitable commercial diversification		
City of Perth's Strategic Priorities	L3.1.3	Align and integrate planning and resources to measure, monitor and report		
Thomes	L3.1.4	Plan for best value asset management		
	L3.2.1	Build performance based technology capability supporting decisions and improvement		





Outcome L4	Leadership and service excellence							
Strategic Objectives	L4.1	Build an organisation focussed on excellence and transformational improvement						
	L4.1.1	Improve customer, business and community experience, and interactions (responsiveness)						
	L4.1.2	Improve services through improvement and innovation						
City of Perth's Strategic Priorities	L4.1.3	Improve organizational capability aiming to achieve industry excellence						
riorities	L4.1.4	Create a great and safe culture through strong aligned leadership						
	L4.1.5	Attract and retain great people to the city						

### City of Perth services – Leadership

The City of Perth provides the following services to support the community, regarding leadership needs.

• Advocacy, Legal & Audit	<ul> <li>Transactional Finance</li> </ul>
• Organisational Leadership	• Governance & Council Support
• Human Resources	Procurement & Contracts
Technology Services	• Strategy & Risk
• Data & Digital Solutions	Marketing & Communications
Strategic Finance	Occupational Health & Safety

City of Perth Strategic Community Plan 2019 - 2029 | 39

### **Alignment with Stakeholders**

To assist in the development of the City of Perth Strategic Community Plan, it is important to be aware of and have consideration to other organisations views and objectives that have an impact on Perth as a place. A brief summary below has been collated to acknowledge these Federal and State Government plans and strategies that have the potential to impact on City of Perth strategic objectives, as well as the key stakeholders for the City. Whilst the list is not comprehensive, it does provide understanding of what strategies and plans the City of Perth must be aware of.

		Alignment with Priorities				
Government Tier	Document	Social	Economic	Built	Natural	Leadership
	Australian Infrastructure Audit and Plan	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
	Smart Cities Plan	~	$\checkmark$	✓	$\checkmark$	$\checkmark$
Federal	National Waste Policy - Less Waste, More Resources				~	$\checkmark$
Per l	The Australian Government's Action on Climate Change				~	✓
	Australia's Strategy for Nature	✓			✓	
	Perth City Summit Findings Report	✓	$\checkmark$	✓	✓	✓
	Western Australian Bicycle Network Plan	✓		~		✓
	State Planning Strategy 2050	✓	$\checkmark$	~	~	✓
	Western Australian Innovation Strategy		$\checkmark$			
	Water Forever - Towards Climate Resilience				✓	-
	Western Australian Waste Strategy	✓	$\checkmark$	✓	~	✓
	Directions 2031 and Beyond: Metropolitan Plan- ning Beyond the Horizon	~	~	✓	~	✓
State	Public Transport for Perth in 2031	✓	✓		✓	
St	Strategy for Tourism in Western Australia 2020		✓			✓
	Perth and Peel@3.5million Central Sub-Regional Planning Framework		~	✓		
	Health Promotion Strategic Framework 2017-2021	✓		✓		✓
	Mental Health Commission – Mental Health Promotion, Mental Illness, Alcohol and Other Drug Prevention Plan 2018-2025	✓	✓	√		~
	Aboriginal Health – WA Aboriginal Health and Wellbeing Framework 2015-2030	~	√			$\checkmark$
	Western Australia Sport and Recreation Strategic Direction 2016-2020	✓	~	✓	✓	✓
		City of	Perth			

The Strategic Community Plan guides the City of Perth Administration to assist with determining the services and activities it provides. Delivering quality services and enhanced liveability cannot be done by the City of Perth in isolation. The City not only provides direct services, but works toward forming partnerships, advocacy platforms and facilitation efforts, to provide a collaborative approach to meeting community expectations. The City of Perth's role, together with that of our key stakeholders, are shown below:

Stakeholder	Service Provider	Partner	Advocate	Facilitator
City of Perth	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
Commissioners			$\checkmark$	$\checkmark$
Businesses	$\checkmark$	$\checkmark$	$\checkmark$	
Interest Groups			$\checkmark$	$\checkmark$
Visitors			$\checkmark$	
Residents		$\checkmark$	$\checkmark$	
Not for Profits and Community Organisations	~	$\checkmark$	$\checkmark$	
Other Local Governments	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
State Government	✓	$\checkmark$		$\checkmark$
Federal Government	✓	$\checkmark$		$\checkmark$

**Service Provider** – The City of Perth will play a lead role in delivering services and programs directly to the community.

**Partner** – The City of Perth will build partnerships with others to assist in the delivery of services and programs to community.

Advocate – The City of Perth will advocate on behalf of its community to influence the delivery of services and programs to meet the needs of the community.

**Facilitator** – The City of Perth will facilitate others to deliver services and programs to the community.

### Strategic Risk Management

Risk management is an integral part of good management practice and an essential element of sound corporate governance. Identifying and managing risk enables a more robust basis for effective decision-making and facilitates continuous improvement in performance.

The City's Risk Management Framework sets out the key principles that guide how risk management is embedded at all levels; among them, customer service, development approvals, events, government and commercial partnerships and service to our rate payers of, and visitors to the City of Perth. The Framework outlines how the City will ensure that risk is managed effectively and appropriately. Effective risk management allows the City to:

 have increased confidence in achieving its priorities and business objectives

constrain threats to acceptable levels

- make informed decisions about maximising opportunities
- ensure the right balance between rewards and risks in decision making
- improve partnership and working arrangements, and
- maintain a robust corporate governance structure.

Effective risk management enables the City to minimise the impact of risk, thereby supporting the City's ability to deliver on its Strategic Community Plan and the City's Integrated Planning and Reporting Framework. The City of Perth's integration of risk management into the integrated planning and reporting framework is shown below.



The City systematically reviews its strategic and operational risks in-line with the City's Risk Management Framework.

### **Strategic Considerations**

The considerations that the City of Perth Council make when determining significant issues and strategic priorities, are based on the following principles:

- 1. Sustainable development Perth must develop in a way that meets the needs of the present without compromising the needs of future generations, through the integration of environmental protection, social advancement and economic prosperity, to build a sustainable future for the city.
- 2. Evidence based Decisions must be based on evidence, be adaptable to change and continuously reviewed.
- **3. Strong leadership** The City will take a leadership role to ensure decisions consider the best possible outcome and be proactive in the global recognition of the City of Perth.
- **4. People first** People will be given precedence in the city's public spaces and roads.

- 5. Minimum sufficient regulation Minimal and flexible regulation will encourage and support a diverse, vibrant and progressive city.
- 6. Fair funding Decisions will consider aspects of just funding across our rate base. Partnerships and joint ownership will be used to maximise desired outcomes
- 7. Interagency collaboration A resilient and sustainable capital city will require contributions and partnerships with stakeholders and collaboration with all levels of government.

These principles are balanced with legislative obligations and commitments made previously, as well as future impact on financial and community constraints.

### **Resourcing The Plan**

In preparing the Strategic Community Plan, the City of Perth recognises the importance of acknowledging the challenges of responsibly and sustainably balancing community aspirations with organisational capacity. We understand that we must ensure that we can provide the necessary levels of human resources and funding to successfully deliver on the community's aspirations.

During the conduct of the integrated planning and reporting framework processes, the City has carefully considered the resourcing implications required to deliver the services and service levels in its Community Strategic Plan and Corporate Business Plan. We are currently developing carefully considered supporting resource plans such as Workforce Plans, Asset Management Plans and a Long Term Financial Plan to inform the City's future budgets.

To inform its resourcing decisions, the City uses the following guiding principles:

- The full financial impact of Council decisions on future generations must be considered
- Financial risks relating to debt levels, assets and liabilities are to be managed prudently
- New revenue stream opportunities will be proactively explored
- The long term financial sustainability of the City must be the primary objective that guides resource allocation decisions
- Rates increases must be driven by responsible and sustainable financial imperatives over and above political imperatives.

As the population and service expectations on the City increase over the next 10 years, the City will continue to be challenged to responsibly balance prudent expenditure management with politically palatable and sustainable revenue increases. We acknowledge and respect this challenge.

Over the next 12 months, the City is committed to strategically re-positioning our capital City's financial and human resources to deliver maximum value for money to our community. Critical review of our services, service delivery models and service levels will be complemented by the development of an industry leading long term financial plan that will provide the financial blueprint for our community's future.

As the supporting plans such as the Workforce Plan, Long Term Financial Plan and Asset Management Plans emerge, visibility of the City's financial future will become more apparent to our community. We encourage our community to partner with us on this journey and to build a shared understanding of our plans to make the City of Perth the subject of a shared sense of pride for all West Australians.

We commit as an organisation to work hard to with our community to realise the best possible outcome for our community.





City of **Perth** 

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Agenda	Draft City Planning Strategy
Item 6.7	

REPOR RESPOI REPOR DATE:	FERENCE: TING UNIT: NSIBLE DIRECTORATI T AUTHOR DISCLOSL HMENT/S:		P1030633#02 City Planning Planning and Development Nil 28 May 2019 Attachment 6.7A – Draft City Planning Strategy, Part 1 Attachment 6.7B – Draft City Planning Strategy
<u>Counc</u>	<u>cil Role:</u>		Summary Papers
	Advocacy		il advocates on its own behalf or on behalf of its other level of government/body/agency.
	Executive		rection setting and oversight role of the Council e.g. nd reports, accepting tenders, directing operations, dina budaets.
$\mathbf{X}$	Legislative	5	local laws, town planning schemes and policies
	Quasi-Judicial	affects a person's from the obligate Examples of Q applications, build (eg under Health )	il determines an application/matter that directly s right and interests. The judicial character arises ion to abide by the principles of natural justice. uasi-Judicial authority include town planning ling licences, applications for other permits/licences Act, Dog Act or Local Laws) and other decisions that le to the State Administrative Tribunal.
	Information		

### Legislation / Strategic Plan / Policy:

Legislation	Regulation 11 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015.</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 1 – A city for people Goal 2 – An exceptionally well designed, functional and accessible city Goal 3 – A city connected to its natural beauty Goal 4 – A future focused and resilient city Goal 5 – A prosperous city
	<b>Corporate Business Plan:</b> Develop a City Planning Strategy to provide direction on the City of Perth's urban land use to assist in decision making regarding housing needs, the local economy and connected neighbourhoods.
Policy	

Policy No. and Name: N/A

### Purpose and Background:

The purpose of this report is to present the Draft City Planning Strategy (Draft Strategy) to Council for endorsement for preliminary consultation. It is intended that after consultation, the City will undertake any modifications and finalise the Draft Strategy for presentation to Council for approval. Upon approval, the Draft Strategy will be forwarded to the Western Australian Planning Commission (the Commission) for consideration and endorsement to formally publicly advertise.

The Draft Strategy has been prepared in accordance with the City's Corporate Business Plan and the Strategic Community Plan 2029, and is intended to guide future land use planning and decision-making for Perth city over the next 10-15 years. The Strategy sets out a shared vision for Perth city and a framework for the coordinated delivery of projects and actions which require government and stakeholder collaboration.

All local governments are required to prepare a planning strategy in accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015* (Planning Regulations). This will be the first planning strategy for the city and will inform business planning and provides a clear strategic framework guiding future land use planning, development and decision-making.

There are also broader reasons (beyond legislation) which warrant the preparation of a planning strategy. The City's population is growing and is expected to triple by 2050. The City has a responsibility to ensure it is prepared and equipped to cater for this growth. State Government policy, such as *Perth & Peel @3.5million* aim to set out a framework to guide growth over the next 35 years, however a planning strategy plays a critical role in ensuring that a coordinated approach to growth is achieved at a local and sub-regional level.

Over the next 10-15 years, the City will face opportunities and challenges primarily driven by this population growth. The Draft Strategy identifies the most important land use planning and development issues facing the City moving forward, and presents a framework for the City, community and various government agencies to work together to overcome these challenges and achieve a more sustainable future.

An additional benefit of the Draft Strategy, is the strengthening of relationships, as envisaged under the *City of Perth Act 2016* (the Act). Strong relationships between the City and government agencies, adjoining local governments and the wider community will be critical to ensure that the actions within the Strategy are implemented in a structured, inclusive and sustainable way.

The results of three earlier phases of community and stakeholder engagement, together with technical studies, has informed the preparation of the Strategy and associated spatial planning. Full details of the engagement undertaken to date is included in the 'Stakeholder Engagement' section of this report. Now that the Draft Strategy has been prepared, it is important that it is firstly available to the community and stakeholders to view and make comment, prior to the Strategy being formally considered by the Commission.

### What is a City Planning Strategy?

This is the first Local Planning Strategy for the City, and is required to be approved by both the Council and ultimately the Commission.

In accordance with the Planning Regulations, the Strategy must:

- Set out the long-term planning directions for the local government.
- Apply any State or Regional Planning Policy that is relevant to the strategy.
- Provide the rationale for any rezoning or classification of land uses under the Local Planning Strategy.

The City Planning Strategy has been prepared to meet the above requirements. Beyond this it is also intended to:

- Align metropolitan sub-regional policy of *Perth & Peel@3.5million* (DPLH, 2018) and local planning priorities as well as those of other planning authorities to ensure a coordinated approach to future decision making across all levels of government.
- Respond to the objects of the City of Perth Act 2016.
- Guide the preparation of a new City Planning Scheme.
- Provide the context for coordinated planning and development of physical and social infrastructure at the local level.
- Provide specific strategies which can be turned in to implementable actions which encompass all areas of planning, including but not limited to; land use, built form, transport, sustainability, environment, economic and governance.
- Acknowledge the diverse role the City plays within the broader metropolitan, regional and international context which differs to its suburban local government counterparts, and as recognised under the *City of Perth Act 2016*.
- Accommodate the future needs of the community, including businesses, visitors and workers.
- Create opportunities to enhance and protect local attributes.
- Provide a framework for 'on the ground' actions to achieve the long-term goals of the Strategic Community Plan.

### **Strategic Community Plan:**

In 2017, the City engaged with the community and stakeholders to prepare a vision and priorities to form the basis of a new Strategic Community Plan. The engagement took place over a six-month period, which resulted in the development of the City's Strategic Community Plan, *Shaping Our Capital City*. The Strategic Community Plan was adopted in 2017 and has provided high level guidance to the preparation of the City Planning Strategy.

Since the appointment of the City's three Commissioners, a review of the 2017 Strategic Community Plan has been undertaken.

Due to the timing of this review, the update to the Strategic Community Plan has been drafted in parallel to the Draft City Planning Strategy. As a result, the Draft City Planning Strategy has been modified to reflect changes to the Strategic Community Plan. On this basis, it is recommended that the Draft City Planning Strategy progress to consultation without modification. Should any further modifications be made to the Strategy Community Plan as part of a resolution by Council, appropriate amendments can be made to the Draft City Page 164

Planning Strategy following community and stakeholder consultation and prior to it being presented back to Council for adoption. This will ensure it remains aligned with the format and language of the revised Strategic Community Plan.

### **Stakeholder Engagement:**

A broad stakeholder engagement program over the course of the past two years, including organised engagement activities, informal discussions and formal dialogue with key stakeholders has helped identify issues requiring resolution and generate ideas which may help shape future Perth city.

The stakeholder engagement program undertaken to date is summarised below.

Engagement phase	Engagement program
Phase 1	Share to Shape Your Capital
2016 (Completed)	As discussed above, 'Share to Shape' was a defining project for the City in that it aimed to provoke thoughtful engagement and positive debate between stakeholders and community on issues and
	opportunities influencing the future of Perth city. This project commenced with the Perth City Snapshot 2016, then the Strategic Community Plan (finalised in 2017) and has directly informed the outcomes of the draft City Planning Strategy.
Phase 2	Your Neighbourhood's Future
2017-18	This phase:
(Completed)	<ul> <li>Involved communication to key State Government agencies and peak body stakeholders to inform them of the City's commencement of the draft City Planning Strategy;</li> <li>Involved both city wide and community focused consultation</li> </ul>
	<ul> <li>Involved both city-wide and community focused consultation (online city-wide survey and place based activities on Engage Perth and a community visioning workshop with Crawley- Nedlands residents); and</li> </ul>
	<ul> <li>Included the formation of a Technical Steering Group consisting of DPD managers and Directors from the Department of Planning, Lands and Heritage, Department of Transport and the Metropolitan Redevelopment Authority.</li> <li>A full summary of the engagement outcomes is included in the Your Neighbourhood's Future Engagement Outcomes Report which will be made available on the City's website.</li> </ul>
<i>Phase 3</i> 2018	State Government and peak body stakeholder engagement
(Completed)	<ul> <li>This phase:</li> <li>Involved spatial planning workshops with City of Perth internal stakeholders, State Government agencies and key institutions in May and June 2018;</li> <li>The series of workshops hold over a period of three works</li> </ul>
	<ul> <li>The series of workshops held over a period of three weeks allowed for an iterative design process and provided a platform for conceptual clarity, creating shared ownership of the project between stakeholders. This has been vital in ensuring buy-in from State Government agencies, neighbouring local governments and other decision-making bodies;</li> <li>Additionally, meetings, discussions and briefing sessions were held with attendees of these workshops upon drafting the City Planning Strategy; and</li> </ul>

 Fage 105
<ul> <li>The draft Strategy was circulated to State Government agencies. The City was specifically seeking comment on the Capital City Agreement areas and actions identified in Part 1 of the Strategy which require partnerships between the City and government agencies. Comment was received from the following agencies and has informed the finalisation of the draft presented to Council in this report:         <ul> <li>Department of Communities</li> <li>Department of Transport</li> <li>Metropolitan Redevelopment Authority</li> <li>Department of Local Government, Sport and Cultural Industries</li> <li>Tourism WA</li> <li>Landcorp</li> <li>Department of Premier and Cabinet (Aboriginal Policy and Coordination Unit)</li> <li>Office of the Government Architect</li> <li>Department of Planning Lands and Heritage</li> </ul> </li> </ul>
- Department of Education
Overall, comments were supportive of the draft with detailed suggestions for areas of improvement and clarification.

### Planned Engagement:

Under the Planning Regulations there is no requirement to undertake consultation with the community prior to submitting a draft Strategy to the Commission. However, the City of Perth continues to commit to the comprehensive engagement program that has informed the development of the Strategy from the outset.

Now that a draft Strategy has been prepared, it is timely that the City undertake city-wide community and stakeholder consultation prior to finalisation and submission to the Commission. The key objectives of this consultation are to:

- Notify stakeholders that the draft City Planning Strategy is available for review.
- Provide stakeholders the opportunity to understand the purpose and intent of the City Planning Strategy as a city wide strategic document.
- Provide stakeholders with an opportunity to provide feedback, and inform them how their feedback will be used to influence the final document.
- Outline the process of how the draft document was developed, and the next steps to finalisation.

### **Consultation Methods:**

Community and stakeholders will be invited to review the Draft Strategy and encouraged to provide feedback online through the 'Engage Perth' consultation platform via a survey and/or the opportunity to provide written feedback. Written submissions will also be accepted via standard mail. A log of enquiries and comments received via phone and email will also be maintained.

### Page 166

Communication tools will include direct letters and emails to stakeholders, advertisements in community newspapers and resident newsletters, media releases, regular posts on the City Perth social media pages, updates to the City of Perth website and an information display in the Council House foyer. Face to face consultation opportunities will include informal 'walk-in' information sessions conducted during and outside business hours across each neighbourhood, where city officers will be available to respond to queries and discuss the content of the Strategy.

### Stakeholder Identification:

Due to the significant scope of the City Planning Strategy, a large list of stakeholders has been identified within the Stakeholder Engagement Plan. This list includes residents, local businesses, landowners, State Government and its agencies, community groups, industry groups and peak bodies, planning committees, regional institutions, advisory groups, Perth city workers and students and adjoining local government authorities.

### Comment:

### Formulation of the Draft City Planning Strategy:

Successful planning documents are informed by evidence. Significant investment has been placed on forming strong technical evidence to test original assumptions and to provide critical analysis required to inform the strategies and actions of the Draft Strategy. The following technical studies have been undertaken:

- city centres analysis
- community infrastructure analysis
- development capacity study planning scheme plot ratio analysis
- environmentally sustainable design investigations
- land use demand and trend analysis including office demand analysis and retail demand and trend analysis
- notional built form scenario development and analysis
- parking standards analysis
- population and housing analysis and forecast
- utility infrastructure and servicing study.

### Structure of the Draft City Planning Strategy:

There are three parts to the Draft Strategy:

**Part 1 – the Strategy:** Provides the vision and strategic intent for a city of neighbourhoods and the rationale behind the identification of seven 'Capital City Agreement Areas'. Part 1 identifies three 'Key Moves' to steer Perth city towards City, stakeholder and community ambitions. Strategies and actions to deliver these Key Moves have been articulated across the themes of People, Culture, Built Environment, Natural Environment, Economy and Governance at the city-wide and neighbourhood level. Part 1 forms Attachment 6.7A to this report.

**Part 2 – Planning Context:** Provides the WA planning context, informing plans and policies and the approach to engagement informing the preparation of the Draft Strategy.

**Part 3 – City Profile and Analysis:** Provides detailed analysis of Perth city and its neighbourhoods across the seven theme areas based on the outcomes of commissioned studies.

### Key Moves:

The City has identified three 'Key Moves' that bring together the City, stakeholders and community ambitions for Perth city. Each of these Key Moves are supported by a series of strategies drawn across seven theme areas – People, Culture, Movement and Accessibility, Land Use & Activity, Built Environment, Natural Environment and Governance. Together these Key Moves and their strategies will underpin all aspects of the City's growth and development.

Key Move – Strengthen Perth city as WA's primary	The City will build on its role as the capital city of Western Australia, working with key stakeholders to deliver the strategic planning vision and priorities for Perth city.
economic, social, cultural and civic centre	The City will promote land uses, services, amenities and infrastructure which is expected of a globally competitive capital city and meets needs of residents, workers and visitors.
	Open and transparent governance and State-city partnerships will guide land use planning, funding and delivery in key locations which will result in major city transformations.
	Commercial and retail floorspace will be protected to ensure Perth city remains a key competitor and choice for business. Cultural and civic uses will also be retained and improved to deliver a rich and diverse mix of uses and activity.
	New developments will be well-designed to better contribute to a high- quality built environment and public realm. Investment in innovative transport and technology systems will improve the city's sophistication.
Key Move – Create a city of neighbourhoods	Planning for a city of neighbourhoods will underpin all future strategies, policies, plans and projects across Perth city.
neighbournoous	Neighbourhoods will have a strong sense of place and community, with residential growth centred around flourishing activity centres which meet the needs of residents. Built form and public spaces will be designed to strengthen the unique character of each neighbourhood.
	Quality and diverse housing as well as well-planned services and community facilities will improve the overall liveability and desirability of neighbourhoods.
	To enable local living opportunities and to reduce car dependency, active and public transport connections that better connect neighbourhoods and improved pedestrian environments will be prioritised.

Key Move –	Building resilience in to Perth city will enable the community and
Improve Perth city's resilience	infrastructure to adapt to future changes.
	Improved land use diversification will help the city withstand economic cycles, and land-use planning and new development will responsibly mitigate and manage adverse climate change impacts.
	Perth city's natural systems and assets will be protected and managed and climate mitigation measures will ensure systems, communities and environments can withstand change and reduce potentially devastating impacts of climate change.
	Development within our neighbourhoods will celebrate and protect Perth's history and the integrity of its built fabric. Perth's cultural distinctiveness will be supported by providing a foundation for ongoing social stability and community cohesion.

The implementation of the strategies will be undertaken through a series of specific actions which are articulated within the 'Implementation Plan' of Part 1.

The achievement of the Key Moves will require ongoing collaboration with stakeholders. The Strategy identifies common priorities for all levels of government and stakeholders, to ensure planning and investment is aligned. Ongoing collaboration between the City, the community, and other stakeholders will be required to achieve enduring benefits of the Strategy.

Summary Papers have been prepared to support this Council Report. These papers provide the key outcomes of the Draft City Planning Strategy according to each theme area. The papers are included in Attachment 6.7B.

### Capital city and neighbourhood planning:

The draft Strategy is a holistic document to reflect the unique role of the city of Perth within the broader Perth metropolitan region as set out in the *City of Perth Act 2016*.

The draft City Planning Strategy responds to the role of the City and its governance of the Perth city geographic area at both the capital city and local neighbourhood level and thereby;

1. Proposes initiatives requiring State Government-City of Perth alignment and formal partnership. Described as 'Capital City Agreement Areas', these have been identified as the priority locations for planning in partnership to leverage underutilised State and City assets to achieve capital city objectives, as per the *City of Perth Act 2016* and better land use and connectivity outcomes.

The Capital City Agreement Areas have been identified to indicate projects which require City and State Government to commit to a significant strategic-planning phase to plan for growth. These transformational projects support the ongoing economic, cultural, social, physical and environmental development of the city. The proposed agreement areas are as follows:

Page 168

	Page 169
Agreement Area	Key Considerations
UWA-QEIIMC Specialised Centre	<ul> <li>Assist UWA and QEIIMC to continue to succeed in a globally competitive market; and</li> <li>Resolve connectivity and access issues affecting the two institutions and their surrounding residential areas.</li> </ul>
<b>The Civic and Cultural Spine</b> Perth Cultural Centre Perth Station Beaufort Street Barrack Street Perth Concert Hall	<ul> <li>Plan the use of Perth Concert Hall and surrounds, including improvements to connectivity;</li> <li>Optimise the cultural and heritage value of Barrack Street;</li> <li>Respond to Perth Station being a key gateway of the city following completion of the Forrestfield Airport Link project; and</li> <li>Respond to the development of the new WA Museum and the future use of Perth Culture Centre.</li> </ul>
East-West Mass Transit	<ul> <li>Investigate mass transit options, including preferred routes; and</li> <li>Consider above and below ground options and the application of new technologies.</li> </ul>
Reconnect East (Phase 1) Royal Street Car Park Royal Perth Hospital McIver Station Claisebrook Station	<ul> <li>Guide future development and connectivity of land near McIver and Claisebrook rail stations, incorporating a potential transit oriented development; and</li> <li>Resolve connectivity and severance issues at multiple locations.</li> </ul>
Perth Convention and Exhibition Centre (PCEC) to the River PCEC and Mitchell Freeway interchange	<ul> <li>Plan for the re-design of convention facilities, including future transport and infrastructure needs; and</li> <li>Reduce city-river severance.</li> </ul>
<b>Riverfront</b> Elizabeth Quay to Matagarup Bridge	<ul> <li>Improve connections between the city and the Swan River; and</li> <li>Maintain the primary purpose of the foreshore as a public, environmental and recreational asset.</li> </ul>
Parliament House Central Perth to Kings Park	<ul> <li>Increase the presence and contribution of Parliament House to city form and civic life, and better connect Central Perth with Kings Park.</li> </ul>

The proposed Capital City Agreement areas were presented to the Central Perth Planning Committee in February 2019 where the Committee noted the concept of the Agreement Areas proposed in the Draft City Planning Strategy. The City is now working with the State Government to prepare a joint report to the next Committee meeting setting out the options for formalising collaboration between the City and relevant State Government agencies. This will include consideration of monitoring and reporting to the Committee for the proposed Capital City Agreement Areas. This is a key step forward towards the implementation of key City Planning Strategy actions which require State Government-City collaboration to be successful.

### Page 170

- 2. Establishes a vision and strategies for a city of neighbourhoods. The Strategy identifies six distinct city neighbourhoods:
  - Central Perth;
  - Northbridge;
  - East Perth;
  - Claisebrook;
  - West Perth; and
  - Crawley-Nedlands.

The growth plan for Perth city neighbourhoods demonstrates how the City will meet (and exceed) the residential infill target set for it by the State Government under Perth & Peel @3.5m. The opportunity for increased densities in these growth areas have been determined based on clear planning principles which are articulated further in the 'Implementation Plan' section of Part 1.

The Strategy seeks to draw out the differences between the neighbourhoods in terms of character, role, function, and physical and built environment. Informed by stakeholder engagement and neighbourhood level analysis, a vision has been established for each Perth city neighbourhood which sets out the broad intention for the area. In addition to city-wide strategies, a set of actions are outlined for each neighbourhood that respond to local needs and pave the way for sustainable growth in accordance with that vision.

### Summary:

Upon final adoption of the City Planning Strategy by Council, the City will be required to forward the City Planning Strategy to the Commission for consideration and endorsement for the purposes of satisfying the requirements of the Planning Regulations.

The City Planning Strategy will inform the preparation of the new City Planning Scheme No. 3 and related policies and guidelines, with the new Scheme preparation commencing prior to the end of this financial year.

The City Planning Strategy is the key guiding document for growth within the City of Perth boundary over the next 10-15 years. It lays the foundation for the effective planning, management and delivery of transport, infrastructure, facilities, places and spaces. Implementing the actions contained within the Strategy will help Perth city cater for growth, cushion against economic cycles and respond appropriately to shifting climatic conditions and demographic and global trends.

The Strategy aims to act as a catalyst for the strengthening of relationships, as envisaged under the *City of Perth Act 2016*. Strong relationships between government agencies, key decision-making bodies and the wider community, will help to ensure that the Strategy is implemented in a structured, inclusive and sustainable manner.

Several key factors have shaped and influenced the actions established under this Strategy. A growing resident population has impacts on the way we plan for growth in our neighbourhoods, and the number of people travelling to the city for work, education or tourism affects the way the City responds to transport and ways to better connect people to place. Careful planning is required to balance the interests of ratepayer, businesses, residents, visitors, workers and tourists – who all have a stake in the city's future.

Page 171

The Strategy also recognises the significance of Perth city as the home of Western Australia's major cultural and civic institutions, and as the heart of the state's economy. In this capacity, its success as an innovative, sustainable and vibrant city affects not just the immediate community, but the broader Western Australian population.

The Strategy is informed by our history and heritage. The city is privileged to share the lands of the Whadjuk Nyoongar people, who have lived continuously in the area for over 35,000 years – and whose language and connection to country continues. The city's form has been shaped by the landscape and the early colonial planners – who set out the original Perth townsite lots, early road networks and reserves along an elongated grid, in response to the topography, wetlands and river. Perth city is unique in its biodiversity (symbolised by Kings Park) and its parks and gardens. It is now home to recent migrants from around the world, who are attracted by the lifestyle and economic opportunities the city provides. This diverse population and cultural heritage shapes the city we are today, as well as our 'sense of place' – and provides strong foundations for our future development.

### **Project Timeline:**

The City Planning Strategy has involved significant research, analysis, engagement and document preparation over the course of the two years. The key milestone stages and dates are:

Stage 1	Initiation of the 'Perth Directions' project by Council	July 2016
Stage 1	Establishment of baseline (Perth City Snapshot 2016)	Dec 2016
Stage 2	Establish the City's vision through Community Engagement (Share to Shape)	March – June 2017
Stage 3	Technical studies and research	Oct 2017 – Oct 2018
Stage 4	Neighbourhood engagement and multi-stakeholder collaboration	Nov 2017 – Dec 2018
Stage 5	Spatial planning and City Planning Strategy development	July – Dec 2018
Stage 6	Draft City Planning Strategy Approval Process	May 2019 – Dec 2019

### Financial Implications:

ACCOUNT NO: 70160 City Planning Strategy **BUDGET ITEM: BUDGETED AMOUNT:** \$299,999.50 AMOUNT SPENT TO DATE: \$164,869.50 **PROPOSED COST:** Est. \$35,000.00 for stakeholder consultation **BALANCE REMAINING:** \$100,130.00 ANNUAL MAINTENANCE: NA ESTIMATED WHOLE LIFE COST: NA

All figures quoted in this report are exclusive of GST.

### **Comments**

Pursuant to the *Planning and Development (Local Planning Schemes) Regulations 2015,* Council is required to prepare and adopt a Local Planning Strategy.

As detailed in the report, the City intends to consult with the community and stakeholders on the Draft City Planning Strategy prior to its adoption by Council and forwarding to the Western Australian Planning Commission.

Council has the following options:

- Option 1: Council may resolve to grant approval of the Draft City Planning Strategy and the City will commence consultation on the draft documentation.
- Implications: Consultation will be undertaken on the Draft City Planning Strategy. Upon completion of consultation the City Planning Strategy will be presented back to Council for final adoption and forwarding to the Western Australian Planning Commission. This is the recommended option.
- Option 2: Council may resolve to defer the Draft City Planning Strategy pending modification.
- Implications: The Draft City Planning Strategy will be modified in accordance with the resolution and presented back to Council for approval to commence consultation in coming months. This may have implications on resources, budget and project timelines.
- Option 3: Council may resolve to approve the Draft City Planning Strategy without undertaking preliminary consultation with its stakeholders and community.
- Implications: The Draft City Planning Strategy would be forwarded to the Western Australian Planning Commission for certification. Upon certification, the City Planning Strategy would commence formal advertising in accordance with the Planning and Development (Local Planning Schemes) Regulations 2015. This is not the recommended option as it is considered orderly and proper planning to consult with City stakeholders and community ahead of Council finalisation and adoption of the Strategy.
- Option 4: Council may refuse the draft City Planning Strategy being made available for consultation.
- Implications:Refusal will prevent the progress of the City Planning Strategy, delaying the<br/>City's compliance with Regulation 11 (1) of Part 3 of the Planning and<br/>Development (Local Planning Schemes) Regulations 2015.<br/>This is not the recommended option.

As discussed in this report, it is recommended that Council approve the Draft City Planning Strategy without modification, for the purposes of consultation. This is a key step forward in meeting requirements of the Planning Regulations and ensuring that planning for the city is aligned to strategic priorities, is efficient, purposeful and sustainable.







# **City Planning Strategy** May 2019



We acknowledge the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where the City of Perth is today and pay our respects to **Elders past and present.** 

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## Contents

Introduction.	
Strategic Community Plan 2029 alignment	
Document structure	
<u>Key moves</u> 3	
Capital City and Neighbourhood Planning	
Capital City Agreement Areas	
City neighbourhoods	
Implementation Plan12	
Categorisation Tools12	
Priority 12	
<u>City role</u>	
<u>Scale</u>	
<u>Cost</u>	
City-wide strategies and actions15	
People	
Culture	
Movement and accessibility	
Land Use & Activity	
Built Environment	
Natural Environment	
Governance	
Vision for a city of neighbourhoods36	

Growth areas
Activity centres
Future investigation areas
Central Perth
<u>Northbridge</u>
East Perth
Claisebrook 54
<u>West Perth</u> 58
Crawley-Nedlands64
Delivery and monitoring
Governance
<u>Review</u>
Monitoring

# **Foreword by Chair Commissioner**

To be inserted upon adoption by Commissioners.

## Introduction

# *'By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities.'* Socrates

The City Planning Strategy (the Strategy) is one of the key guiding documents for the growth of Perth city over the next 10-15 years. It lays the foundation for the effective planning, management and delivery of world-class transport, infrastructure, facilities, places and spaces. Implementing the actions contained within the Strategy will help Perth city cater for growth, cushion against economic cycles, and respond to shifting climatic conditions, and demographic and global megatrends.

The Strategy aims to act as a catalyst for the strengthening of relationships, as envisaged under the *City of Perth Act 2016* (the Act). Strong relationships and collaboration between government agencies, key decision-making bodies and the wider community, will help ensure that the Strategy is implemented in a structured, inclusive and sustainable way.

A key factor influencing the actions established under this Strategy is a growing population. This will impact on the way we plan for growth in our neighbourhoods to respond to resident needs, and the number of people travelling to the city for work, education or tourism. This affects the way the city thinks about transport and ways to better connect people to place. Careful planning is required to balance the interests of ratepayers, businesses,

residents, visitors, workers and tourists – who all have a stake in the city's future, as recognised in the Act. The Strategy also recognises the significance of Perth city as the home of Western Australia's major cultural and civic institutions, and as the heart of the state's economy. In this capacity, its success as an innovative, sustainable and vibrant city affects not just the immediate community, but the broader Western Australian population.

provides strong foundations for future development. diverse population and cultural heritage shapes the around the world, who are attracted by the lifestyle and economic opportunities the city provides. This city of today, and the shared 'sense of place' – and of the Whadjuk Nyoongar people, who have lived who set out the original Perth townsite lots, early heritage. The city is privileged to share the lands by the landscape and the early colonial planners, gardens. It is now home to recent migrants from continuously in the area for over 35,000 years road networks and reserves along an elongated and whose language and connection to country continues. The city's form has also been shaped and river. Perth city is unique in its biodiversity grid, in response to the topography, wetlands (symbolised by Kings Park) and its parks and The Strategy is informed by our history and

Pag

Local governments are required to prepare local planning strategies in accordance with Regulation 11(2) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations). Whilst the Strategy has been prepared in alignment with the guidelines set out in the Western Australian Planning Commission's (WAPC) Planning

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Local Planning Manual, the Strategy is a holistic plan, which provides strategic direction beyond the normal remit of a local planning strategy. The draft Strategy has been prepared in this way to reflect the unique role of the City of Perth (the City) within the broader Perth metropolitan region as set out in the Act, ensuring that it responds to the role of the City and its governance of the Perth city geographic area at both the capital city and local neighbourhood level.

The City's Strategic Community Plan 2019-2029 captures the community's aspirations for the future, and provides a blueprint for the City to achieve what the community most values in its operations.

The Strategic Community Plan 2019-2029 establishes a long-term, over-arching community aspiration for the City:

'Vibrant, connected, progressive'

	<b>Social</b> – A vibrant, liveable and inclusive city
6	<b>Economic</b> – A prosperous city
	<b>Built Environment</b> – A well planned and attractive city
	<b>Natural Environment</b> – An environmentally sustainable city
	Leadership – A competent and aligned city

The Strategic Community Plan adopts a quadruple bottom line approach to delivering this vision. Each principle is underpinned by strategic objectives and key initiatives, and are allocated measurable progress targets.

This Strategy provides a more detailed framework for the City to integrate the principles set out in the Strategic Community Plan 2019-2029 into land use planning and development. The Strategy acknowledges the importance of the coordination of planning, infrastructure and key services to meet the vision and goals of the Strategic Community Plan 2019-2029.

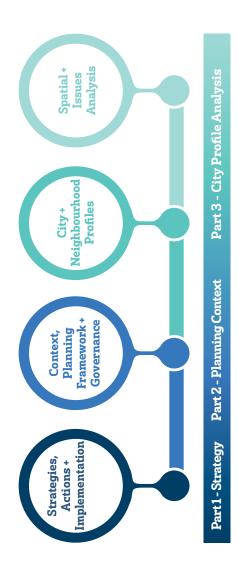
## **Document structure**

The full Strategy comprises a suite of three documents, to align with the requirements of the WAPC's Local Planning Manual. These documents are as follows:

Part 1 City Planning Strategy	Provides strategic direction for a city of neighbourhoods and the rationale behind the identification of seven 'Capital City Agreement Areas'. Part 1 identifies strategies and actions to deliver three 'Key Moves' to steer Perth city towards City, stakeholder and community ambitions.
Part 2 Planning Context	Outlines the state, regional and local planning framework, and the approach taken to the development of this Strategy.
Part 3 Profile and Analysis	Profiles baseline information about the City and its neighbourhoods, spatial and issues analysis, and the implications for planning.

Page 2

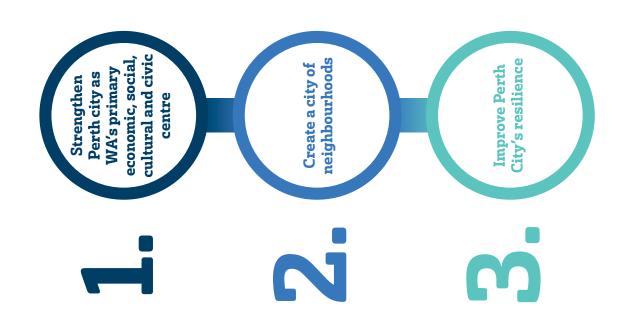
The strategies and actions contained in this document (Part 1) were developed through the analysis of baseline profile information, emerging issues, spatial issues, and implications for the City and its planning framework (Part 3). The actions contained in Part 1 are categorised depending on their priority, scale, cost and the City's role in implementing the action.



### Key moves

The City has identified three 'Key Moves', that brings together the City's, stakeholders and community's ambitions for Perth city. Each of these Key Moves is supported by a holistic set of strategies drawn across seven theme areas – People, Culture, Movement and Accessibility, Land Use and Activity, Built Environment, Natural Environment, and Governance. Together, these Key Moves and their strategies will underpin all aspects of the City's growth and development.

The implementation of these strategies will be undertaken through a series of specific actions which are articulated within the 'Implementation Plan'.



Page 3



Key Move: Strengthen Perth city	Theme	Strategy	Ref
as WA's primary economic, social, cultural and civic centre The City will build on its role as the capital	TAND DAY	Protect and support the growth of key employment areas.	LUZ
	A REAL PROPERTY OF A REAL PROPER	Ensure land use planning supports the tourism sector.	LU4
The City will promote land uses, services, amenities and infrastructure which is expected of a globally competitive capital city and meets needs of residents, workers,	TAND USA	Consolidate and simplify land use and planning controls as part of the creation of a new Scheme.	LU6
visitors and students. Open and transparent governance and State-City partnerships will guide land	ADVIENT A	Improve the efficiency of the city's movement network through integrated transport planning.	MA1
use planning, funding and delivery in key locations which will result in major city transformations.	ANNOULLING TIME	Improve and reinforce the city's urban structure.	BE1
7	AT A A A A A A A A A A A A A A A A A A	Ensure that all developments and open spaces within the city demonstrate a high quality of design, sustainability and amenity.	BE3
and improved to deliver a rich and diverse mix of uses and activity. Education will be supported and encouraged. New developments will be well-designed	AT A A A A A A A A A A A A A A A A A A	Ensure that buildings and the spaces they create improve the quality and amenity of the adjoining public realm.	BE4
to better contribute to a high-quality built environment and public realm. Investment in innovative transport and	CONTENTION	Improve engagement processes to provide better planning service to its ratepayers, community and stakeholders.	61
technology systems will improve the city s sophistication.	CONFERENCE	Leverage opportunities available under the <i>City of Perth Act 2016</i> to better coordinate land use planning, decision-making and infrastructure funding and delivery.	G2
	GOVERNME	Improve data governance and digital technology systems to ensure planning decisions are evidence based.	63

City Planning Strategy 2019 [DRAFT]

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Key Move: Create a city of	l neme	otrategy	кег
<b>neighbourhoods</b> Planning for a city of neighbourhoods will underpin all	THATTA	Adopt residential growth as a core objective within Perth city.	P1
future strategies, policies, plans and projects across Perth city. Neighbourhoods will have a strong	HING	Encourage higher density residential development within identified strategic locations.	ΡZ
sense of place and community, with residential growth centred around flourishing activity centres which	TRACE	Create liveable urban environments to attract and retain residents.	ЪЗ
form and public spaces will be form and public spaces will be designed to strengthen the unique character of each neighbourhood.	PONEWENT PONEWENT	Strengthen pedestrian connections throughout Perth city and between neighbourhoods and improve the pedestrian environment to facilitate active transport modes within the city.	MAZ
Quality and diverse housing as well as well-planned services and community facilities will improve the	NOVEMENT A CCESSION	Prioritise the ongoing delivery of high quality and efficiently networked cycle infrastructure.	MA3
overall liveability and desirability of neighbourhoods. To enable local living opportunities	NOVEMENT A	Improve public transport infrastructure between Perth city neighbourhoods.	MA4
and to reduce car dependency, active and public transport connections that better connect neighbourhoods and improved nedestrian environments	A MORAL	Identify the various activity centres within Perth city and articulate their role, function and growth expectations.	LUI
	A SEL CIVAT	Mitigate land use conflict through appropriate planning controls to protect neighbourhood identity.	TUS
	A MARKEN AND A MARKEN A	Strengthen the desired character of each city neighbourhood through built form and ensure protection and enhancement of public spaces.	BES
	CONFERMINE	Establish neighbourhood level place management incorporating engagement and service delivery.	ЪÐ

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nprove	nce
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Building resilience in to Perth city will enable the community and infrastructure to adapt to future changes. Improved land use diversification will help the city withstand economic cycles, and land-use planning and new development will responsibly mitigate and manage adverse climate change impacts. Perth city's natural systems and assets will be protected and managed and climate mitigation measures will ensure systems, communities and environments can withstand change and reduce potentially devastating impacts of climate change. Development within our neighbourhoods will celebrate and protect Perth's history and the integrity of its built fabric. Perth's cultural distinctiveness will be supported by providing a foundation for ongoing social stability and community cohesion.

Theme	Strategy	Ref
AND IS A CHAIL	Support a diverse economy.	LU3
TAND ILS.	Investigate the capacity of utilities infrastructure and servicing in relation to the City's population forecasts.	LU7
NULL IN A ROUNDER	Focus development intensity in areas that best meet the needs of the capital city and the community and protect and enhance the city's natural setting.	BEZ
A REAL PROPERTY OF THE REAL PR	Support and promote adaptation and improved performance of existing building stock.	BE6
A REAL PROPERTY OF THE REAL PR	Ensure all buildings and places of cultural heritage significance within the city are adequately protected.	BE7
A REAL PROPERTY OF A REAL PROPER	Work to improve the city's climate change resilience.	N1
A REAL PROPERTY OF ANY	Protect and enhance the city's green infrastructure network.	NZ
NAL AND	Deliver additional green public open space areas to cater to the needs of a growing population.	N3
MAN AND AND AND AND AND AND AND AND AND A	Improve Perth city's water resilience.	N4
A CONTRACTOR OF CONTRACTOR	Work in partnership with the Aboriginal community to respect, acknowledge and celebrate culture and heritage in Perth City.	C1
A CONTRACTOR	Support and promote Perth's cultural distinctiveness.	CZ

The Strategy responds to the role of the City and its governance of the Perth city geographic area at both the capital city and local neighbourhood level.

# **Capital city agreement areas**

The City recognises the importance of collaboration with State Government to bring to fruition projects that encourage the efficient use of city land – and better connect the assets and attractors that cement Perth city as the heart of WA.

Strategic planning and development alignment between the State Government and the City is gained through the Central Perth Planning Committee. The establishment of the City of Perth Committee (under the *City of Perth Act 2016*) further commits both levels of government to biannual meetings to progress strategic alignment, collaboration and decision-making. The Strategy proposes several initiatives requiring State Government – City alignment and partnership. Described as 'Capital City Agreement Areas', these have been identified as priority locations for planning in partnership to leverage underutilised State and City assets to achieve capital city objectives.

The Capital City Agreement Areas have been identified to allow the City and State Government to commit to and collaborate in a significant strategicplanning phase in readiness for future growth. This will be achieved through transformation projects to support the ongoing economic, cultural, social, physical and environmental development of the city. These projects range from aspirational to the essential, and provide a group of collaborative efforts which, over time, have the potential to dramatically reposition Perth city towards its long-term vision. The City acknowledges that not all projects can be undertaken as a matter of priority, nor would that be the most effective approach. Rather, a joint implementation plan or program will need to be prepared between stakeholders to firstly prioritise projects and secondly allocate resources. Staged and focussed projects which are done well, and over time, will put the City on track to achieving its Key Moves.

Any implementation plan/program should be prepared in collaboration with the State Government to formalise the approach to planning for the Capital City Agreement Areas. The details and approach to the plan/program will be worked through with consideration to:

- Project area/s scope
- Objectives
- Critical success factors
- Business impacts on project/s partners
- Project prioritisation and project/s delivery timing
- Project/s partner responsibilities
- Funding source and project/s costs

It is intended that the agreement areas and its implementation plan will be formalised first through the Central Perth Planning Committee and, ultimately, through the City of Perth Committee.

The proposed agreement areas are as follows:

Agreement Area K	Key Considerations
UWA-QEIIMC Specialised Centre	Assist UWA and QEIIMC to continue to succeed in a globally competitive market. Resolve connectivity and access issues affecting the two institutions and their surrounding residential areas.

Agreement Area	Key Considerations	Agree
The Civic and Cultural Spine Perth Concert Hall Perth Station Beaufort Street	<ul> <li>Plan for the future use of Perth Concert Hall and surrounds, including improvements to connectivity.</li> <li>Optimise the cultural and heritage value of the Barrack St link.</li> </ul>	<b>Riverfr</b> Eliz Brid
Barrack Street Perth Cultural Centre Perth Convention and Exhibition Centre	<ul> <li>Respond to Perth Station being a key gateway of the city following completion of the Forrestfield Airport Link project.</li> <li>Respond to the development of the new WA Museum and the future use of the Perth Cultural Centre.</li> </ul>	<b>Parlian</b> Cen
East-West Mass Transit	<ul> <li>Investigate mass transit options, including preferred routes.</li> <li>Consider above and below ground options and the application of new technologies.</li> </ul>	
<b>Reconnect East</b> Royal Street Car Park Royal Perth Hospital McIver Station Claisebrook Station	<ul> <li>Guide future development and connectivity of land near McIver and Claisebrook train stations, incorporating a potential transit oriented development.</li> <li>Resolve connectivity and severance issues at multiple locations surrounding the train line.</li> </ul>	
<b>Perth Convention and Exhibition</b> <b>Centre (PCEC) to the River</b> PCEC and Mitchell Freeway interchange	<ul> <li>Plan for the re-design of convention facilities, including future transport and infrastructure needs.</li> <li>Reduce city-river severance.</li> </ul>	

reement Area	Key Considerations
<b>erfront (Phase 1)</b> Elizabeth Quay to Matagarup Bridge	<ul> <li>Improve connections between the city and the Swan River.</li> <li>Maintain the primary purpose of the foreshore as a public, environmental and recreational asset.</li> </ul>
<b>liament House</b> Central Perth to Kings Park	<ul> <li>Increase the presence and contribution of Parliament House to city form and civic life, and better connect Central Perth with Kings Park.</li> </ul>

### **City neighbourhoods**

Perth city is defined by its local neighbourhoods, each with its own distinct identity, strengths and attributes. The Strategy identifies six distinct city neighbourhoods: Central Perth, Northbridge, West Perth, East Perth, Claisebrook, and Crawley-Nedlands (refer to **Figure 1**).

# Figure 1 – The six neighbourhoods of the City of Perth (excluding Kings Park)



The Strategy seeks to draw out the differences between the neighbourhoods in terms of character, role, function, and physical and built environment.

Informed by stakeholder engagement and neighbourhood level analysis, a vision has been established for each Perth city neighbourhood which sets out the broad intention for the area. In addition to city-wide strategies, a set of actions are outlined for each neighbourhood that respond to local needs and pave the way for sustainable growth in accordance with that vision.

The 'Neighbourhood Plans' identify the vision and key priorities for each Perth city neighbourhood. The plans also show how the City will meet (and exceed) the residential infill target set for it by the State Government under Perth & Peel @3.5m. The opportunity for increased densities in these growth areas have been determined based on clear planning principles which are articulated further in 'Implementation Plan' section. These plans also identify the role of the neighbourhood activity centre moving forward and how the centre can better contribute to the neighbourhood's unique 'sense of place' and better meet the needs of its residents, workers or visitors.



A series of actions have been articulated in the following section to support the implementation of the Key Moves and their strategies. These actions are grouped by land use planning theme and detail clear pathways to implementation and are spatially identified in **Figure 2**, where applicable.

### **Categorisation tools**

The actions have been categorised to provide clarity around their priority, timing, the role the City plays in implementing the action and the scale of the action/project. Categorising the actions in this way will provide a clearer line of sight in terms of the implementation and monitoring of the project, ultimately informing business planning and service delivery.

#### Priority

Timeframes for the implementation of actions have been determined based on the following criteria:

	This means there is an opportunity or need to commence work on project, or initiate immediately to:
	<ul> <li>Address an identified risk or issue that could worsen if not resolved.</li> </ul>
0-5 years	<ul> <li>Act upon a unique or emerging opportunity that is time critical.</li> </ul>
	<ul> <li>Collaborate with relevant stakeholders.</li> </ul>
	<ul> <li>Align with other projects or initiatives underway or near commencement.</li> </ul>
	<ul> <li>Leverage market demand.</li> </ul>
	<ul> <li>Satisfy legislative requirements.</li> </ul>
5-10 years	This means the action should be taken, however, there is no trigger or opportunity for immediate action, or its commencement might be contingent upon other actions.
10-15 years	This means the action should be taken in the future after further investigation, as resources become available, as demand increases – or once a trigger point is reached.

	This means that the action item requires continual investment and undertaking. This includes items that:	
Ongoing	<ul> <li>Form a part of the everyday or expected business operations of the City.</li> </ul>	
	• Extend beyond the life of the Strategy but contribute to	

#### **City role**

achieving Key Moves.

Depending on the nature and scope of an action, the City may play various roles in the implementation of an action.

Lead	This means the City is the primary responsible authority for implementing the action. This may involve working with or without stakeholders.
Advocate	This means the City will aim to influence or support stakeholders and lead agencies to develop solutions for implementing an action or direction of the Strategy.
Partner	This means the City will join with a stakeholder or agency to deliver a Strategy action. This would include the formalisation of the partnership, either financially or through a shared agreement.

#### Scale

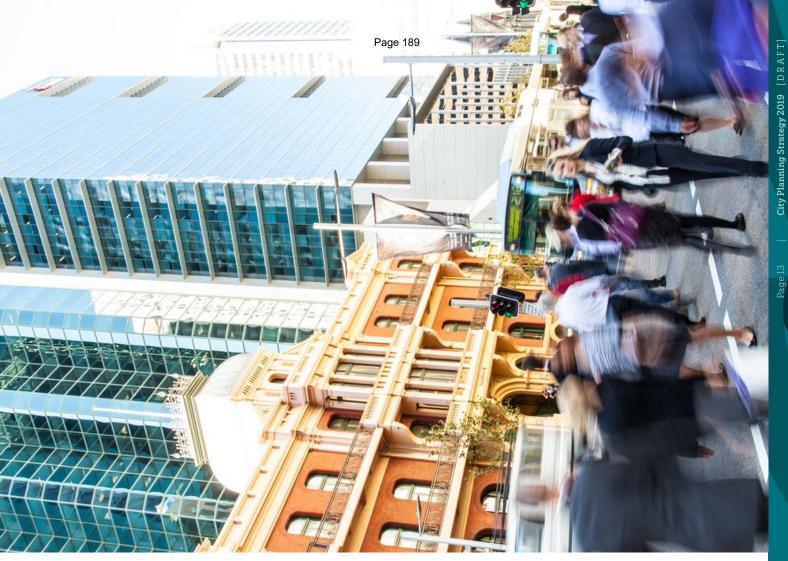
The scale of an action has been provided, based on the anticipated size of scope the action. Scale has been undertaken from the perspective of the City, though it of the project, and amount of resources and stakeholders required to implement is recognised it may differ for partners/stakeholders.

	This is an action that may include one or more of the following:
	<ul> <li>Significant infrastructure items that have a regional role</li> </ul>
	<ul> <li>A City of Perth 'whole of organisation' response</li> </ul>
High	<ul> <li>The agreement of several stakeholders and agencies to</li> </ul>
	implement
	<ul> <li>Significant time required to implement</li> </ul>
	<ul> <li>Risks (financial or otherwise) that require further interrogation and feasibility studies.</li> </ul>
Medium	This is an action that will affect several stakeholders and business units within the City of Perth.
	This is an action that is within the scone of the City's Cornorate
Low	Business Plan, does not result in the need for additional
	resources, or impact the project planning of a business unit.

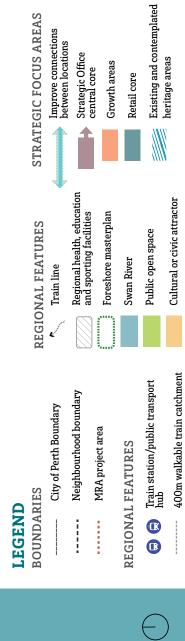
#### Cost

implement an action. This assessment has been undertaken from the perspective of the City, though it is recognised costs may differ for partners/stakeholders. Cost is a gualitative assessment of the potential expenditure required to

<ul> <li>Describes an action that is considered to require:</li> <li>Significant monetary investment and external partnership to implement.</li> <li>Resources that are not currently available or identified within the City's existing Corporate Business Plan or 10-year financial plan</li> </ul>







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Image: Strategic community plan alignment       (B.)         (B.)       (B.)	(B.1.3) Plan for residential growth, housing choice and lifestyle (B.1.2) Plan for community infrastructure supporting sustainable economic, social and cultural growth	ityle iinable econoi	mic, social an	d cultural growth
P1: Adopt residential growth as a core objective within Perth city.	ity.			
Actions		Priority	City role	Scale and cost
a. Review the Council Policy 6.17 Affordable Housing, including th	e consideration of:			
<ul> <li>Potential planning and financial incentives to support the construction and operation of affordable housing and other specialist housing such as disability accommodation.</li> </ul>	truction and operation of affordable housing and other	0-5 years	Lead	Low/Low
<ul> <li>The City of Perth's role in the supply of affordable housing, aligned with stakeholders such as adjoining local governments.</li> </ul>	med with stakeholders such as adjoining local			
<b>b.</b> Advocate to State Government for the retention of existing social housing and the development of new supply, in line with ongoing population growth.	al housing and the development of new supply, in line	0-5 years		Low/Low
<b>c.</b> Review the effectiveness and outcomes of current plot ratio and plot-ratio incentives, and assess how these plot ratio controls could better promote residential development and housing for a diverse community.	plot-ratio incentives, and assess how these plot ratio sing for a diverse community.	0-5 years	Lead	Medium/Low
<b>d.</b> Promote residential development investment, and population growth of Perth city to local, interstate and international markets.	owth of Perth city to local, interstate and international	0-5 years	Lead	Medium/ Medium
e. Ensure that residential growth is embedded as key consideration across all the City's strategic plans and relevant policies.	n across all the City's strategic plans and relevant	0-5 years	Lead	High/Low
E. Support more diverse housing options including the delivery of aged-care and student residential development, to provide opportunity for diversity of accommodation.	aged-care and student residential development, to	5-10 years	Advocate	Low/Low

P2: Encourage higher density residential development within identified strategic locations.	cations.			
Actions		Priority	City role	Scale and cost
<b>a.</b> In preparing the new City Planning Scheme ('the new Scheme'), accommodate increased residential density in identified 'Growth Areas' (refer, Strategic Plan and Neighbourhood Plans).	l residential density in	0-5 years	Lead	Medium/Low
<b>b.</b> Identify and implement policy changes for identified Growth Areas with consideration to:	:0	0-5 years	Lead	Medium/Low
<ul> <li>Diversity of dwellings to cater to a range of demographics.</li> </ul>				
<ul> <li>Applicability of plot-ratio standards to facilitate additional growth.</li> </ul>				
<ul> <li>Infrastructure investment and funding mechanisms to support Growth Areas.</li> </ul>				
P3: Create liveable urban environments to attract and retain residents.				
Actions		Priority	City role	Scale and cost
<b>a.</b> Undertake research to explore the perceived liveability of the City, and to understand reasons for resident movement in and out of the City.	easons for resident	0-5 years	Lead	Low/ Medium
<b>b.</b> Develop a marketing strategy to attract residents to Perth city neighbourhoods, promoting the distinct identity of each neighbourhood.	ing the distinct identity	0-5 years	Lead	Medium/Low
<b>c.</b> In preparing a Social Strategy, develop a plan for the delivery of infrastructure and services to each neighbourhood. This should consider:	vices to each	0-5 years	Lead	Medium/High
<ul> <li>Identifying and prioritising required infrastructure and services for each neighbourhood/area to meet the needs of the forecast population.</li> </ul>	od/area to meet the			
<ul> <li>Feasibility of establishing strategically located multi-purpose community centre/s.</li> </ul>				
<ul> <li>Developing partnerships with private institutions with community assets.</li> </ul>				
• Timing, delivery, funding mechanisms.				
<ul> <li>Ongoing review and monitoring processes.</li> </ul>				
Work with State Government to:		0-5 years	Advocate	Medium/ Medium
<b>d.</b> Prioritise the delivery of a public primary school in Perth city, exploring vertical options if a new development is required.	s if a new development.			
e. Explore longer-term options for the development of a public secondary school.				

STATUS STATUS	Strategic community plan alignment	(S.2.1) Strengthen the city's thriving cultural diversity	ultural diversity		
C1: Woi	C1: Work with the Aboriginal community to respect, acknowledge and celebrate culture and heritage in Perth city.	elebrate culture and heritage in Pert	h city.		
Actions	0		Priority	City role	Scale and cost
<b>a.</b> In a her sigr	<b>a.</b> In alignment with the outcomes of the Reconciliation Action Plan develop a framework to undertake cultural heritage assessments within the city for registered Aboriginal sites across Perth city and other culturally significant sites.	an develop a framework to undertake cultural sites across Perth city and other culturally	0-5 years	Lead	Medium/ Medium
<b>b.</b> Inc. the	<b>b.</b> Incorporate Whadjuk Nyoongar cultural heritage in City projects, in accordance with the advice and wishes of the Aboriginal community and the proposed Cultural Heritage Management Plan.	rdance with the advice and wishes of int Plan.	0-5 years	Lead	Medium/ Medium
<b>c.</b> Prej with	Prepare a Cultural Heritage Management Plan with the Whadjuk Nyoongar Traditional Owners in accordance with the National Trust Guidelines (WA) on Aboriginal Interpretation.	ar Traditional Owners in accordance	0-5 years	Lead	High/Medium
<b>d.</b> Celı Wh	<b>d.</b> Celebrate Nyoongar language in the urban environment, in accordance with the advice and guidance of the Whadjuk Nyoongar community.	ith the advice and guidance of the	0-5 years	Partner	High/Medium
<b>e.</b> Wo: the Noc	Work with State Government and the Whadjuk Nyoongar Regional Corporation (once established) following the commencement of the South West Native Title Settlement, to consider the potential for the location of a Noongar Cultural Centre in Perth City.	ration (once established) following the potential for the location of a	0-5 years	Partner	High/ Medium

C2: Support and promote Perth's cultural distinctiveness.			
Actions	Priority	City role	Scale and cost
<b>a.</b> a. Investigate mechanisms to facilitate the provision of public art within the city.	0-5 years	Lead	Low/Low
<b>b.</b> b. Work with existing institutions across the City to encourage co-sharing of cultural infrastructure with the community to better meet the needs of the city's cultural groups.	0-5 years	Partner	Low/Low
<ul> <li>c. In preparing the City Planning Scheme, investigate opportunities to encourage the development of cultural industries and celebrate Perth's cultural diversity within Perth city, including:</li> <li>Potential Scheme and policy provisions to incentivise cultural development.</li> <li>Enabling the use of underutilised land for cultural and community uses.</li> </ul>	0-5 years	Lead	Medium/ Medium
<ul> <li>d. Work with State Government in preparing WA's Cultural Infrastructure Strategy to adopt a cohesive approach to the delivery of additional cultural infrastructure, including:</li> <li>A neighbourhood approach to cultural infrastructure provision.</li> <li>Identification of preferred sites for additional infrastructure.</li> <li>Creation of networks and creative clusters.</li> <li>Consideration of cultural tourism.</li> </ul>	0-5 years	Partner	High/Low
e. e. Develop long-term plans to effectively manage and promote the City's public art, heritage assets, cultural programs and collections to better reflect and celebrate the city's rich cultural diversity.	5-10 years	Lead	Medium/ Medium

		Scale and cost	Low/Low	Low/Low	Low/Low	Medium/ Medium
		City role	Partner	Lead	Lead	Partner
		Priority	0-5 year	0-5 year	0-5 years	0-5 years
(B.2.1) Plan an accessible and integrated city	yh integrated transport planning.		ın, incorporating a 'whole of journey' approach, a key aim.	cles, and other technologies can be harnessed vironment.	iysical connectivity are needed due to major achieved.	d-parking operators to encourage shared-
Strategic community plan alignment	MA1: Improve the efficiency of the City's movement network through integrated transport planning.	Su	Work with State Government to develop an integrated movement plan, incorporating a 'whole of journey' approach, with improvements to the efficiency of the public transport network a key aim.	<b>b.</b> Investigate how the emergence of autonomous vehicles, electric vehicles, and other technologies can be harnessed to positively improve the city's movement network and the urban environment.	<b>c.</b> Identify and prioritise the areas of the city where greater levels of physical connectivity are needed due to major transport infrastructure barriers, and investigate how this might be achieved.	<b>d.</b> Collaborate and partner with the Department of Transport and shared-parking operators to encourage shared- parking schemes where possible.
ANOVEMENT & PCCESSIS	MA1: I	Actions	<b>a.</b> Wo wit	<b>b.</b> Inv to ]	<b>c.</b> Ide tra:	<b>d.</b> Co. par

Medium/Low

Lead

5-10 year

Investigate the ability to declare entertainment precincts within Northbridge as pedestrian only areas (allowing bus, taxi and service vehicles) on Friday and Saturday nights, to reduce congestion and improve emergency servicing.

a.

MA2: Strengthen pedestrian connections throughout Perth city and between neighbourhoods, and improve the pedestrian environment.	the pedestri	an environmen	
Actions	Priority	City role	Scale and cost
a. Continue to reduce pedestrian wait periods at signalised intersections.	0-5 years	Lead	Low/Low
<b>b.</b> Review the Hay Street Pedestrian Walkway and Road Reserve Widening Policy to evaluate its future relevance.	0-5 years	Lead	Low/Low
<b>c.</b> Finalise the Pedestrian Plan to guide the City's investments in improving pedestrian amenity, accessibility, comfort, safety, legibility, and the quality of the city's pedestrian environment. This plan should be prepared in conjunction with Neighbourhood Plans (refer Governance section).	0-5 years	Lead	Medium/Low
<b>d.</b> Undertake quality audits, perception surveys and metrics relating to walking time and ease and safety, to better understand the performance of the existing pedestrian networks across the City's neighbourhoods.	Ongoing	Lead	Low/Low
MA3: Prioritise the ongoing delivery of high quality and efficiently networked cycle infrastructure.			
Actions	Priority	City role	Scale and cost

a. Review the City of Perth Cycle Plan 2029, with consideration to:	0-5 years	Lead	Low/Low
 <ul> <li>Additional routes to better connect train stations, key attractors, activity centres and public open space.</li> </ul>			
<ul> <li>Improving public bicycle 'end of trip' infrastructure. These parking facilities should be strategically located in neighbourhood centres and along cycle routes.</li> </ul>			
 <ul> <li>Linkages to adjacent Local Governments and primary cycle routes.</li> </ul>			
<b>b.</b> Work with State Government and adjoining local governments to review opportunities for a bike share	0-5 years	Partner	Low/Low

scheme in Perth city.

MA4: Imp.	rove public transport	MA4: Improve public transport infrastructure between Perth city neighbourhoods.			
Actions			Priority	City role	Scale and cost
<b>a.</b> Identify mechar deliver	Identify the City's preferred mass rapid tra mechanisms and work with the State and F delivery of mass rapid transit in Perth city.	Identify the City's preferred mass rapid transit routes, investigate appropriate planning protection mechanisms and work with the State and Federal government to advance proposals for the funding and delivery of mass rapid transit in Perth city.	0-5 years	Lead	Low/Low
<b>b.</b> Collabo	orate with the Departm€	Collaborate with the Department of Transport and Public Transport Authority to review the CAT bus system.	0-5 years	Partner	Medium/Low
<b>c.</b> Work v any fer riverfr	Work with the Department of I any ferry routes and foreshore riverfront plans.	Work with the Department of Planning, Lands and Heritage and the Department of Transport to ensure any ferry routes and foreshore nodes are planned in an integrated manner, and consistent with any future riverfront plans.	5-10 years	Advocate	Medium/ Medium
I AND USA	Strategic community plan alignment	(E.1.1) Position the city for continued business, employment and economic growth (E.1.2) Position the city as a thriving centre of business	owth		
LU1: Ident	tify the various activit	LU1: Identify the various activity centres within Perth city and articulate their role, function and growth expectations.	cpectations.		
Actions			Priority	City role	Scale and cost
<b>a.</b> Advoca respect activity	Advocate for changes to State Plannin respect to meeting regional, national a activity centres with a live-local focus.	Advocate for changes to State Planning Policy No.4.2 to acknowledge the role Perth City plays not only with respect to meeting regional, national and international needs, but also neighbourhood needs through smaller activity centres with a live-local focus.	0-5 years	Advocate	Low/Low
<ul> <li>b. Strengt</li> <li>Clea</li> <li>Pron</li> <li>and</li> <li>Limit</li> </ul>	engthen the role and perfor Clearly identifying their role Promoting a diversity as wel and sustainability; and Limiting the amount of retail	<ul> <li>Strengthen the role and performance of the city's activity centres in the new Scheme by:</li> <li>Clearly identifying their role and function and how they differ to other mixed-use areas within the city;</li> <li>Promoting a diversity as well as a high intensity of land uses within them to support their economic viability and sustainability; and</li> <li>Limiting the amount of retail outside of these centres.</li> </ul>	0-5 years	Lead	Low/Low
<b>c.</b> Continue approach available	ue to monitor the City's ach and investigate way: ole.	Continue to monitor the City's activity centres in accordance with the City Centres Analysis methodology and approach and investigate ways to improve data collection to expand the range and diversity of indicators available.	0-5 years	Lead	Low/Medium

LU2: Protect and support the growth of key employment areas.			
Actions	Priority	City role	Scale and cost
<b>a.</b> In preparing the new Scheme, consider ways to protect commercial employment floorspace within Central Perth and West Perth by:	0-5 years	Lead	Medium/Low
· Removing planning incentives that promote residential development in the CBD core.			
<ul> <li>Promoting the amalgamation of lots to achieve optimum floorplates in appropriate locations within Central Perth (in the CBD) and West Perth to facilitate office development, whilst also delivering appropriate built form outcomes.</li> </ul>			
$\cdot$ Reviewing plot ratios to ensure planning controls do not restrict future commercial floorspace growth.			
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Actions	Priority	City role	Scale and cost
a. In preparing the Scheme, consider:	0-5 years	Lead	Low/Low
<ul> <li>Opportunities to increase plot ratio for the delivery of office space in the Central Perth office core.</li> <li>Opportunities for the clustering and intensification of specific land uses depending on their location.</li> </ul>			
<b>b.</b> Prepare an Economic Development Strategy to align with the outcomes of the Future Scenario Analysis to support economic diversification and:	0-5 years	Lead	Medium/Low
• Build upon the City's key economic strengths.			
Implement activation projects.			
· Explore innovation systems to link industry, research, government and support entrepreneurial capacity.			
$\cdot$ Develop spaces and events that encourage cross-fertilisation of trade/export industries			
<ul> <li>Investigate ways and programs to facilitate temporary activation of vacant spaces through incentives and/or funding schemes.</li> </ul>			
<ul> <li>Use of incentives and policy levers to encourage building owners to attract specific tenants where clustering of activity is desired.</li> </ul>			

Actions	Priority	City role	Scale and cost
a. Support growth and diversity of tourist accommodation in appropriate locations by:	0-5 years	Lead	Low/Low
<ul> <li>Reviewing current bonus plot ratio provisions in the new Scheme, in response to the application of special residential bonuses for short-stay and hotel development.</li> </ul>			
<ul> <li>Working with State Government and industry to determine the future approach to the regulation of informal tourism accommodation.</li> </ul>			
<b>b.</b> Ensure that Perth city's visitor amenities are strategically located.	0-5 years	Lead	Medium/ Medium
<b>c.</b> Work with State Government to create a centrally located tourist hub which incorporates the WA Visitor Centre and the Perth City Visitor Kiosk.	5-10 years	Lead	Medium/ Medium
LUS: Mitigate land-use conflict through appropriate planning controls to protect neighbourhood identity.			
Actions	Priority	City role	Scale and cost
a. In preparing the new Scheme, the following should be considered:	0-5 years	Lead	Low/Low
· Review of land-use permissibility across all Scheme Use Areas, to ensure that preferred land uses are			

Actions	Priority	City role	Scale and cost
a. In preparing the new Scheme, the following should be considered:	0-5 years	Lead	Low/Low
<ul> <li>Review of land-use permissibility across all Scheme Use Areas, to ensure that preferred land uses are aligned with the strategic intent of the neighbourhood.</li> </ul>			
<ul> <li>Amend existing land-use classifications or 'Use Group' definitions where they are considered too broad and have the potential to result in land-use conflict.</li> </ul>			
<ul> <li>Prepare new and refined precinct/neighbourhood plans that align with the strategic intent for the neighbourhood, ensure the sustainable development of land, and protect strategic and regional land uses that contribute to Perth city's capital-city status.</li> </ul>			
<ul> <li>Review of all existing Special Control Areas to ensure they are aligned with neighbourhood priorities articulated in the Strategy.</li> </ul>			
· Compliance with State Planning Policy as it relates to bush fire risk.			
<b>b.</b> Continue to investigate the impacts of innovative technologies and industries on land-use planning.	0-5 years	Lead	Low/Low

<b>c.</b> Ensure planning controls as they relate to car parking do not conflict with strategic transport priorities by reviewing parking provisions in the new Scheme and consider extending the areas where no car parking is required.	0-5 years	Lead	Low/Low
<b>d.</b> Continue to advocate for policy and regulation change to the Environmental Protection (Noise) Regulations 1997 to protect existing entertainment areas from the impacts of land-use conflict and include appropriate land-use provisions in the new Scheme to align with State direction.	0-5 years	Advocate	Medium/ Medium
LUG: Consolidate and simplify land use and planning controls as part of the creation of a new Scheme.			
Actions	Priority	City role	Scale and cost
<ul> <li>a. Consolidate and simplify planning controls as part of the preparation of a new Scheme. This will include:</li> <li>Consolidating existing schemes and minor schemes into one new Scheme.</li> <li>Consideration of the application of the Planning and Development (Local Planning Scheme) Regulations 2015, and specifically Schedule 1 (Model provisions) within the context of Perth city as the capital city.</li> </ul>	0-5 years	Lead	Low/Low
<b>b.</b> Work with State Government planning authorities (WAPC and MRA) to apply consistent planning and assessment approaches to new developments.	5-10 years	Partner	Medium/Low
LU7: Investigate the capacity of utilities infrastructure and servicing in relation to the City's population forecasts.	orecasts.		
Actions	Priority	City role	Scale and cost
<ul> <li>a. Undertake an audit and categorisation of existing laneways, taking into consideration:</li> <li>Opportunities for activation and pedestrian connectivity.</li> <li>Waste and servicing requirements.</li> <li>Cultural heritage protection and adaptive reuse.</li> <li>Potential widening requirements to improve serviceability.</li> <li>Laneway road management, including the role of public laneways versus private laneways.</li> <li>Investigate mechanisms to enhance and protect existing laneways, and to extend the laneway network where appropriate.</li> </ul>	0-5 years	Lead	Low/Low
<b>b.</b> Work with government agencies and service providers to undertake a full utilities and servicing study to confirm the capacity of infrastructure to cater to the growth needs of Perth city.	0-5 years	Partner	Medium/Low

<b>d.</b> Advocate to service providers and State Government to improve funding and delivery arrangements for major infrastructure upgrades.       5-10 years <b>e.</b> Continue to investigate opportunities to optimise efficiencies in waste planning.       5-10 years         Strategic community plan       (B.1.1) Create a well-designed, connected and vibrant city	providers and State Government to improve funding and delivery arrangements upgrades. Jate opportunities to optimise efficiencies in waste planning.
cted and vibrant city	gate opportunities to optimise efficiencies in waste planning.

щ	BE1: Improve and reinforce the city's urban structure.			
A	Actions	Priority	City role	Scale and cost
a	<b>a.</b> Investigate areas where fine grain subdivision patterns remain and are important to the desired character and sense of place of an area. Develop planning provisions to retain fine grain streetscape patterns in identified locations.	0-5 years	Lead	Low/Low
4	<b>b.</b> Review existing bonus plot ratio incentives for delivery of new public spaces and investigate further mechanisms to ensure and/or encourage delivery in locations where they are strategically needed.	0-5 years	Lead	Low/Low
U	<b>c.</b> Ensure flight paths are appropriately protected in planning controls, in accordance with the Australian Government's draft Guideline on Protecting Strategically Important Helicopter Landing Sites.	0-5 years	Lead	Low/Low
q	<b>d.</b> As part of the preparation of a Pedestrian Plan, investigate how appropriate planning provisions and design guidelines could be used to encourage and prioritise pedestrian activity at street level and improve pedestrian connections through large street blocks.	0-5 years	Lead	Medium/Low
U U	e. Prepare Neighbourhood Plans (refer Governance section) to ensure that improvements to the public realm are undertaken in a coordinated and strategic manner	0-5 years	Lead	Medium/ Medium

BE2: Focus development intensity in areas that best meet the needs of a capital city and the community, and protect and enhance the city's natural setting.	and protect a	nd enhance the	: city's natural
Actions	Priority	City role	Scale and cost
<b>a.</b> In the new Scheme, include planning provisions which protect important visual sightlines from the public realm to significant natural and built landmarks.	0-5 years	Lead	Low/Low
<ul> <li><b>b.</b> In the new Scheme, development intensity should be:</li> <li>Greatest in the Central Perth neighbourhood, centered around St Georges Terrace, to reinforce its prominence as the heart of the capital city and premier business and administration centre of the State.</li> <li>Focused around public transport nodes such as train stations and high streets.</li> <li>Encouraged in areas of high amenity where built form outcomes are appropriate.</li> </ul>	Ongoing	Lead	Low/Low
<b>c.</b> In the new Scheme, continue to protect the Kings Park escarpment from further encroachment of built form to retain the escarpment's visual and natural prominence.	Ongoing	Lead/ Partner	Low/Low
BE3: Ensure that all developments and open spaces within the city demonstrate a high quality of design, sustainability and amenity.	sustainabilit	y and amenity.	
Actions	Priority	City role	Scale and cost
<b>a.</b> Review the design planning policies to reflect best practice, improve sustainability of buildings and provide greater clarity on the City's requirements for the design of new development.	0-5 years	Lead	Low/Low
<b>b.</b> In the new Scheme, include standards for environmentally sustainable design of development and incentives for excellence.	0-5 years	Lead	Low/Low
<b>c.</b> Investigate planning mechanisms, including competitive design processes, to facilitate design excellence particularly on prominent sites and projects of strategic importance.	0-5 years	Lead	Low/Low
<b>d.</b> Develop planning provisions for student housing to ensure appropriate standards of amenity.	0-5 years	Lead	Low/Low
e. Develop planning provisions to ensure development can adapt to changes in economic, environmental and social conditions.	0-5 years	Lead	Low/Low
<b>f.</b> Ensure that best practice universal access is an integral part of the design of all new buildings and spaces.	0-5 years	Lead	Low/Low

מ	<b>g.</b> Aligned with Design WA Apartment Design Policy, investigate optimal apartment configurations, building floorplates and densities for new development to deliver the maximum level of amenity for residents. Dwelling mix and sizes should also be reviewed to ensure that they provide for a diverse mix of households.	0-5 years	Lead	Low/Low
4	<b>h.</b> Investigate, assess and support the long-term renewable energy opportunities within Perth's neighbourhoods, to improve liveability and desirability.	0-5 years	Lead	High/Medium
- <b>H</b>	. Require data on the anticipated environmental performance of new development as part of the application process.	Ongoing	Lead	Low/Low
·	Continue to improve universal access within City owned and/or managed buildings and spaces to ensure they are safe, inclusive and accessible to all members of the community.	Ongoing	Lead	Low/Low
Ä	BE4: Ensure that buildings, and the spaces they create, improve the quality and amenity of the adjoining public realm.	y public realm		

Actions	Priority	City role	Scale and cost
<b>a.</b> In the new Scheme, develop planning provisions for building design that ensure a place based approach to creating appropriate levels of public realm interest and passive surveillance.	0-5 years	Lead	Low/Low
<b>b.</b> In the new Scheme, include planning provisions to minimise the impact of car parking on building design and the public realm.	0-5 years	Lead	Low/Low
<b>c.</b> In preparing the new Scheme, develop planning provisions to guide appropriate on-site loading and servicing whilst minimising any detrimental impact on the public realm.	0-5 years	Lead	Low/Low
<b>d.</b> Continue to advocate for a review of utility service providers building requirements to minimise the quantity and location of infrastructure placed along the street frontage and within the public realm.	0-5 years	Lead	Low/Low
e. Continue to investigate and implement innovative solutions for waste storage and collection that will reduce the detrimental impact on the public realm and building design generally.	0-5 years	Lead	Medium/Medium

BES: Strengthen the desired character of each city neighbourhood through built form, and protect and enhance public spaces.	ance public	spaces.	
Actions	Priority	City role	Scale and cost
<b>a.</b> Identify/review the areas of the city where there is an established and/or desired built form and c streetscape character and develop planning provisions to protect/create this.	0-5 years	Lead	Low/Low
<ul> <li><b>b.</b> Review podium requirements in the new Scheme to address the following concerns:</li> <li>Limited street building height options.</li> <li>Limited daylight and natural ventilation access.</li> <li>Limited adaptability.</li> <li>Adverse impacts where not matched by adjoining built form.</li> </ul>	0-5 years	Lead	Low/Low
<b>c.</b> Assess current and potential overshadowing of key public spaces by buildings and investigate changes to planning provisions to ensure appropriate sunlight access into these spaces.	0-5 years	Lead	Low/Low
<b>d.</b> Consider flexibility in built form controls in the city's activity centres to strengthen the role and performance of activity centres in the new Scheme.	0-5 years	Lead	Low/Low
e. Establish baseline wind conditions in Perth city to guide a review of planning provisions and consideration of future planning applications.	0-5 years	Lead	Low/Medium
BEG: Support and promote the adaptive capacity and improved performance of existing building stock.			
Actions	Priority	City role	Scale and cost
<b>a.</b> Continue to advocate for changes to the <i>Local Government Act</i> to enable the City to introduce building upgrade finance that can assist with improving the sustainability performance of existing building stock.	0-5 years	Advocate	Low/Low
<b>b.</b> Work with Government and industry to ensure significant heritage built fabric affected by the adaptation and/or change of use of heritage buildings is better conserved and enhanced.	0-5 years	Advocate	Low/Low
<b>c.</b> Investigate opportunities to improve the sustainability performance of City owned and managed buildings, and to showcase new innovations and support trial projects.	Ongoing	Lead	Low/Low

BE/: Ensure all buildings and places of cultural heritage significance within the city are appropriately conserved and enhanced	itage significance within the city are appropriately (	conserved and	l enhanced.	
Actions		Priority	City role	Scale and cost
<b>a.</b> Develop and maintain a Local Heritage Survey and a Heritage List.	Develop and maintain a Local Heritage Survey and assess places listed in this Survey for inclusion on the Heritage List.	0-5 years	Lead	Low/Low
<b>b.</b> Review the heritage list to ensure that it clearly identifies heritage places with interiors of cultural heritage significance, to ensure that any internal works require development approval.	titifies heritage places with interiors of cultural rks require development approval.	0-5 years	Lead	Low/Low
c. Identify groups of heritage buildings and streetscapes which warrant designation as Heritage Areas.	es which warrant designation as Heritage Areas.	0-5 years	Lead	Low/Low
d. Review the heritage planning policies.		0-5 years	Lead	Low/Low
Strategic community plan alignment	(N.1.1) Increase green spaces and tree canopy throughout the city (N.1.2) Improve access to natural assets (N.3.1) Strengthen sustainable practices in the city	ghout the city		
זאן. זוווטוטייטי נוופ נגוע א נפאוונגונים וט נווגוומום נוומוועם		:	- č	-
Actions		Priority	City role	Scale and cost
<b>a.</b> Work with State Government to collaborate on a joir local government buildings.	Work with State Government to collaborate on a joint energy-monitoring program of State department and local government buildings.	0-5 years	Partner	Low/Low
<b>b.</b> Investigate options for reducing urban heat island e	Investigate options for reducing urban heat island effects, in addition to increasing the city's tree canopy.	0-5 years	Lead	Low/Low
<ul> <li>e. Plan for flood mitigation as part of the City's new Scheme, by incorporating:</li> <li>Up to date flood mapping for a 1:100-year flood, to identify land that is subject to flooding</li> <li>Special provisions as they relate to flood control and mitigation under the 1:100-year flooding agency requirements.</li> </ul>	an for flood mitigation as part of the City's new Scheme, by incorporating: Up to date flood mapping for a 1:100-year flood, to identify land that is subject to flooding. Special provisions as they relate to flood control and mitigation under the 1:100-year flood and referral agency requirements.	0-5 years	Lead	Low/Low
<b>d.</b> Develop a Community Climate Change Mitigation Action Plan that sets out an approach to engarresidents, businesses, developers and builders to reduce energy consumption and water usage.	Develop a Community Climate Change Mitigation Action Plan that sets out an approach to engaging with residents, businesses, developers and builders to reduce energy consumption and water usage.	0-5 years	Lead	Med/Med
e. Work with State Government to prepare a Flood Ris. Perth Water Precinct Plan.	Work with State Government to prepare a Flood Risk Management Plan as part of the preparation of the Perth Water Precinct Plan.	0-5 years	Partner	Med/Med

પાં	Collaborate with Central Sub-region local authorities to undertake geological mapping – including elevation modelling, to identify and monitor areas subject to the likelihood of subsidence or sinkholes.	0-5 years	Partner	High/Med
ъ	Continue to implement the use of technology to conduct environmental monitoring and encourage more efficient resource usage.	0-5 years	Partner	High/Med
ų	Work collaboratively with utility providers and other relevant planning authorities to prepare a feasibility study for Local Energy Hubs at strategic locations across Perth city.	5-10 years	Advocate/ Partner	Low/High
- <b>H</b>	Continue to promote the CitySwitch Green Office program and the Waterwise Office Program to commercial buildings across Perth city.	Ongoing	Lead	Low/Low
N2	N2: Protect and enhance the city's green infrastructure network.			
Act	Actions	Priority	City role	Scale and cost
ä	<ul><li>Develop and implement new tree planting programs for:</li><li>Key parts of the City's wider open space and pedestrian networks.</li><li>Increased canopy cover in parklands.</li><li>Inclusion of new tree planting in capital works projects.</li></ul>	0-5 years	Lead	Low/Low
Ч	Explore opportunities within the new Scheme to protect existing trees in the public realm from the impact of private development.	0-5 years	Lead	Low/Low
ن	<ul> <li>Encourage greening of new developments on private land by:</li> <li>Investigating ways to protect existing trees and increase tree canopy on private land under the new Scheme.</li> <li>Establish minimum standards and best-practice design guidance for the provision of high-quality sustainable in-ground landscaping and urban tree canopy in new private developments.</li> <li>Undertake research (including precedent, best practice and feasibility studies) to underpin the development of policies, guidelines and incentives to help promote green roofs and green walls/living walls that are specific to the local Perth context.</li> </ul>	0-5 years	Lead	Low/Low
d.	Support and expand biodiversity by preparing Biodiversity Guidelines, in accordance with the Green Infrastructure and Biodiversity Audit.	0-5 years	Lead	Low/Low

e. Incorporate Aboriginal interests in decision making relating to water and biodiversity planning and management.	0-5 years	Lead	Low/Low
f. Work with State Government to implement the Wildflower Capital Initiative.	0-5 years	Lead	Low/Low
<b>g.</b> Prepare a business case for the establishment of a community garden program that considers a partnership approach to the creation of community gardens.	0-5 years	Partner	Low/Medium
<b>h.</b> Prepare a Perth City Riverfront Masterplan. The preparation of the Masterplan should consider the following:	0-5 years	Lead/ Partner	Medium/ Medium
<ul> <li>Maintaining primary purposes of the foreshore as a public environmental and recreational asset.</li> </ul>			
• How to reconnect people to the water.			
• The historical and cultural significance of the Swan River.			
$\cdot$ How to improve the recreational qualities of the foreshore.			
$\cdot$ Protecting and enhancing biodiversity values along the foreshore.			
· Prioritising people over vehicles.			
• Ensuring the number and footprint of buildings is limited and that built form is of an appropriate scale and sensitively designed.			
· Mitigation of sea level rises and flood risks.			
i. Develop a connected system of parks and open spaces through the creation of a diverse network of green infrastructure that incorporates active transport links.	0-5 years	Lead	High/High
N3: Deliver additional green public open space areas to cater to the needs of a growing population.			
Actions	Priority	City role	Scale and cost
<b>a.</b> Review the current access points into Kings Park from the surrounding areas and identify opportunities for improved community access to and through the park in association with the Botanic Gardens and Parks Authority/Department of Biodiversity, Conservation and Attractions.	0-5 years	Partner	Low/Low

Low/Medium

Lead

0-5 years

**b.** Improve accessibility, safety and comfort of public open space.

<ul> <li>c. In alignment with the Open Space Study, investigate opportunities for the delivery additional open space, and improve accessibility of existing open space to attain a connected system of parks and open space. Investigations should include:</li> <li>Mechanisms for contributions as part of large-scale new developments.</li> <li>Opportunities to unlock City or State Government owned land.</li> <li>Exploring partnerships with adjoining local governments.</li> </ul>	5-10 years	Partner	Medium/ Medium
<b>d.</b> Address functional gaps in the existing open space network as identified in the Open Space Study.	5-10 years	Lead	Medium/ Medium
e. Continue the implementation of the Urban Forest Plan to increase the urban tree canopy across all Perth city neighbourhoods.	Ongoing	Lead	Medium/Medium
N4: Improve Perth city's water resilience			
Actions	Priority	City role	Scale and cost
a. Investigate planning mechanisms to: . Transco inflimition continue and motining from new developments	0-5 years	Lead	Low/Low
<ul> <li>Increase multine and, capture and quarty of sournwater and root much montheres were options.</li> <li>Encourage water re-use and the use of non-scheme or groundwater water resources in the design of new developments.</li> </ul>			
<b>b.</b> Through the development of Neighbourhood Plans (refer Governance section), embed water resource recovery, groundwater replenishment and the use of water sensitive urban design across the City's public spaces. This should include:	0-5 years	Lead	Low/High
<ul> <li>Increasing areas covered by porous green surfaces such as swales and biofilters and tree canopy coverage along streetscapes.</li> </ul>			
• Retrofitting drainage/water conveyance channels into living streams.			
<ul> <li>Designing green infrastructure to locally treat, attenuate (temporarily hold) and/or infiltrate stormwater runoff.</li> </ul>			
$\cdot$ Capturing stormwater runoff and wastewater, and using it to water green spaces and public open space.			

Low/Low

Partner

5-10 years

**c.** Explore opportunities and cross-industry partnerships for demonstration projects that support the City's water sensitive cities vision.

	Strategic community plan alignment
NCE	COAFERT

(L.1.1) Provide city leadership in planning for our future (L.1.2) Provide accountable and ethical good government

GI	G1: Improve engagement processes to provide better planning service to ratepayers, community and stakeholders.	eholders.		
Ac	Actions	Priority	City role	Scale and cost
a.	<b>a.</b> Review policies for advertising of planning applications, to ensure that the community is appropriately engaged and that there is consistency and transparency in the way applications are being assessed and determined.	0-5 years	Lead	Low/Low
Ч	b. Develop an Aboriginal Engagement Framework, as per the City's Reconciliation Action Plan, that acknowledges the Whadjuk Nyoongar people as a key stakeholder in the use and development of land in Perth city.	0-5 years	Lead	Low/Low
υ	<b>c.</b> Improve public reporting on development application processes, including the volume and value of development applications, and processing times.	0-5 years	Lead	Low/Low
d.	<b>d.</b> Advocate to State Government to ensure that the community is appropriately engaged in the planning and development of State Government land on State Government planning matters within Perth city.	0-5 years	Advocate	Low/Low
e.	e. Investigate ways to improve engagement with the community on land use planning and service communications.	0-5 years	Lead	Medium/ Medium

G2: Leverage opportunities available under the City of Perth Act 2016 to better coordinate land use plan funding and delivery.	ning, decision-	n-making and infr	rastructure
Actions	Prinrity	City role	Scale and rost

Ā	Actions	Priority	City role	Scale and cost	
b)	<b>a.</b> Work with State Government to ensure that any Perth-city specific State Government legislation and policies align with the agreed strategic planning vision and priorities for Perth city.	0-5 years	Lead	Low/Low	
q	. Advocate for reform to the Metropolitan Region Scheme to improve application of planning and decision- making over reserved land.	0-5 years	Advocate	Low/Low	

IJ	<ul> <li>c. In preparing the new Scheme:</li> <li>Review delegations and/or requirements for planning approval (where possible).</li> <li>Review the application of discretion and ensure that sufficient guidance is provided where it exists.</li> <li>Collaborate with the State Government to address issues regarding discretion in decision-making.</li> </ul>	0-5 years	Lead	Low/Low
ġ	<b>d.</b> Advocate for improved governance structures and frameworks with adjoining local governments to formalise working relationships and improve service delivery.	0-5 years	Lead	Medium/ Medium
ø	<ul> <li>Undertake a Strategic Property Review to assess the future use, development or disposal of City-owned property assets informed by a set of agreed sustainability principles to guide subsequent decision-making (Appendix IA).</li> <li>Where identified as appropriate by the Review, the acquisition, land-swap or disposal of properties may be undertaken in accordance with other policies and procedures.</li> </ul>	0-5 years	Lead	Medium/ Medium
÷	L Develop an agreed approach with the State Government for the collaborative and joint delivery of projects in the Capital City Agreement Areas (and detailed in the Neighbourhood Strategies).	0-5 years	Partner	High/Medium
מ	<b>g.</b> Maximise opportunities afforded under the <i>City of Perth Act 2016</i> to drive governance reform in Perth city and establish collaborative arrangements through the City of Perth Committee and/or the Central Perth Planning Committee for good governance, management and funding of Perth city.	0-5 years	Partner	High/Medium
3	G3: Improve data governance and digital technology systems to ensure planning decisions are evidence based.	based.		
Ac	Actions	Priority	City role	Scale and cost
сi d	a. Develop and implement a monitoring program to track new development and redevelopment in the City, and inform future policy development and strategic planning.	0-5 years	Lead	Low/Low
à	<b>b.</b> Implement a system for tracking engagement and monitoring the performance of the City's stakeholder engagement approach.	0-5 years	Lead	Medium/ Medium

<ul> <li>(lentifying and implementing changes to development approval documentation to enable aggregate data approve.</li> <li>(lentifying potential changes to the online application system, to enable better capture of data at the point of application.</li> <li>(lentifying potential changes to the online application system, to enable better capture of data at the point of application.</li> <li>(lentifying potential changes to the online application system, to enable better capture of data at the point of application.</li> <li>(lentifying priorities and budget for technologies that can better support statutory decision-making and lentifying more all acquines and budget for technologies that can better support statutory decision-making and the management that incorporates engagement and service delivery the management that incorporates engagement and service delivery the dimentiple of the natural and built environment, adaptive to the impacts of climate change.</li> <li>Froity of the natural and bulk environment, adaptive to the impacts of climate change.</li> <li>The sustainable development of vibrant, harmonious communities.</li> <li>The sustainable development of vibrant, harmonious communities.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Opportunities for su</li></ul>	<b>c.</b> Implement improvements to the way the City captures data regarding development applications and building approvals, including:	0-5 years	Lead	Medium/ Medium
Lead Lead	<ul> <li>Identifying and implementing changes to development approval documentation to enable aggregate data capture.</li> </ul>			
Lead Lead	<ul> <li>Identifying potential changes to the online application system, to enable better capture of data at the point of application.</li> </ul>			
<b>City role</b> Lead Lead	<ul> <li>Identify, prioritise and budget for technologies that can better support statutory decision-making and improve data capture in the mid-term.</li> </ul>			
are Neighbourhood Plans with the direct input of the local community which identify local levelPriorityCity roleare Neighbourhood Plans with the direct input of the local community which identify local level0-5 yearsLeadare quality of the natural and built environment, adaptive to the impacts of climate change.0-5 yearsLeadte sustainable development of vibrant, harmonious communities.EastDescriptionDescriptionfrastructure to support connectivity to local activity centres and the economic and social infrastructurePriority in the second infrastructureDescriptionportunities for sustainable living in a highly urbanised environment.DescriptionDescriptionDescriptionourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.DescriptionDescriptionblish mechanisms to undertake place-level engagement with residents and community - to improveDescriptionDescription	G4: Establish neighbourhood-level place planning and management that incorporates engagement and	service deliver	y.	
Prepare Neighbourhood Plans with the direct input of the local community which identify local level0-5 yearsLeadurban renewal priorities to enhance:The quality of the natural and built environment, adaptive to the impacts of climate change.0-5 yearsLeadThe sustainable development of vibrant, harmonious communities.InfrastructurePrepare to support connectivity to local activity centres and the economic and social infrastructurePrepare that these centres support.Opportunities for sustainable living in a highly urbanised environment.Perth city as WA's capital.Perth city as WA's capital.Establish mechanisms to undertake place-level engagement with residents and community - to improvePo-5 yearsLead	Actions	Priority	City role	Scale and cost
<ul> <li>The quality of the natural and built environment, adaptive to the impacts of climate change.</li> <li>The sustainable development of vibrant, harmonious communities.</li> <li>Infrastructure to support connectivity to local activity centres and the economic and social infrastructure that these centres support.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Flourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.</li> <li>Establish mechanisms to undertake place-level engagement with residents and community – to improve 0-5 years Lead strategic policy, plans and customer service delivery relating to each neighbourhood.</li> </ul>		0-5 years	Lead	Medium/ Medium
<ul> <li>The sustainable development of vibrant, harmonious communities.</li> <li>Infrastructure to support connectivity to local activity centres and the economic and social infrastructure that these centres support.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Tourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.</li> <li>Establish mechanisms to undertake place-level engagement with residents and community – to improve 0-5 years Lead strategic policy, plans and customer service delivery relating to each neighbourhood.</li> </ul>	$\cdot$ The quality of the natural and built environment, adaptive to the impacts of climate change.			
<ul> <li>Infrastructure to support connectivity to local activity centres and the economic and social infrastructure that these centres support.</li> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Flourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.</li> <li>Establish mechanisms to undertake place-level engagement with residents and community – to improve 0-5 years Lead strategic policy, plans and customer service delivery relating to each neighbourhood.</li> </ul>	· The sustainable development of vibrant, harmonious communities.			
<ul> <li>Opportunities for sustainable living in a highly urbanised environment.</li> <li>Flourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.</li> <li>Establish mechanisms to undertake place-level engagement with residents and community – to improve 0-5 years Lead strategic policy, plans and customer service delivery relating to each neighbourhood.</li> </ul>	• Infrastructure to support connectivity to local activity centres and the economic and social infrastructure that these centres support.			
Flourishing and diverse 24-hour local economics that also support the role of Perth city as WA's capital.     Establish mechanisms to undertake place-level engagement with residents and community – to improve     0-5 years     Lead				
Establish mechanisms to undertake place-level engagement with residents and community – to improve 0-5 years Lead strategic policy, plans and customer service delivery relating to each neighbourhood.	-			
		0-5 years	Lead	Medium/ Medium

Vision for a city of neighbourhoods

The Strategy proposes to adopt a place-based approach to future planning, looking at Perth city neighbourhoods and responding to their distinctive role and identity. The following sections outline the key considerations for Perth city neighbourhoods, and actions to guide future development. These provide finer grain planning direction for the preparation of the new Scheme. These sections should be considered in conjunction with the Neighbourhood Plans (pg. 11-16). The Neighbourhood Plans include areas identified for focussed residential growth ('Growth Areas') and 'Investigation Areas' requiring more detailed planning enquiry.

#### **Growth Areas**

The State Government, in 'Perth and Peel @ 3.5 million', sets out infill housing targets for all metropolitan local government areas. The target for the City is to accommodate an additional 15,910 dwellings between 2011 to 2050 (4,100 between 2016 and 2031). Population forecasts undertaken by .id Consulting indicate that between now and 2036 Perth city will grow to 41,300 people, accommodated within an additional 10,600 new dwellings. This clearly indicates that under the current planning regime (a business as usual scenario). Perth city is on track to meeting dwelling targets set by the State Government.

It is important for the City to consider how greater residential growth can be delivered in appropriate areas to achieve better planning outcomes which respond to the issues identified in this Strategy. Increasing residential growth in Growth Areas will facilitate increased population density and critical mass across Perth city neighbourhoods which is essential to meeting the Key Moves of the Strategy. The Strategy therefore proposes to go above and beyond the targets set by State Government, to achieve strategic priorities.

This Strategy identifies the need to 'adopt residential growth as a core objective' (P1). The City intends to take a targeted approach to this by encouraging a higher rate of residential growth in the areas that most stand to benefit from a larger population, and in areas that meet urban consolidation principles. These locations are identified as 'Growth Areas'

Growth Area analysis across the six neighbourhoods indicates that between 15,200 and 18,550 of future dwelling growth capacity could be accommodated within the identified growth locations.

The urban consolidation principles used to identify Growth Areas are outlined below. These principles align with the State Government's 'Perth and Peel @3.5 million' planning framework.

Principle	Description
Nodes of activity	<ul> <li>Focus residential growth around local nodes of activity.</li> <li>Growth Areas to be supported by local level amenity.</li> </ul>
Activity centres	<ul> <li>Support employment across all Perth city activity centres by encouraging residential development within and around centres.</li> <li>Support the urban and economic resilience of the activity centre as a place to attract people to live and work.</li> <li>Provide residents with the opportunity to 'live-local'.</li> </ul>
Public Transport	<ul> <li>Ensure that residents have direct access to existing or proposed public transport including rail, buses or any future new mass transit.</li> <li>Where appropriate focus growth around train stations to promote the ability for people to live within proximity to public transport.</li> </ul>
Infrastructure	<ul> <li>Make better use of existing urban infrastructure such as regional and district open spaces, community and livelocal amenities by locating more residents closer to these assets.</li> <li>Make better use of existing City owned assets and underutilised land.</li> </ul>
Green network	<ul> <li>Locate residents within walking distance to neighbourhood open space areas to ensure residents have opportunities for recreation, sport, activity, respite and connection to the natural environment.</li> </ul>

Principle	Description
	<ul> <li>Protect environmental values and assets and mitigate the impacts of development.</li> </ul>
	<ul> <li>Ensure the character and heritage of a locality is protected and that Growth Areas do not threaten the value and quality of these areas.</li> </ul>
Protection	<ul> <li>Protect valuable green or urban spaces and ensure Growth Areas do not result in undue overshadowing or wind tunnel effects.</li> </ul>
	• Ensure residential growth does not impact on the Central Perth neighbourhood, centered around St Georges Terrace, to reinforce its prominence as the heart of the capital city and premier business and administration centre of the State.

The intent of Growth Areas is to flag locations where increased development potential (e.g. plot ratio) will be reflected in the new Scheme. Increasing development potential is anticipated to have two effects:

- 1) Residential development in focussed locations. Perth city will continue to attract residential development. Growth Areas will help direct this investment into the locations where it can best support the economic and social function of activity centres and use of existing infrastructure. Development potential will be maintained in other areas, however, increased potential in Growth Area locations will encourage development in these locations sooner, rather than later.
- 2) Stimulate additional growth. Growth Areas may attract additional investment in residential development, that might otherwise not have occurred. The City will respond to this anticipated growth by implementing a place-based approach to planning, infrastructure, economic and community development and service provision in each neighbourhood, to support anticipated interest and investment by the private sector.

The level of increased density in Growth Areas and the associated increased dwelling yields will be different for each neighbourhood, depending on current densities and the character of the area.

Growth Areas are not intended to be exclusively residential – the general mixeduse nature of city development encouraged by the current planning framework will continue. Similarly, residential development outside Growth Areas will continue under the new Scheme, where it aligns with the vision and intent for the neighbourhood.

The City will closely monitor residential development, both within and outside Growth Areas, to understand where and how rapidly residential growth is occurring.

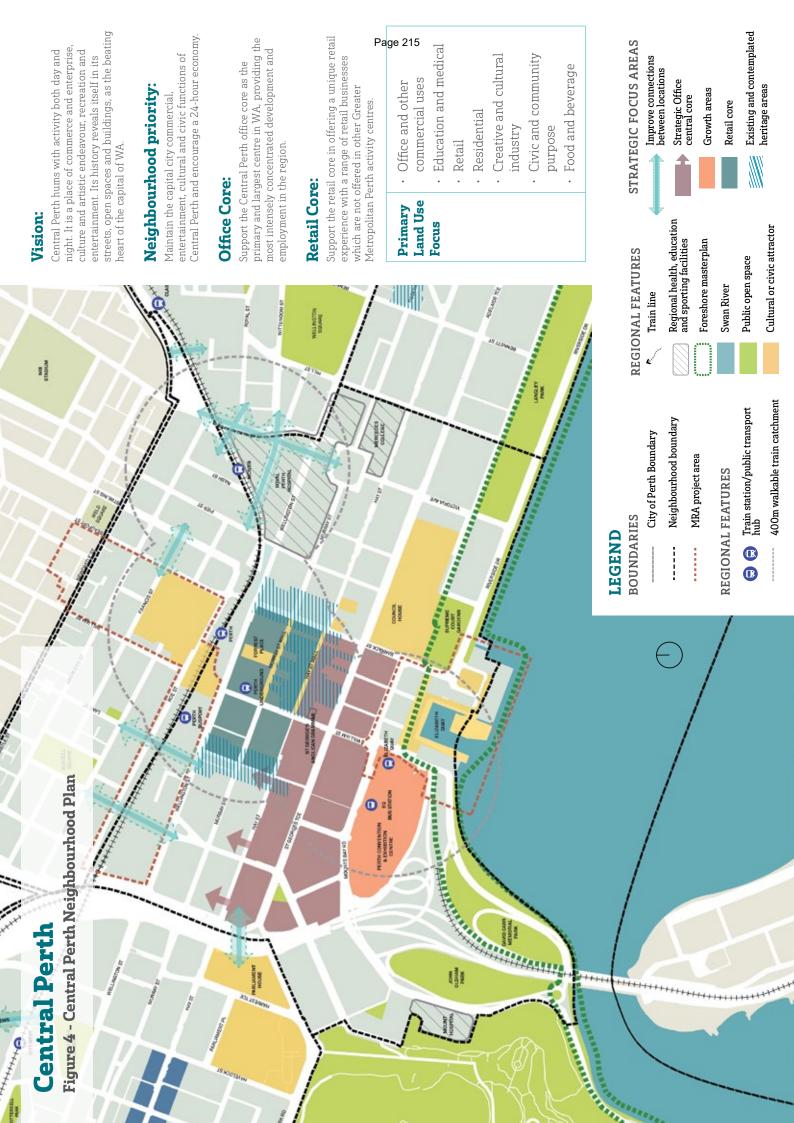
#### **Activity centres**

Activity centres identified on the neighbourhood plans are the focus areas for servicing the daily and weekly needs of residents and workers. These centres will provide a range of services and amenities to the local population and are proposed to accommodate and be surrounded by residential growth through higher density development in standalone residential and mixed-use developments. Activity centres will be appropriately zoned within the new Scheme to reaffirm their role, function and land use response.

## Future investigation areas

Future investigation areas have been identified on the neighbourhood plans, to show areas that require more detailed enquiry into their 'highest and best use'. They may be suitable for residential growth, subject to a comprehensive review of alternative uses, opportunities, issues and development feasibility. These areas may require a comprehensive planning response (e.g. a structure plan) to coordinate future development and servicing/infrastructure delivery. In many cases, collaboration with State Government, landowners and key stakeholders will be required. Refer, Figure 3.





# **Central Perth neighbourhood investigation areas**

#### **Central Perth East**

Intent - Continue to support the development and growth of Central Perth East to complement the retail core centred around the malls, to celebrate the precinct's history and respond to future plans associated with the Royal Perth Hospital. More detailed investigations should include:

- The protection of character areas and heritage buildings.
- Retaining valuable regional and neighbourhood assets, including education and medical institutions.
- Ensure that any future development within proximity of Royal Perth Hospital does not cause undue land use conflict.
- Ensuring any redevelopment of the hospital is better integrated into McIver Station and resolves connectivity issues within its immediate vicinity.
- Appropriately respond to the outcomes of the proposed Royal St Structure Plan in terms of future land use and built form.

# **Perth Convention and Exhibition Centre**

Intent - Establisha Capital City Agreement with State Government and stakeholders for the implementation of a masterplan for the Perth Convention and Exhibition Centre and surrounds with the aim to:

- · Improve capacity for vertical design.
- · Reduce severance and connectivity issues.
- · Improve land use efficiency
- · Justify transport infrastructure
- · Provide a supply of development sites for commercial growth

### **Cultural and Civic Spine**

Intent- Establish a Capital City Agreement to guide the investigation of land between the Perth Cultural Centre and the Perth Concert Hall to better connect these key destinations. The study should include consideration of:

- Barrack Street-Beaufort Street connectivity.
- Perth Cultural Centre and Perth Station connectivity
- Potential future land use and redevelopment sites.
- Infrastructure requirements.
- Built form and public realm considerations

# Figure 5 - Central Perth investigation area plan

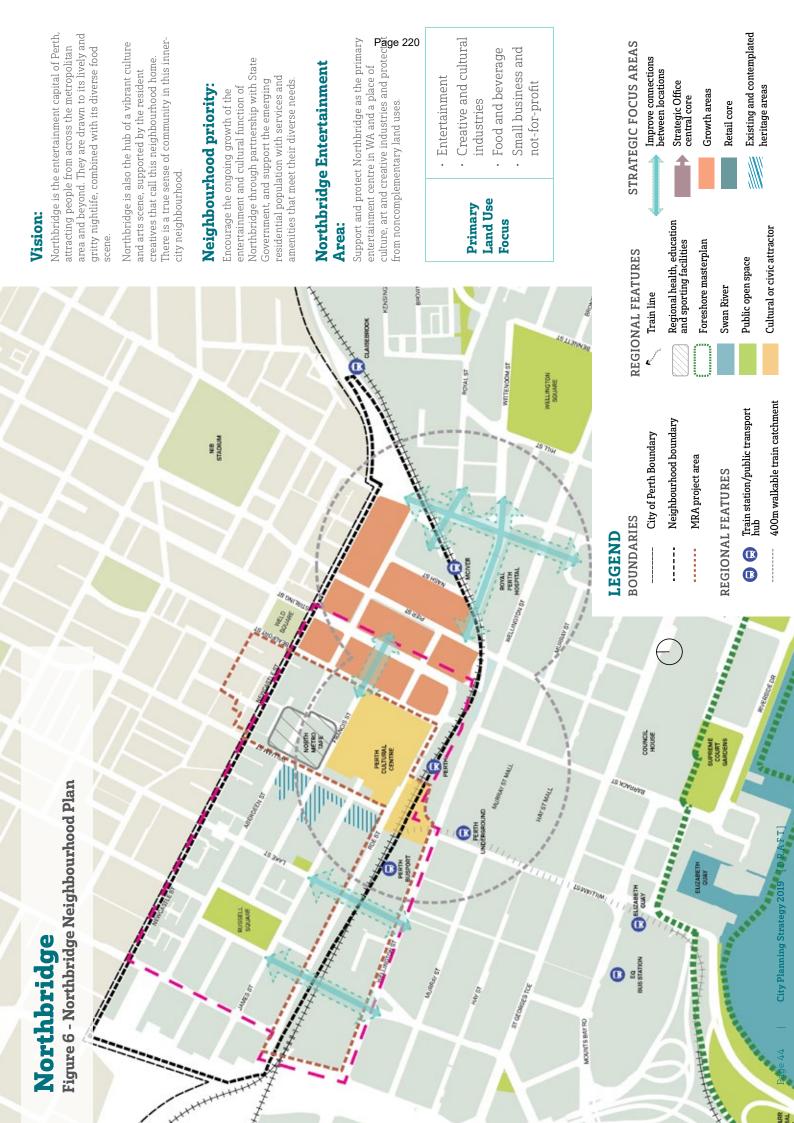


Theme	Actions	Priority	City role
HING IS AN AND IN A REAL PROVIDENCE	<b>a.</b> Support residential growth in areas outside of the Central Perth office core to protect its function as the primary centre of commerce and administration in greater Perth.	0-5 years	Lead
CULTURE	a. Protect existing cultural and civic uses through appropriate zoning and land use controls.	0-5 years	Lead
	<b>b.</b> Support the establishment of a cultural link between Northbridge and Elizabeth Quay.	5-10 years	Partner/ Advocate
MOLEWEN, C	<b>a.</b> In accordance with the City of Perth Cycle Plan 2029 continue to improve the cycle network and consider the feasibility of extending east-west routes along St Georges Terrace, Mounts Bay Road and Wellington Street and a north-south link along Victoria Avenue to McIver station.	0-5 years	Lead
)	<b>b.</b> Through the Pedestrian Plan, consider ways to increase pedestrian crossings where there are existing gaps in the pedestrian network and investigate ways to:	0-5 years	Lead
	<ul> <li>Improve William Street/Wellington Street intersection pedestrian movements and crossings whilst retaining necessary bus movement efficiency.</li> </ul>		
	<ul> <li>Address existing severance issues by improving pedestrian connections and amenity around Royal Perth Hospital and McIver Station.</li> </ul>		
	<b>c.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the Central Perth neighbourhood, including:	Ongoing	Advocate
	<ul> <li>Improving the north-south pedestrian priority links between key landmarks such as Perth Cultural Centre, Perth City Link and Elizabeth Quay.</li> </ul>		
	<ul> <li>Identifying key station nodes for underground mass transit, connecting Central Perth neighbourhoods with surrounding neighbourhoods.</li> </ul>		
	<ul> <li>Investigating alternative sites for the Elizabeth Quay Busport.</li> </ul>		
	<ul> <li>Consideration of the extension of ferry services where appropriate and where demonstrated to be a competitive transport mode.</li> </ul>		

## **Central Perth neighbourhood actions**

<ul> <li>Externalised activity through active frontages to ground-floor tenancies along key pedestrian linkages in Central Perth.</li> <li>The expansion of 'heritage areas' within appropriate locations of the neighbourhood, to protect intact streetscapes that contribute to the character of the neighbourhood.</li> <li>The protection and promotion of office space within the core and support its growth north towards Perth City Link.</li> <li>The protection and promotion of office space within the core and support its growth north towards Perth City Link.</li> <li>Continue to investigate mechanisms to encourage interim use of vacant ground-floor tenancies while high vacancy rates persist.</li> <li>Ensure built form controls retain fine grain building frontages to intact streets, and consider mechanisms that discourage the amalgamation of sites (to active larger floorplates) in areas outside of the Central Perth office core and its growth area.</li> <li>Ensure built form controls for commercial development in the Central Perth office core to protect and elevate its primacy.</li> <li>Protect sight Lines along key north-south links to the Swan River (i.e. Barrack and William Street) from impacts of development.</li> <li>Consider the following in the preparation of a Neighbourhood Place Plan:</li> <li>Opportunities for improving connectivity between Central Perth and West Perth at Melcolm and Hay Streets (including the continuation of works on the Mount Street pedestrian prindey. Agreemen).</li> <li>Trial changes and design interventions, that support pedestrian-priority areas in alignment with the City's Predestrian Plan.</li> <li>Trial changes and design interventions, that support pedestrian-priority areas in alignment with the City's Predestrian Plane.</li> <li>Ways in which the new Scheme will protect pedestrian connections, including through arcades.</li> <li>Revialisation around key assets such as the Perth train station, Victoria Square and the retail city</li></ul>	St & ACTIVITY 8	a. Through the preparation of the new Scheme, ensure land-use and development controls support:	0-5 years	Lead
<ul> <li>The expansion of 'heritage areas' within appritina (that contribute to the character of the neighboch is that contribute to the character of the neighboch.</li> <li>The protection and promotion of office space value built form controls retain fine grain built discourage the amalgamation of sites (to achiev and its growth area.</li> <li><b>b.</b> Review built form controls for commercial deve primacy.</li> <li><b>b.</b> Review built form controls for commercial development.</li> <li><b>d.</b> Consider the following in the preparation of a h development.</li> <li><b>d.</b> Consider the following in the preparation of a h longer-term plans for an open plaza bridge on Agreement).</li> <li>Trial changes and design interventions, that s Pedestrian Plan.</li> <li>Ways in which the new Scheme will protect per primacion around key assets such as the P</li> </ul>		<ul> <li>Externalised activity through active frontages to ground-floor tenancies along key pedestrian linkages in Central Perth</li> </ul>		
<ul> <li>The protection and promotion of office space values</li> <li>b. Continue to investigate mechanisms to encoura rates persist.</li> <li>b. Continue to investigate mechanisms to encoura rates persist.</li> <li>a. Ensure built form controls retain fine grain buil discourage the amalgamation of sites (to achiev and its growth area.</li> <li>b. Review built form controls for commercial deve primacy.</li> <li>c. Protect sight lines along key north-south links t development.</li> <li>d. Consider the following in the preparation of a N longer-term plans for an open plaza bridge ov Agreement).</li> <li>Trial changes and design interventions, that s Pedestrian Plan.</li> <li>Ways in which the new Scheme will protect p</li> <li>Revitalisation around key assets such as the P</li> </ul>	)	• The expansion of 'heritage areas' within appropriate locations of the neighbourhood, to protect intact streetscapes that contribute to the character of the neighbourhood.		
<ul> <li>b. Continue to investigate mechanisms to encoura rates persist.</li> <li>a. Ensure built form controls retain fine grain buil discourage the amalgamation of sites (to achiev and its growth area.</li> <li>b. Review built form controls for commercial deve primacy.</li> <li>c. Protect sight lines along key north-south links t development.</li> <li>d. Consider the following in the preparation of a N (including the continuation of works on the M longer-term plans for an open plaza bridge ov Agreement).</li> <li>Trial changes and design interventions, that s Pedestrian Plan.</li> <li>Ways in which the new Scheme will protect per Revitalisation around key assets such as the P</li> </ul>		$\cdot $ The protection and promotion of office space within the core and support its growth north towards Perth City Link.		
<ul> <li>a. Ensure built form controls retain fine grain buil discourage the amalgamation of sites (to achiev and its growth area.</li> <li>b. Review built form controls for commercial deve primacy.</li> <li>c. Protect sight lines along key north-south links t development.</li> <li>d. Consider the following in the preparation of a N · Opportunities for improving connectivity betw (including the continuation of works on the M longer-term plans for an open plaza bridge ov Agreement).</li> <li>• Ways in which the new Scheme will protect per Pedestrian Plan.</li> <li>• Revitalisation around key assets such as the P</li> </ul>	1		0-5 years	Advocate
Pri	A HANDONNEE A		0-5 years	Lead
Pr Co	)		0-5 years	Lead
<u> </u>			0-5 years	Lead
<ul> <li>Opportunities for improving connectivity between Central Perth and West Perth at Malcolm and Hay Streets (including the continuation of works on the Mount Street pedestrian bridge and road bridges) prior to progressing longer-term plans for an open plaza bridge over the Mitchell Freeway (as proposed under the Capital City Agreement).</li> <li>Trial changes and design interventions, that support pedestrian-priority areas in alignment with the City's Pedestrian Plan.</li> <li>Ways in which the new Scheme will protect pedestrian connections, including through arcades.</li> <li>Revitalisation around key assets such as the Perth train station, Victoria Square and the retail core.</li> </ul>	<b>.</b>		0-5 years	Lead
<ul> <li>Trial changes and design interventions, that support pedestrian-priority areas in alignment with the City's Pedestrian Plan.</li> <li>Ways in which the new Scheme will protect pedestrian connections, including through arcades.</li> <li>Revitalisation around key assets such as the Perth train station, Victoria Square and the retail core.</li> </ul>		<ul> <li>Opportunities for improving connectivity between Central Perth and West Perth at Malcolm and Hay Streets (including the continuation of works on the Mount Street pedestrian bridge and road bridges) prior to progressing longer-term plans for an open plaza bridge over the Mitchell Freeway (as proposed under the Capital City Agreement).</li> </ul>		
<ul> <li>Ways in which the new Scheme will protect pedestrian connections, including through arcades.</li> <li>Revitalisation around key assets such as the Perth train station, Victoria Square and the retail core.</li> </ul>		<ul> <li>Trial changes and design interventions, that support pedestrian-priority areas in alignment with the City's Pedestrian Plan.</li> </ul>		
• Revitalisation around key assets such as the Perth train station, Victoria Square and the retail core.		· Ways in which the new Scheme will protect pedestrian connections, including through arcades.		
		• Revitalisation around key assets such as the Perth train station, Victoria Square and the retail core.		

MANUTA AND AND AND AND AND AND AND AND AND AN	<b>a.</b> Consider funding and planning mechanisms which could facilitate the delivery of additional green open space areas to the neighbourhood.	5-10 years	Lead
)	<b>b.</b> Through a Riverfront Masterplan, enhance north-south linkages to the foreshore to improve connectivity.	5-10 years	Partner
CONFERENCE	<ul> <li>a. Undertake a series of Capital City Agreements with State Government and key stakeholders for:</li> <li>Land surrounding PCEC and to the Swan River.</li> <li>Land between the Perth Cultural Centre and the Perth Concert Hall to strengthen cultural institutions and better connect people between key destinations.</li> <li>Land including and between Royal Perth Hospital and Claisebrook Station.</li> </ul>	5-10 years	Partner



# Northbridge neighbourhood investigation areas

## **Northbridge East**

Intent – The locality benefits from proximity to Central Perth's employment opportunities and existing train stations, offering significant opportunity for residential growth. It is acknowledged that more detailed planning and investment is required in the area to ensure new residents are provided with the services and amenities required to support their needs. Growth should be coordinated and a future place plan for the neighbourhood must consider:

- Future streetscape and public realm improvement opportunities for the locality to support the emerging student and forecast residential population. Public realm improvements should be targeted along Beaufort Street, Stirling Street and Francis Street.
- Consider funding and planning mechanisms for the establishment of additional public open space in the south-east pocket of the neighbourhood.
- New community and live-local land uses are required to support the growing residential population.
- Ensure future development complements the future Royal Street structure planning.
- Impacts of noise and appropriate built-form controls to respond to impacts of the Northbridge Entertainment Area.

## **Cultural and Civic Spine**

Intent- Establish a Capital City Agreement to investigate land between the Perth Cultural Centre and the Perth Concert Hall. The Agreement should include consideration of:

- Leveraging existing opportunities in cultural, research and creative industries within the neighbourhood to create an 'innovative hub.'
  - · Improving Barrack Street-Beaufort Street connectivity.
- · Improving Perth Cultural Centre and Perth train station connectivity.
  - · Identification of future land use and redevelopment sites.
- Infrastructure requirements.
- Appropriate built form and public realm design

## **Russell Square**

Intent – Establish a policy approach to the development of land surrounding Russell Square in the form of a master plan or similar, to support the staged enhancement of Russell Square. Consideration should be given to:

- Appropriate building heights to protect Russell Square from impacts of development including, but not limited to, overshadowing and wind.
  - Loading limitations for land located over Graham Farmer Freeway.
- · Connectivity and accessibility to the square.
- Public realm surrounding Russell Square, including safety and security improvements.
- Activation of land surrounding the square.
- Increased opportunities for activities and interaction.

## Figure 7 - Northbridge investigation area plan



THOUGH	a. Increase residential densities in identified growth areas where they do not result in significant land use conflict.	0-5 years	Lead
	<b>b.</b> Support residential growth in the eastern portion of the neighbourhood (primarily outside of the proposed Northbridge Entertainment Area boundary) and ensure residential development is supported by local services and amenities to meet the growing daily needs of residents in this area.	0-5 years	Lead
	<b>c.</b> In preparing the new Scheme, explore planning and funding mechanisms that may encourage additional community facilities to meet the needs of a growing resident population.	0-5 years	Lead
CULTURE	<b>a.</b> Support multicultural and entertainment events that contribute to the vibrancy and celebrate the history of the neighbourhood.	0-5 years	Advocate
	<b>b.</b> Work with the State Government and its agencies to encourage cultural, research and creative industries to create an 'innovative hub', and support the retention of not-for-profit agencies in the neighbourhood.	0-5 years	Advocate
WENT OF CCESSING	<b>a.</b> Review street parking requirements to ensure they align with the City's broader car parking direction – and consider the impact of ride-share services on the built environment and streetscape.	0-5 years	Lead
	<b>b.</b> In the City's Pedestrian Plan, prioritise the safe movement of pedestrians through the entertainment district to key public transport hubs, including the Underground Bus Station and periphery bus stops.	0-5 years	Lead
0	<b>c.</b> Continue to implement the City's Cycle Plan 2029 and investigate ways to reduce conflict points for cyclists and vehicular access points along cycle routes.	0-5 years	Lead
	<b>d.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the Northbridge neighbourhood, including:	Ongoing	Advocate
	<ul> <li>Long-term opportunity to cap the railway line east of the Perth Train Station to achieve improved north-south active transport linkages and unlock redevelopment potential.</li> </ul>		
	· Improve north-south pedestrian connections across Perth City Link.		
	<ul> <li>Addressing severance issues at the eastern border of the neighbourhood to improve connectivity to Royal Perth Hospital and Claisebrook/East Perth.</li> </ul>		

Northbridge neighbourhood actions

LAND LISS & ACTIVITY	<ul> <li>a. Continue to work with the State Government, landowners and operators in the designation of the Northbridge Entertainment Area boundary and adopt a Special Control Area in the new scheme to implement the 'agent of change' principle.</li> </ul>	0-5 years	Lead
	<b>b.</b> Ensure the new Scheme articulates the objectives and guiding principles for the Northbridge Entertainment Area (Special Control Area) and provide guidance on any necessary development controls.	0-5 years	Lead
	<b>c.</b> Consider funding and planning mechanisms to facilitate conversion of underutilised or vacant commercial buildings and the redevelopment of sites, to:	0-5 years	Lead
	• Support mixed use (including residential) and commercial development that contributes to daytime activation and aligns with the neighbourhood's vision.		
	· Establish a local centre which supports the daily needs of the emerging residential population.		
	<b>d.</b> Adopt a place-based policy approach to the activation of streets with specific consideration to:	0-5 years	Lead
	• Improving safety and permeability.		
	• Responding to emerging local centres that could benefit from enhanced street activation.		

EL MUTBONMEN'	<b>a.</b> Explore planning controls within the new Scheme to retain fine grain development along key pedestrian streets and along streets where fine grain development remains intact.	n fine grain development along key pedestrian streets ntact.	0-5 years	Lead
	<b>b.</b> Adopt appropriate planning provisions for noise attenuation of new residential and other noise-sensitive development within the Northbridge Entertainment Area.	ion of new residential and other noise-sensitive	0-5 years	Lead
	c. Consider the following in the preparation of a Neighbourhood Place Plan:	100d Place Plan:	0-5 years	Lead
	<ul> <li>A design response to improve the Stirling Precinct, which would support the emerging and forecast residential population.</li> </ul>	h would support the emerging and forecast residential		
	<ul> <li>Improving wayfinding, streetscape design and safety alon Stirling Precinct and William Street, and between Northbr along Roe Street.</li> </ul>	safety along key east-west pedestrian connections between the en Northbridge and the Central Perth neighbourhood, including		
	<ul> <li>The role and future function of Russell Square, and how pu contribution to the events program in Northbridge.</li> </ul>	and how public realm improvements may better recognise its dge.		
	<ul> <li>Improvements to Beaufort Street, recognising its increasir Central Perth and Northbridge.</li> </ul>	its increasing importance as a north-south linkage between		
	<ul> <li>Improved connection between Beaufort Street and Stirling Street.</li> </ul>	ng Street.		
	$\cdot$ Opportunities for additional children play spaces for all ages and abilities in Northbridge.	ages and abilities in Northbridge.		
	<b>d.</b> Continue to work with State Government agencies to re-integrate the Perth Cultural Centre back into Northbridge through streetscape improvements.	itegrate the Perth Cultural Centre back into	5-10 years	Advocate
THENNIROW THE RANK	<b>a.</b> Investigate funding and planning mechanisms to encourage building owners to find new uses for roofs as green spaces.	ge building owners to find new uses for roofs as green	0-5 years	Lead
Ø	<b>b.</b> As part of the Strategic Property Review, identify government and City owned assets that may be suitable for redevelopment to deliver additional green space in the Northbridge East area.	nent and City owned assets that may be suitable for orthbridge East area.	5-10 years	Lead
E COVERNMENCE	<b>a.</b> Establish a Capital City Agreement to guide the investigation of land between the Perth Cultural Centre and the Perth Concert Hall to better connect people between key destinations.	ion of land between the Perth Cultural Centre and the lestinations.	0-5 years	Partner



## **Riverside Precinct**

Intent- Review the existing MRA planning framework to ensure development and land use aligns with the strategic intent of the City Planning Strategy. The review should consider:

- The medium and long-term intentions of the WACA, Gloucester Park and Trinity College.
- Any Government agencies relocating from Perth city, and the vacant assets remaining.
- The repealing of the Chevron Hilton Hotel Agreement Act 1960, which currently limits the use of City of Perth development sites.
- Rationalisation of the street grid (in certain areas) to form a finer grain of street block size – as informed by the surrounding historic street grid.
  - The future use of the Old Perth Girls' School development site.

## Riverfront (Phase 1)

Intent – Establish a Capital City Agreement to facilitate the coordinated development of a master plan to better connect the city to the Swan River and to optimise utilisation. This process should include:

- Maintaining the primary purpose of the foreshore as a public, environmental and recreational asset.
- · Reconnecting people to the water.
- Responding to the historical and cultural significance of the Swan River.
- Improving the recreational qualities of the foreshore.
- · Protecting and enhance biodiversity along the foreshore.
- Prioritising people over vehicles.
- Providing guidance to ensure built form is of an appropriate scale and sensitively designed.
  - Mitigating the rising of sea levels and flood risks.

## **Corner Hay St and Plain St**

Intent – Establish a policy approach to the future planning and redevelopment of sites on the corner of Hay St and Plain St, to ensure:

- Retaining view lines to the Swan River from high topographic points within the public realm.
- Provision of community and commercial land uses which meet gaps in the current neighbourhood offer.
- Retail development does not detract from the economic viability of the nearby Hay St East activity centre.
- Land uses which generate on-street activity and are not internalised
- Consideration of an anchor use on the eastern corner of Hay St and Plain St.

## Figure 9 - East Perth investigation area plan



East Pert	East Perth neighbourhood actions			
Theme	Actions		Priority	City role
	<b>a.</b> Review existing residential densities in the Hay Street East activity centre, key o	Review existing residential densities in the growth areas identified, and increase density in areas around the Hay Street East activity centre, key open space assets, and on underutilised landholdings.	0-5 years	Lead
	<b>b.</b> Support the ongoing role of existing loc: Club, WACA and Gloucester Park.	Support the ongoing role of existing local and regional community facilities such as the Tattersalls Bowling Club, WACA and Gloucester Park.	0-5 years	Advocate
	<b>c.</b> Support initiatives to expand the diversi establishment of additional aged care fa	Support initiatives to expand the diversity of housing to cater to a range of households, and the establishment of additional aged care facilities within the neighbourhood to support 'ageing in place.'	5-10 years	Advocate
	<b>d.</b> Work with State Government to unlock land for the develog facilities to service the growing resident population which:	Work with State Government to unlock land for the development of additional community and recreational facilities to service the growing resident population which:	5-10 years	Advocate
	<ul> <li>Are centrally located to ensure maximu</li> <li>Provide the opportunity for the ongoin</li> <li>Meet the needs of family households.</li> </ul>	<ul> <li>Are centrally located to ensure maximum benefit to nearby residents and adjoining neighbourhoods.</li> <li>Provide the opportunity for the ongoing use of existing facilities to service residents and visitors.</li> <li>Meet the needs of family households.</li> </ul>		
Service Se	<ul> <li>Work with State Government, including to investigate potential locations and fea facilities on government-owned land.</li> </ul>	Work with State Government, including the Department of Local Government, Sport and Cultural Industries, to investigate potential locations and feasibility for the provision of additional cultural infrastructure and facilities on government-owned land.	0-5 years	Advocate/ Partner
THE RECEIPTION OF THE RECEIPTI	<b>a.</b> Prioritise the Two-Way Street Program to connections.	Prioritise the Two-Way Street Program to improve safety, legibility and reduce traffic speeds along key connections.	0-5 years	Lead
IVON	<b>b.</b> Implement the City's Cycle Plan 2029 an routes which:	Implement the City's Cycle Plan 2029 and consider additional city cycle routes and/or integrated cycle routes which:	5-10 years	Lead
	<ul> <li>Extend north-south along Bennett Street to better con centre, Hay St East activity centre and the Swan River.</li> </ul>	• Extend north-south along Bennett Street to better connect cyclists between McIver Station, Royal St activity centre, Hay St East activity centre and the Swan River.		
	<ul> <li>Focus east-west improvements on bett</li> </ul>	Focus east-west improvements on better connecting people to Matagraup Bridge and Victoria Park		

A PCCESSION	<b>c.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the East Perth neighbourhood, including:	Ongoing	Advocate
MONEY	<ul> <li>Safeguarding and future-proofing land that may be required for a future underground mass rapid transit as envisaged under METRONET.</li> </ul>		
	<ul> <li>Advocating for improved and extended CAT bus services and/or adjustment to routing of bus services to provide better public transport accessibility to the neighbourhood from the Claisebrook and McIver station.</li> </ul>		
	<ul> <li>Extending existing ferry services to connect the neighbourhood with the Central Perth neighbourhood via Waterbank and Point Fraser where it's been determined to be feasible and a viable transport mode.</li> </ul>		
	<ul> <li>Reconsideration of road alignments to improve active transport connections and permeability through the Riverside Precinct area and to Victoria Park.</li> </ul>		
	<ul> <li>Additional active transport connections to Heirisson Island and Victoria Park.</li> </ul>		
A NAI	<b>a.</b> Work with State Government to reassess the land use and development of key government landholdings at the corner of Plain St and Hay St to ensure the redevelopment outcomes are aligned with the neighbourhood vision and priorities.	0-5 years	Advocate
)	<b>b.</b> Ensure Hay Street East activity centre is appropriately zoned under the new Scheme and consider land-use controls which:	0-5 years	Lead
	<ul> <li>Are intended to protect the centre and ensure future development in the neighbourhood, does not dilute or negatively impact its role.</li> </ul>		
	$\cdot$ Promote a greater mix of complementary land uses that create evening activation at street-level.		
	<ul> <li>Require significant retail development proposals outside of the centre to prepare a Retail Sustainability Assessment to demonstrate the potential economic and related effects the proposal would have on the existing centre.</li> </ul>		
	<b>c.</b> In the new Scheme, investigate land use incentives to encourage better activation of land within the centre and reduce number of vacancies.	0 Syears	Lead
A HARONNER A	<b>a.</b> Consider the role of more flexible planning controls in areas surrounding the activity centre to encourage growth and diversification of land use.	0-5 years	Lead
	<b>b.</b> Protect view corridors from the public realm towards the Swan River by:	0-5 years	Lead
	• Ensuring development demonstrates that it does not severely interrupt important north-south view lines.		
	<ul> <li>Encouraging the retention of topographical elements of the neighbourhood.</li> </ul>		

A THURDONINE AND A	<ul> <li>Consider the following in the preparation of a Neighbourhood Place Plan:</li> <li>Pedestrian permeability to and through Queens Gardens.</li> </ul>	0-5 years	Lead
	<ul> <li>Better connecting key places of interest through public realm and streetscape improvements, including important north-south and east-west pedestrian linkages between the Hay Street West activity centre and McIver and Claisebrook train stations.</li> </ul>		
	<ul> <li>Investigating detailed design responses that could improve the level of amenity offered at the Hay Street activity centre including the potential and feasibility of creating additional urban spaces and meeting places for the community.</li> </ul>		
	• Improving interface issues surrounding the WACA and Gloucester Park.		
MATHINE AND	<b>a.</b> Investigate the future role of Heirisson Island and Langley Park, having regard to both biodiversity, environment and Whadjuk Nyoongar values of the open space areas.	5-10 years	Lead
SAMARCE.	a. Establish a Capital City Agreement to facilitate the coordinated development of the Foreshore Masterplan.	0-5 years	Partner
	<b>b.</b> In the Strategic Property Review, investigate the future role of existing City owned at-grade car parking for higher and better use.	5-10 years	Lead



# **Claisebrook neighbourhood investigation areas**

## **Reconnect East**

Intent- Establish a Capital City Agreement to develop a structure plan to guide future land use and development for land located along the northern edge of the neighbourhood and within proximity to McIver and Claisebrook train stations. The structure planning process should consider:

- Connectivity and severance issues at multiple locations.
- · Confirmation of future station locations.
- Confirmation of future shunting yard arrangements in the aim of unlocking land for higher and better use.
- · Optimising development around existing rail infrastructure.
- · Design for transit oriented development accommodating:
- Potential for a primary school site.
- · Opportunities for affordable housing.
- Provision of additional public open space.
- Protection and inclusion of additional cultural infrastructure.
- Connectivity to Wellington Square
- $\cdot\,$  Re-integration of East Perth Power Station back into the Claisebrook community.
  - Improved pedestrian permeability to reduce walking distances and promote pedestrian desire lines.

## **Kensington & Brown Street East**

Intent – Review land use and built form controls to support the redevelopment and adaptation of sites within the area bounded by Kensington Street to the north, East Parade to the west, Brown Street to the south and Victory Terrace to the east, with consideration to:

- · The potential for higher density residential development.
- Incorporation of community purpose uses.
- Educational, community and cultural support services.

## Figure 11 - Claisebrook investigation area plan



Theme	Actions	Priority	City role
TIdoht	<b>a.</b> Review residential densities in the identified growth areas and surrounding the Royal St activity centre, and to help create a more vibrant urban environment.	0-5 years	Lead
	<b>b.</b> In preparing the new Scheme, explore planning mechanisms that may encourage diverse housing opportunities for families to remain in place.	0-5 years	Lead
	<b>c.</b> Work with the management team at Perth City Farm to secure long-term lease and funding, thereby recognising its important contribution to the community.	0-5 years	Advocate
A CONTRACTOR OF	<b>a.</b> Work with State Government, including the Department of Local Government, Sport and Cultural Industries (Culture and the Arts) to investigate potential locations and feasibility for the provision of additional community and cultural infrastructure and facilities on government-owned land, which celebrates and reflects the cultural and linguistic diversity of the population.	5-10 years	Advocate
A PCCESSIBILITY	<b>a.</b> Consider measures that could improve pedestrian and cyclist accessibility in both east-west and north-south directions, including:	0-5 years	Lead
NOVEN	<ul> <li>Continued implementation of the City's Cycle Plan 2029, and consider additional cycle routes between Matagarup Bridge and the Royal Street activity centre.</li> </ul>		
	<ul> <li>Through the Pedestrian Plan, improving footpaths along streets which carry high pedestrian numbers to improve permeability, reduce walking distances and promote pedestrian desire lines.</li> </ul>		
	• Improved signage to provide better wayfinding.		
	<b>b.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the Claisebrook neighbourhood, including:	Ongoing	Advocate
	<ul> <li>Improved and extended CAT bus services and/or adjustment to routing of bus services to provide better public transport accessibility and night time services to the neighbourhood from the Claisebrook and McIver station.</li> </ul>		
	<ul> <li>Extending existing ferry services to connect the neighbourhood with the Central Perth neighbourhood via Waterbank and Point Fraser, where determined to be feasible and a viable transport mode.</li> </ul>		
	<ul> <li>Addressing severance issues between the neighbourhood and Northbridge to the east and the City of Vincent to the north.</li> </ul>		

**Claisebrook neighbourhood actions** 

Consider reducing the area of the Royal Street activity centre zone under the new Scheme, to support centralisation of activity and more sustainable growth of the activity centre. Require significant retail development proposals outside of the centre to prepare a herail Sustainability Assessment to demonstrate the potential economic and related effects the proposal would have on the existing Assessment to demonstrate the potential provisions to the north of Claisebrook Cove in the identified tradice number of vacancies. Undertake a detailed review of planning provisions to the north of Claisebrook Cove in the identified Threstigation Area (to enable higher and bettor use of the land and potentially higher density development. In preparing the new Scheme, investigate options to enable more innovative and flexible built form, rather than the prescriptive approach currently adopted in the applicable design guidelines. Ensure appropriate built form controls are provided to land surrounding Wellington Square, particularly to address the potential overshadowing impacts of future development. Ensure built form controls are provided to land surrounding Wellington Square, particularly to address the potential overshadowing impacts of future development. Ensure built form controls surrounding the Royal St activity centre create urban form outcomes which contribute to a pedestrain friendly environment. Consider the following in the preparation of a long key pedestrian networks between these areas. . Consider the following in the preparation of a long key pedestrian networks between these areas. . Improvements to safety and lighting at key activity centre exist the resident population and demographons of the neighbourhood. . Retuilington Square Masterplan to improve functionality and amenity of existing green infrastructure. . Explore opportunities to reduce heat is assets such as train trainons, koyal kenture land use and development for land fut key assert in its contribution to the local area. Ex	0-5 years Lead	0-5 years Lead	0-5 years Lead	0-5 years Lead	0-5 years Lead	0-5 years Lead	0-5 years Lead	0-5 years Lead				0-5 years Lead	0-5 years Lead	0-5 years Partner
<ul> <li>Consider reducing the area of the Royal Street act centralisation of activity and more sustainable grows Require significant retail development proposals chasessment to demonstrate the potential economic centre.</li> <li>In the new Scheme, investigate land use incentiver reduce number of vacancies.</li> <li>Undertake a detailed review of planning provision 'Investigation Area' to enable higher and better us investigation Area' to enable higher and better us the prescriptive approach currently adopted in the Ensure appropriate built form controls are provida address the potential overshadowing impacts of finantre prescriptive approach currently adopted in the Ensure built form controls are providated address the potential overshadowing impacts of finantre appropriate built form controls are providated activity enderes the potential overshadowing impacts of fit address the potential overshadowing interves's for a pedestrian friendly environment.</li> <li>Consider the following in the preparation of a Nei to a pedestrian friendly environment.</li> <li>Consider the following in the preparation of a Nei address.</li> <li>Improvements to safety and lighting at key activiares.</li> <li>Improvements to safety and lighting at key activiares.</li> <li>Improvements of the neighbourhood.</li> <li>Revitalisation efforts around key assets such as Implement the Wellington Square Masterplan to infrastructure.</li> <li>Explore opportunities to reduce heat island effect of this key assert in its contribution to the local arrestions.</li> </ul>		existing		oment.	l flexible built form, rather than				ey pedestrian networks between these	better service the resident population and	st activity centre and Royal Perth Hospital.			land
	sider reducing the area of the Royal Street activity centre zone uncralisation of activity and more sustainable growth of the activity c	uire significant retail development proposals outside of the centre essment to demonstrate the potential economic and related effects re.	te new Scheme, investigate land use incentives to encourage bette tce number of vacancies.	ertake a detailed review of planning provisions to the north of Cla estigation Area' to enable higher and better use of the land and po	reparing the new Scheme, investigate options to enable more innc prescriptive approach currently adopted in the applicable design <u>c</u>	are appropriate built form controls are provided to land surroundi ess the potential overshadowing impacts of future development.		sider the following in the preparation of a Neighbourhood Place P	nprovements to safety and lighting at key activity areas, and along k :eas.	lentification of opportunity sites for children's play infrastructure to emographics of the neighbourhood.		lement the Wellington Square Masterplan to improve functionality astructure.	ore opportunities to reduce heat island effect at the East Perth Cei iis key assert in its contribution to the local area.	blish a Capital City Agreement to develop a structure plan to guid ted along the northern edge of the neighbourhood and within pro ons.
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# West Perth neighbourhood investigation areas

## West Perth future investigation areas

## **Kings Park Interface**

Intent – Work with Kings Park Botanic Gardens Authority to implement the Kings Park Road Master Plan and to:

- Reinforce the role of Kings Park as a key landmark and the gateway to the West Perth neighbourhood.
  - Improve the interface along Kings Park Road.
- Improve connectivity and accessibility to Kings Park facilities from the surrounding neighbourhood.
  - Address bushfire risk.

## Watertown and Hamilton Precinct

Intent – Support the redevelopment of underutilised land in the Watertown and Hamilton Precinct, where it aligns with the overall vision of the neighbourhood. Key considerations include:

- Maintaining the existing use and only encourage further residential or commercial development once a comprehensive transformative structure plan is instigated for the Watertown and Hamilton Precinct.
- In preparing the new Scheme, review the Hamilton Precinct Plan and Special Control Area 8.0 to ensure appropriate and up-to-date urban design principles are in place prior to a change in market demand.
  - Land uses should promote interest and activation at street level along Plaistowe Mews to improve its value as a public space.

## **Parliament Precinct**

Intent – Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan and take in to consideration:

- Increasing the presence of and accessibility to Parliament House, reflecting its civic role to community.
- How development could be facilitated along Hay Street.
- Establishing a long-term commitment to connect Central Perth with Parliament House and Kings Park over the Mitchell Freeway.
- Long-term accommodation for Parliamentary services.
- · Protecting view corridors from Parliament House to the Swan River.
- Introduction of a high quality public plaza and/or adaptable space.

## Figure 13 - West Perth future investigation area plan

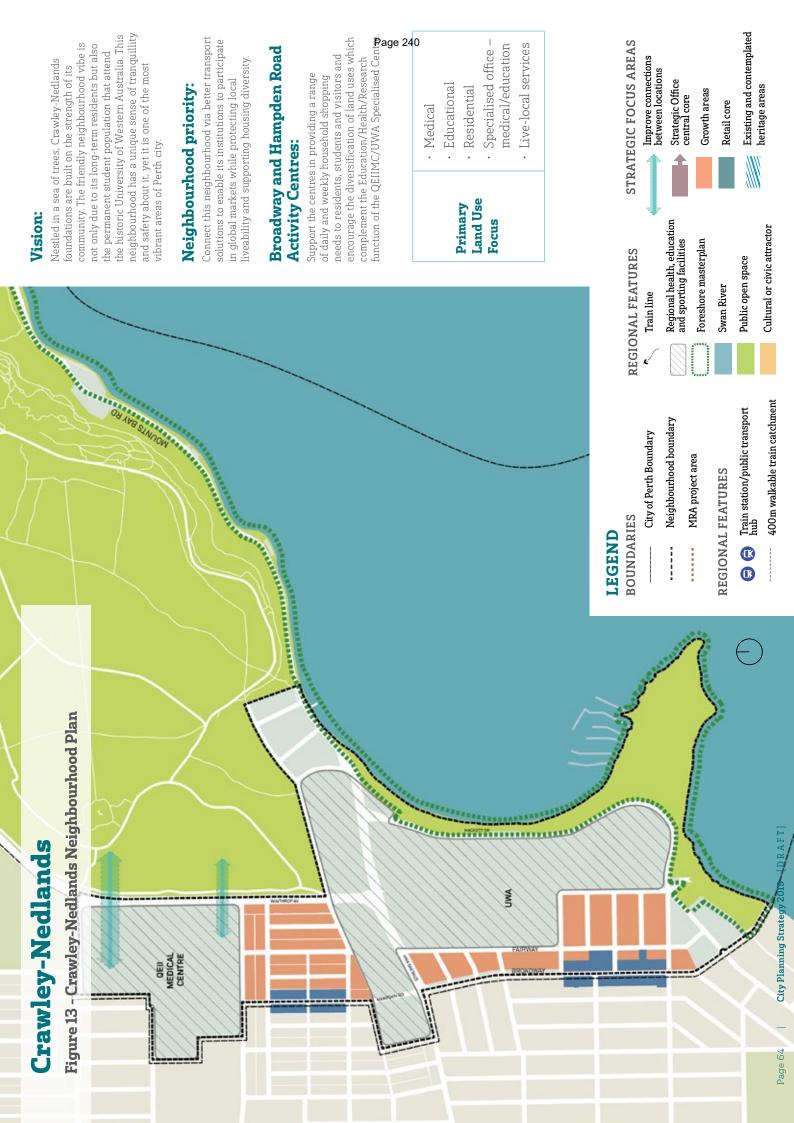


Theme	Actions	Priority	City role
ETIdojid	<b>a.</b> Increase residential density in identified growth areas and consider planning controls which may help promote diverse housing, whilst retaining the 'village' character of the neighbourhood.	0-5 years	Lead
	<b>b.</b> Continue to support initiatives to preserve and expand existing aged care development and services in the neighbourhood, including:	5-10 years	Advocate
	· Clustering of support services through land use controls in the new Scheme.		
	• Business support initiatives that encourages aged residential care and child care providers to invest in the neighbourhood, thereby encouraging community diversity and ability to 'age in place'.		
STATURE STATURE	<b>a.</b> Recognise the role Kings Park plays as a major cultural and historical asset within the neighbourhood and work with the Kings Park and Botanic Gardens and Parks Authority to increase activity and attraction.	Ongoing	Advocate

THE REAL PROPERTY OF THE REAL	<b>a.</b> Implement the City of Perth Cycle Plan 2029 and consider additional north-south and east-west linkages to be delivered in the future to improve:	0-5 years	Lead
R HONE	· Connectivity between Hay Street West activity centre and Kings Park to the City West train station.		
	<ul> <li>Links between Central Perth and Kings Park.</li> </ul>		
	<ul> <li>Links between Hay Street West activity centre and Central Perth.</li> </ul>		
	<b>b.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the West Perth neighbourhood, including:	Ongoing	Advocate
	<ul> <li>Determining the State Government's intentions for road widening and public transport along Thomas Street, and investigate appropriate planning provisions as part of the new Scheme to support this. This should also take in to consideration ways to improve pedestrian/cyclist permeability and legibility across Thomas Street.</li> </ul>		
	<ul> <li>Strengthening public transport linkages to City West and the Leederville Train Station, as a transit option for workers and visitors.</li> </ul>		
	<ul> <li>Safeguarding and future-proofing land that may be an important east-west neighbourhood connection to the future underground mass rapid transit envisaged under METRONET.</li> </ul>		
	• Improved CAT bus services to provide a consistent night-time service, seven days a week, to enhance public transport accessibility to the area.		
	<ul> <li>Improving pedestrian amenity of Loftus Street and Railway Street to make sure they do not act as barriers to pedestrian accessibility.</li> </ul>		
MOVERNEW CERS	<ul> <li>Reducing severance and improving legibility between Central Perth and Parliament House until a full review of the Parliamentary Precinct Masterplan has been completed and a redevelopment project committed to.</li> </ul>	Ongoing	Advocate

	a. Ensure restaential growth does not compromise the ability for the neighbourhood to cater to secondary and specialised office development to meet the projected office floorspace needs.		
•	<b>b.</b> In preparing the new Scheme, consider development incentives to encourage the establishment of a supermarket in Hay Street West activity centre to support resident's ability to 'live local'.	0-5 years	Lead
	<b>c.</b> Improve the economic viability and offering of the Hay St West activity centre to better meet the needs of the residents and workers, and consider the following in preparing the new Scheme:	0-5 years	Lead
	<ul> <li>Planning mechanisms that better encourage active ground-floor land uses that contribute to a more vibrant and activated centre, including at night time.</li> </ul>		
	<ul> <li>Reviewing the alignment of the existing Town Centre and Commercial Zone boundaries to reduce dilution of activity.</li> </ul>		
	<b>d.</b> Explore the role of temporary approvals in activating the large number of commercial vacancies for alternative uses such as start-ups, co-working spaces, temporary housing, or studios for artists and creatives.	0-5 years	Lead
	e. In the new Scheme, rezone the land within the vicinity of the Hamilton and Watertown Precinct to ensure major redevelopment does not occur ahead of comprehensive structure planning process.	0-5 years	Lead
A REAL PROVIDENCE	<b>a.</b> As part of the development of the Local Heritage Survey, identify those buildings and places that warrant assessment for inclusion on the City's heritage list, and undertake this process.	0-5 years	Lead
	<b>b.</b> In preparing the new Scheme, review built-form provisions to focus on retaining the 'village' feel of the neighbourhood, including:	0-5 years	Lead
	<ul> <li>Addressing issues with redevelopment of narrow lots within the office/residential area west of Havelock Street to protect the area's fine grain character, and maintain and enhance the landscaped setting and tree canopies.</li> </ul>		
	Supporting human-scale development at street level.		

<ul> <li> <ul> <li></li></ul></li></ul>	ALIBONINE N.	<b>c.</b> Consider the following in the preparation of a Neighbourhood Place Plan:	0-5 years	Lead
<ul> <li>Actively encourages the activation of Plaistowe Mews as a civic place.</li> <li>Strengthening pedestrian connections to Central Perth through enhanced public realm and wayfinding.</li> <li>Exploring opportunities to establish a local plaza/urban space within the Hay Street West activity centre, which provides a meeting and gathering space to the community.</li> <li>Improving pedestrian safety and permeability along the railway line.</li> <li>Mork with Kings Park and Botanic Gardens and Parks Authority to: <ul> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> <li>Batk.</li> <li>Batk.</li> </ul></li></ul>	BUILTE	<ul> <li>Landscape and streetscape improvements to key north-south pedestrian connections, to better connect people from the activity centre to Kings Park.</li> </ul>		
<ul> <li>Strengthening pedestrian connections to Central Perth through enhanced public realm and wayfinding.</li> <li>Exploring opportunities to establish a local plaza/urban space within the Hay Street West activity centre, which proving pedestrian safety and gathering space to the community.</li> <li>Improving pedestrian safety and permeability along the railway line.</li> <li>Mork with Kings Park and Botanic Gardens and Parks Authority to:         <ul> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings Park.</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> </ul> </li> <li>a. Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.</li> </ul>	)	<ul> <li>Actively encourages the activation of Plaistowe Mews as a civic place.</li> </ul>		
<ul> <li>Exploring opportunities to establish a local plaza/urban space within the Hay Street West activity centre, which provides a meeting and gathering space to the community.</li> <li>Improving pedestrian safety and permeability along the railway line.</li> <li><b>a.</b> Work with Kings Park and Botanic Gardens and Parks Authority to: <ul> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> </ul> </li> <li><b>a.</b> Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.</li> <li>IO -15 years + IO</li> </ul>				
<ul> <li>Improving pedestrian safety and permeability along the railway line.</li> <li>Improving pedestrian safety and Botanic Gardens and Parks Authority to:</li> <li>Implement the Kings Park and Botanic Gardens and Parks Authority to:</li> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings Park.</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> <li>Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.</li> </ul>		<ul> <li>Exploring opportunities to establish a local plaza/urban space within the Hay Street West activity centre, which provides a meeting and gathering space to the community.</li> </ul>		
<ul> <li>a. Work with Kings Park and Botanic Gardens and Parks Authority to:</li> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings Park.</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> <li>a. Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.</li> <li>10 -15 years + Dank</li> </ul>				
<ul> <li>Implement the Kings Park Road Masterplan, including the establishment of a more prominent gateway to Kings Park.</li> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> <li><b>a.</b> Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.</li> <li>10 -15 years +</li> </ul>	SAL ENVIRONA	, di	0 – 5 years	Advocate
<ul> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> <li>a. Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan. 10 -15 years +</li> </ul>				
a. Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan. 10 -15 years +	)	<ul> <li>Examine ways to improve pedestrian access to Kings Park Ivey Watson Playground, recreational facilities on Kulunga Grove and at the termination of Collins, Outram and Havelock Streets.</li> </ul>		
	COVER WARK	a. Establish a Capital City Agreement for the review and renewal of the Parliamentary Precinct Master Plan.	10 -15 years +	Partner



# **Crawley-Nedlands neighbourhood investigation areas**

## **UWA & QEIIMC**

Intent – Establish a Capital City Agreement for the development of a 'Specialised Centre Structure Plan' for UWA and QEIIMC. The structure planning process will:

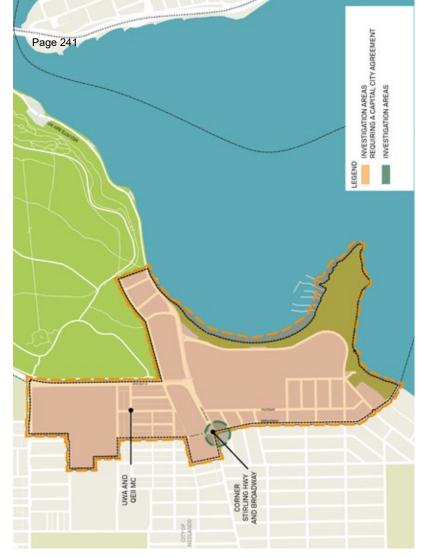
- Integrate the institutions with surrounding residential areas, and identify sites for future development
- Capitalise on the precinct's proximity to the CBD to strengthen the knowledge community.
- Provide opportunities to supply diverse housing and accommodation to meet the future needs of residents and students.
- Resolve connectivity and access issues affecting the two institutions and the surrounding residential areas.
- Work with State Government on the Perth Greater CBD Transport Plan to identify the optimal location and type of transit system that will connect UWA and QEIIMC to the regional transport hub in the Perth CBD.
- Supporting the clustering of businesses/entrepreneurs and academic/research excellence to take advantage of the opportunities that agglomeration can bring to a place.
- Identifying ways to cater for international visitors to the innovation precinct (UWA and QEIIMC), addressing accommodation, daily needs and entertainment.
  - Working with QEIIMC to create a unique 'sense of place.' With extensive development pressure across the campus, there is a need to identity a unifying vision for QEIIMC.
- Liaising with UWA Campus Management to understand the university's redevelopment plans, and identifying potential synergies with the City's planning and capital investment.

## **Corner Stirling Hwy and Broadway**

Intent - Review land use and built form controls to support redevelopment and adaptation of sites for mixed use, higher density residential and community purposes within the area surrounding corner of Stirling Hwy and Broadway to ensure:

- Public realm improvements to reduce severance and connectivity issues at the intersection can be reduced where possible.
- · Retention of heritage buildings.
- Land use does not detract from the economic viability of the Broadway and Hamdpen Road activity centres.
- Development controls and intentions are generally consistent with those in the adjoining local government area.

# Figure 14 - Crawley-Nedlands investigation area plan



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Theme	Action	Priority	City role
ALOPLE	<b>a.</b> Focus residential growth in identified areas, maximising growth around the activity centres.	0-5 years	Lead
	<b>b.</b> Tailor density in growth areas to appropriately respond to the existing neighbourhood character and to integrate with adjoining densities in City of Nedlands.	0-5 years	Lead
	<b>c.</b> Recognise that UWA has significant cultural and community infrastructure such as theatres, libraries, cinemas and research centres and advocate for them to be opened for increased use by the local resident community.	0-5 years	Advocate
A CONTRACTOR OF	<b>a.</b> Support the development of additional cultural facilities, activities and land uses that meet the needs of a growing and diversifying international student population.	Ongoing	Advocate
LEWENT & CCESSIN	<b>a.</b> im	0-5 yeas	Lead
NOW	<ul> <li>North-south cycling routes.</li> <li>Pedestrian connectivity along Hackett Drive between Hampden Road and Broadway activity centres.</li> </ul>		
	· East-west active transport connections between the centres and the foreshore.		
	<ul> <li>Pedestrian permeability of the intersection of Stirling Hwy and Hampden Road/Broadway.</li> </ul>		
	<b>b.</b> Continue to work with the State Government on the Perth Greater CBD Transport Plan and with key stakeholders to implement the City's transport priorities for the Crawley-Nedlands neighbourhood, including:	Ongoing	Advocate
	• Improved connectivity from the activity centres to QEIIMC and UWA.		
	$\cdot$ Investigating ways to improve pedestrian and cyclist permeability and legibility across Stirling Highway.		
	<ul> <li>Safeguarding and future-proofing land that may be required to connect to the future Perth City underground mass rapid transit.</li> </ul>		
	<ul> <li>Increasing bus services from Central Perth and Shenton Park Station to the neighbourhood as an interim measure until the delivery of a mass rapid transit.</li> </ul>		
	<ul> <li>Extending existing ferry services where it has been demonstrated to be a viable transport option to better connect the neighbourhood with the Central Perth neighbourhood.</li> </ul>		

**Crawley-Nedlands neighbourhood actions** 

0-5 years Partner 0-5 years Lead	0-5 years Lead				5- 10 years Advocate	0-5 years Lead	0-5 years Lead		5 -10 years Partner	0-5 years Partner
<ul> <li>a. In alignment with State Planning Policy 4.2, prepare an 'Specialised Centre Structure Plan' to guide future development of the neighbourhood in a coordinated manner.</li> <li>b. In the new Scheme, consider the role of the commercial land to the corner of Stirling Hwy and Broadway to ensure it does not detract from the economic viability of identified activity centres.</li> </ul>	<ul> <li>c. In preparing the new Scheme, ensure planning controls support the ongoing growth and economic viability of the activity centres by:</li> <li>Applying appropriate zoning, land use and built form controls that support commercial growth and the diversification of land uses.</li> </ul>	<ul> <li>Working collaboratively with the Town of Nedlands and local community to develop a shared vision for future development and built-form responses in the centres.</li> <li>Ensuring high-quality built form through design that respects the character of the area.</li> </ul>	• Encouraging retail and commercial uses that respond to the daily needs of residents, QEIIMC and UWA workers and students.	· Exploring planning mechanisms to improve the Broadway Fair Shopping Centre interface with adjoining streets.	<b>d.</b> Continue to work with QEIIMC to identify ways to support a medi-hotel initiative near the Hampden Road activity centre.	<b>a.</b> Prioritise the review of built form controls within the current residential areas to protect key characteristics of the neighbourhood – such as its landscaped setting and tree canopy – and ensure good built form outcomes.	<ul> <li>b. Consider the following in the preparation of a Neighbourhood Place Plan:</li> <li>• Landscape and streetscape improvements that could be made to key north-south pedestrian connections.</li> </ul>	<ul> <li>Recognition and interpretation of the Whadjuk Nyoongar connection to the area.</li> <li>Improving connectivity to the Swan River.</li> </ul>	a. Work with the Department of Biodiversity, Conservation and Attractions in the preparation of a Foreshore Masterplan for the Swan River foreshore reserve and immediately adjoining land.	<b>a.</b> Establish a Capital City Agreement for the development of a 'Specialised Centre Structure Plan' for UWA and QEIIMC to achieve a sustainable centre of health, research and education that can compete in an international market place and to guide future residential development in a coordinated manner.

Page 67 | City Planning Strategy 2019 [DRAFT]

## **Delivery and monitoring**

The Key Moves underpinning the Strategy cannot be achieved singlehandedly. The realisation of the City's key priorities will require collaboration with State government agencies and decision-making authorities to ensure that their strategic directions are aligned and available resources and expertise are utilised. Support from landowners, community, residents, business owners and operators will also be essential to ensure the realisation of a truly holistic plan and vision for Perth city.

many, drawing on the time and expertise of the City employees, stakeholders,

The success of the Strategy is dependent on the

Governance

landowners, community and Council

and Development Directorate, a whole of organisation effort will be required

establish an internal implementation working group (IWG) to oversee the

o p

uplementation of the Strategy a

to achieve the actions outlined in this Strategy. To this end, the City will

cross-organisational collaborati

While the implementation of the Strategy will be led by the City's Planning

support of

contributions and

Monitoring and reporting on the progress of the Strategy is important to understand whether the City is on track to achieving the strategic directions. Effective monitoring, review and evaluation can provide information about emerging issues, challenges and barriers to implementation – and can help identify opportunities for improvement moving forward.

## Review

The City will undertake a comprehensive review of the Strategy every five years, in conjunction with a review of the City's Planning Scheme. This timeframe aligns with requirements set out under the Act and the Local Planning Manual.

-

The review of the Strategy will focus on: • The extent to which the Strategy has achieved the 'Key Move' strategies and the strategic priorities of the State Government. • The extent to which the Strategy has guided land use and development decisions, to align with both city-wide and neighbourhood-level priorities.

 Whether there are aspects of the Strategy implementation that could be improved to ensure intended outcomes are achieved.
 Following the review, the Strategy may be amended to respond to changing circumstances and emerging issues. Scheme -related amendments to the Strategy will then be considered as part of the Scheme review process.

City Planning Strategy 2019 [DRAFT]

## Monitoring

To assist with the review process, the City will implement a program of data collection and monitoring to track progress towards achievement of the Key Moves and strategies. This monitoring program will also provide valuable data to inform future scheme and policy reviews.

The monitoring program will require the collection of new data as well as drawing on existing data sources. It will comprise two sets of indicators:

Leading indicators will be derived from development approvals data to track whether planning and development underway in the City is aligned with the Strategy.	Key outcomes indicators have been identified for each of the Strategy theme areas. Targets may be developed for indicators where appropriate.
Development indicators	Outcomes indicators

Further explanation of this monitoring program can be found in **Appendix 1B**.

### **Background:**

The resident population of Perth city has grown at a rapid rate over the past decade, and was the second fastest-growing local government area within Greater Perth. The population increased from 15,232 in 2006, to 26,956 estimated residents in 2016. However, the population density of Perth city is still low when compared to other capital cities across the nation. While there are signs of ongoing population growth across Perth city, it is expected that growth will be slower than during the mining and construction boom.

This slower growth is combined with more competition from inner city suburbs in attracting residents. New residents who moved to the city between 2011 and 2016 were most likely to have moved from nearby suburbs of Perth. Similarly, residents who left Perth city between 2011 and 2016 tended to move to suburbs close to the city, demonstrating that the sources of local population growth are also the key competitors in drawing residents away from the city. Attracting and retaining a resident population is critical for the sustainable growth of the city.

## **Resident Population:**

- The City's population is forecast to grow in to the future with the State Government setting an infill target for Perth city of 9,320 dwellings between 2011 and 2031.
- The City's detailed population forecasts anticipate the city will grow to 40,903 people by 2036.
- The City is well placed to accommodate additional residential growth to meet these targets and changes to policy framework in proposed 'growth areas' will assist in ensuring the planning framework has the capacity to cater to this growth.
- Perth city has a large multicultural resident base and an increasing student population which are strengths to be leveraged.
- However, Perth city has a relatively transient and limited mix of demographic across its population. Attracting and retaining a population is important in ensuring sustainable long-term growth. Increased population will drive and support high-frequency public transport, retail, community services, education and medical facilities and can help support the diversification of the economy.
- It's likely that redevelopment precincts and higher density developments will continue to emerge in established inner-city suburbs as other local governments try to reach State Government population targets. This may attract investment and residents that otherwise would have moved to or stayed in Perth city.
- The Perth city's demographic mix (in terms of age and household composition) will largely remain unchanged unless there is significant intervention.

### Housing:

- Perth city is not dissimilar to many other Australian capital cities in that its housing is predominantly high-density housing (apartments and townhouses), except for Crawley-Nedlands which has historically had a significantly lower density and is characterised by single houses and grouped dwellings.
- There are 14,943 dwellings in the city in 2016 with roughly 52 dwellings per hectare, 8,237 dwellings were built between 2004 and 2016 resulting in an increase 123 per cent over a 12-year period.
- Neighbourhood-based planning will help to set up a planning framework which acknowledges existing neighbourhood character, allows for a high level of amenity to be delivered to residents, improve environmental sustainability values of built environment and

ensure that services and amenities are delivered to a neighbourhood to address their unique needs.

• Affordable, safe and sustainable housing is essential for social and economic participation. While there are affordable housing options in the city, there is very little specialist housing available for at-risk groups and across all stages of the housing continuum.

## **Community Infrastructure:**

- Due to the City's historically low population density, up until recently a lot of community infrastructure considered important to daily life has not been developed in the city, resulting in noticeable gaps in provision of community infrastructure.
- Understanding the infrastructure needs of residents, but also visitors and workers is important in planning appropriately.
- As population density increases, access to recreational, education, health and medical and broader community facilities will become increasingly important.
- Achieving the critical mass in the population required to support these 'missing' services and infrastructure is important to ensure their delivery is feasible.
- Providing a range of community infrastructure and core services may help to attract and retain a diverse population and better meet the needs of a culturally diverse population.
- Early investment in transformative infrastructure and services such as a public primary school will help shape the scale and attributes of the future resident population.
- There are many large regional facilities such as UWA, Trinity College and Mercedes who open their facilities to the public, however there is untapped opportunity with existing WACA and Gloucester Park to provide additional community infrastructure to meet the needs of nearby residents.

## **Strategic Direction:**

- The City needs to adopt residential growth as a core objective, including advocating for and facilitating the delivery of more diverse housing types to attract and retain a range of residents in Perth city.
- Encourage higher density residential development within identified 'growth areas', particularly in nodes centred around activity centres and areas of activity, in station precincts (where appropriate), in areas well-served by public transport and on underutilised land.
- Create liveable urban environments to attract and retain residents through identifying and prioritising required infrastructure and services for each neighbourhood which will better meet the needs of the existing and future resident population.

## Culture – Summary Paper

### **Background:**

Culture is both the values upon which a society is based and the way we express these values in daily life – through things like arts, heritage, libraries and festivals. Perth city's diverse people, places and built form have greatly shaped its cultural landscape. When combined, these factors play an important role in a city's development – its economic growth, environmental sustainability, social unity and harmony, human freedoms and political stability.

Intangible expressions of culture – language, traditions and customs, spirituality and other everyday practices – greatly influence our local identity. They also affect the way the rest of the world thinks of, and experiences, our city.

Tangible cultural heritage includes artefacts, buildings, monuments, landmarks and other places in the built or natural environment.

Fast, large-scale development in Perth city can alter or reduce this heritage – which can lead to people losing their connection to place. However, this change can also renew our connection to a place, or create new places that will enhance our cultural landscape over time.

## Recognition of Aboriginal culture and heritage:

- Perth city is located in the ancient country of the Whadjuk Nyoongar people, who have been the traditional custodians for at least 45,000 years.
- Through the City's Reconciliation Action Plan, the City is working with the Whadjuk Noongar Working Party and the State Government to better recognise and include Whadjuk Nyoongar people in the decision making that affects Perth city as a place, in accordance with commitments made towards reconciliation.
- Registered Aboriginal sites in the city are of heritage significance and are required by law to be given due regard in local development assessment, planning schemes and planning strategies. In 2016, 18 sites in the city were registered in accordance with the *Aboriginal Heritage Act 1972*.
- The City is also working with the Whadjuk Working Party to identify which histories and stories of the Whadjuk Nyoongar community which will inform the Heritage Strategy, Heritage Policy Suite and a potential future Cultural Heritage Management Plan for the City. in accordance with National Trust Guidelines (WA) on Aboriginal Interpretation.
- In respect to the cultural importance of this area to the Whadjuk Nyoongar community, the new bridge from East Perth (traditionally named Matagarup) to the Perth Stadium has been named Matagarup Bridge.

## Natural and Intangible Heritage:

- Several trees and city parks are listed on the City's Local Heritage List (under Scheme No.2) including Stirling Gardens, Supreme Court Gardens, Langley Park, Queens Park and Harold Boas Gardens. The City also keeps a Significant Tree Register (for what were previously City of Subiaco areas.
- Kings Park (Mooro Katta or Kaarta Gar-up) and the Swan River (Derbarl Yerrigan) are two places within the city that are culturally significant from both a Whadjuk Nyoongar and post-colonial perspective.

## Culture – Summary Paper

### **Cultural distinctiveness:**

- Over 50 per cent of Perth city's population is born overseas. This diverse population makes it one of the most multicultural cities in Australia, with a deep European history and, more recently, connections to Asia.
- This rich culture contributes to the city's unique identity and 'sense of place' and should be respected and celebrated. Where possible planning policies and interventions should appropriately respond to this local strength.
- As the resident population continues to grow, the city will need more services and community facilities that cater to a range of cultural needs and organisations.

## **Cultural Infrastructure:**

- Perth city is home to many of WA's best cultural facilities, including the Art Gallery of Western Australia, the Western Australian Museum, the State Theatre Centre, the Perth Concert Hall, His Majesty's Theatre, the Perth Arena and the Perth Convention and Exhibition Centre.
- Whilst the city has large cultural precincts, there are some gaps in its cultural offering. This includes small-scale venues and studios that cater to a variety of cultural and arts events, and support creative industries.
- Events within Perth city are held throughout the year, however, spring to summer months are the most popular time to hold events. The city's parks and open urban spaces also regularly host arts and cultural events.
- Cultural infrastructure such as live music venues and event spaces are at risk from potential land use conflicts especially where they are in, or adjacent to, new and growing residential areas.

### **Strategic Direction:**

- The City needs to continue to build upon partnerships with the Aboriginal community to respect, acknowledge and celebrate culture and heritage in Perth city.
- Work with State Government in preparing Western Australia's Cultural Infrastructure Strategy to adopt a cohesive approach to the delivery of additional cultural infrastructure.
- Support and promote Perth's cultural distinctiveness by investigating opportunities to encourage the development of cultural industries within Perth city.
- Develop long-term plans to effectively manage and promote the City's public art, heritage assets, cultural programs and collections.

### Page 251 Movement & Accessibility – Summary Paper

### **Background:**

An efficient and sustainable movement system is not only integral to the economic, social and environmental prosperity of Perth city, but also to Greater Perth, due to the large concentration of jobs, services, facilities, education and social and cultural activities in the city.

The Perth city movement network is an area primarily defined by an east-west road network, bordered by the Graham Farmer Freeway to the north; Thomas Street, Hampden Road and Broadway to the west; and the Swan River to the east and south. The city is serviced by a range of TransPerth bus and rail routes, a free CAT bus service and an increasingly popular ferry service across the Swan River. Active transport modes – including walking and cycling – are more common among Perth city residents and workers than in Greater Perth, however the dominance of private vehicle use continues to impact pedestrian amenity.

### **Public transport:**

- Public transport is vital to the effective function of Perth city and the Greater Perth area. Over half of all public transport peak-hour trips across Greater Perth are to Perth city.
- Currently, bus services to Central Perth carry up to 70 per cent of people who commute by road, though busses comprise just 5-10 per cent of all vehicles on the road.
- Whilst Perth city is the central point for Greater Perth's public transport system, once people are in the city, it can be difficult to move easily between neighbourhoods and places of interest via public transport.
- Perth and Peel @3.5million Central Sub-regional Planning Framework identifies a new eastwest high-frequency public transit corridor that runs through the city, though the detailed planning of this has yet to be undertaken.

### Active transport:

- The City's City Centres Analysis 2018 indicates that there has been a 10 per cent decrease in pedestrians, when compared to records taken in a similar study in 2008-09. This may partly be the result of the changes in the economic climate.
- The number of people cycling to work or for leisure has increased more than five times since the development of the Perth Bicycle Network in 1996. As at 2016, one in forty (2.5%) people who worked in the city commuted to work by bicycle.
- The City Centres Analysis indicates that most Perth city neighbourhoods are performing at a moderate level in catering to cyclists. Whilst some city neighbourhoods had strong connections to the regional cycle network, local on-road cycle links were often fragmented.
- Design and infrastructure can significantly influence the extent to which people choose active transport modes. Improvements to pedestrian and cycling networks would help improve accessibility to local services and enhance the vibrancy of the city.

## Parking:

- A variety of public parking options are available in Perth city on-street, off-street (provided by the City and private parking operators), and private parking. The City sets maximum limits on the provision of car parking bays in new developments.
- The majority of Perth city households own at least one vehicle (64%), though vehicle ownership is relatively low compared to Greater Perth (84% of households).

### Page 252 Movement & Accessibility – Summary Paper

- Without a change in current trends, population growth of both workers and residents will result in an increasing number of cars on the road, and increase demand for car parking.
- The availability and appeal of alternative modes of transport must be supported and prioritised to reduce reliance on private vehicles. Technological advances (including autonomous vehicles), car-share programs, and improved public transport systems may reduce demand for parking in the medium to long-term.

## **Connectivity:**

- In a well-designed integrated transport system, transport modes complement each other to provide more efficient travel from one place to another.
- An appropriate balance between private and public transport is required and, as bestpractice cities around the world are showing, city-oriented travel should heavily favour public and active transport.
- Limitations of the train network mean that busses and active transport are often the only means (other than private vehicle) to travel across City neighbourhoods. Improved connectivity to public transport, and an enhanced pedestrian environment, will ensure people can more efficiently reach their destination.

## **Emerging technology:**

- New transport technologies could significantly improve productivity, safety and environmental performance of urban environments.
- Automated vehicles (AVs) may be able to make better use of road space as these cars can safely drive closely together which could reduce congestion and travel time. Automated vehicles may also reduce the number of crashes caused by human error.
- However, if not properly regulated and managed, the introduction of AVs may result in increased traffic congestion, reduced urban amenity and reduced public transport uses.

## **Strategic Direction:**

- Improve the efficiency of the City's movement network through integrated transport planning.
- The City will focus on strengthening and prioritising pedestrian connections throughout Perth city and between neighbourhoods, and work to improve the pedestrian environment to ensure it is practical, desirable and safe.
- The City will continue to work with stakeholders for the delivery of high quality and efficiently networked cycle infrastructure will. Where possible, gaps in the cycle network should be addressed to ensure people can easily move between neighbourhoods.
- Whilst most of the city is well serviced by public transport, there are some areas which are not as well serviced. The City will work with stakeholders to improve public transport infrastructure between Perth city neighbourhoods where there are known gaps in the system.

### Land use and activity – Summary Paper

### **Background:**

Land use and activity are inherently linked and play an important role in creating identity and defining and contributing to the vibrancy of a place. Importantly, land use also plays a critical role in providing the necessary services, goods, attractions and activities to residents, workers and visitors.

Land use intensity and type differs across Perth city neighbourhoods. For example, Central Perth core is characterised by high density office, Northbridge's predominant land use and activity is culture and entertainment, whilst Crawley-Nedlands has significantly large areas occupied by regional institutions, being the University of WA and QEII Medical Centre.

The mining and professional service sectors have sustained high wages and employment growth in Perth city over the past two decades, however, overall the city has relatively low economic diversity and the path to diversity takes time, requiring consistent and ongoing efforts in this area.

Acknowledging the role of different land uses and activities and how they differ between neighbourhoods is important in ensuring Perth city remains competitive, that land use planning respects the existing character of areas, that future floorspace demands can be catered to, economic diversity increased and ultimately improved economic and land use resilience achieved.

### **Office Floorspace:**

- The majority of Perth city's large-scale and strategic office floorspace (1.4sqm) is located within the Central Perth core, which is the area bounded by Hay Street, Barrack Street, Mounts Bay Road and the Mitchell Freeway. It is likely future demand for office floorspace will continue to occur between Elizabeth Quay and Kings Square and along St Georges Tce.
- The City must ensure office floorspace is appropriately protected into the future so that it can retain its role as the primary centre of business within Greater Perth. Whilst not an immediate threat, understanding future demand pressures, and how this relates to the spatial planning of the city is important in ensuring that planning policy is not restricting commercial growth.
- West Perth caters to a range of secondary and other professional services, whilst East Perth has historically been occupied by a significant number of State Government agencies and tenants. In recent years, decentralisation has occurred due to a shortage of office stock in the city and due to State Government initiatives, that have encouraged office development in Greater Perth regional centres.
- A combination of lower demand and new supply resulted in a vacancy rate of 22.5 per cent in early 2017. Recent statistics indicate recovering economic conditions, however it is important that the City ensures that in the future it can withstand these economic climatic changes through improved resilience.

### **Regional Attractors:**

- As the capital city of WA, Perth provide a range of regional and tourist facilities, recreation, entertainment and cultural activities which attract and service Greater Perth and WA residents.
- Generally, the concentration of entertainment and hospitality relates to the density of employment and housing, for this reason there are much fewer of these uses and destinations in West Perth, Crawley-Nedlands and Claisebrook. Where they do exist in these neighbourhoods, they tend to cluster around activity centres and main streets.
- Future population growth in city neighbourhoods is likely to impact demand across various sub-categories such as bars and 'live-local' services. Planning policy should be flexible to cater to this need as it arises.

### Land use and activity – Summary Paper

- Due to its central location, Perth city is also home to a range of medical and research facilities and educational establishments which are valuable regional and globally competitive assets.
- The acquisition of a large portion of land in Crawley-Nedlands in 2016 resulted in QEII Medical Centre and the University of WA being located within Perth city boundaries. These centres form part of larger 'specialised centres' and significantly affect the characteristics of the neighbourhood.

### **Activity Centres:**

- The State Governments, State Planning Policy 4.2 Activity Centres for Perth and Peel identifies Central Perth, West Perth, Northbridge and East Perth as the primary activity centre in Greater Perth known as 'Perth Capital City'. UWA and QEII Medical Centre are identified as 'Specialised Centres'.
- Unlike suburban activity centres which are still largely retail focussed, land uses within Perth city centres extend beyond retail-delivering a large range of civic, cultural, administrative, business and tourism services to residents, workers and visitors.
- It's important that Perth city retains its primacy in the Greater Perth activity centre hierarchy, however it is also important to acknowledge that Perth city is made up of several activity centres ranging in size across the neighbourhoods. Planning should encourage the increased diversification of activity centre land use to provide residents with adequate access to services and amenities needed in their day-to day lives.
- Diversity of land uses and attractions is closely linked to population density. Perth city's low resident numbers and low level of activity generated from residents, workers and visitors has historically made it difficult for a broad range of resident and visitor-industries to become established. An increase in residential density can help activate the city, and can improve the perception of safety. This has important implications for the tourism, retail and food-and-beverage sector, as well as positive flow-on effects to the 'life' of the city.

### **Retail:**

- Over half of the retail floorspace in Perth city is located within the Central Perth neighbourhood, 17 per cent in Northbridge and 12.7 per cent in West Perth.
- The bulk of future retail floorspace is expected to continue to dominate Central Perth, particularly in the malls and Forrest Place and this will likely intensify and diversify as worker population increases.
- Future retail demand in other neighbourhoods (such as East Perth, Claisebrook and Crawley-Nedlands) is likely to be driven by the resident population and the desire to service the needs of a local community.

### Servicing a growing population:

- As residential development within the city increases and densifies, there will be increased servicing, management and maintenance demands. This will affect the way buildings and spaces are designed, as well as the way in which goods and services are delivered to and from the city.
- Ways in which waste collection, siting and design of laneways, the transporting of goods and services and the supply of electricity, water and telecommunications are dealt with in an inner-city environment will require infrastructure and technology investment moving forward.

### Page 255 Land use and activity – Summary Paper

### **Strategic Direction:**

- The role and function of Perth city activity centres needs to be strengthened and planning should focus on promoting high intensity land use and diversification within these centres to support their economic viability and to better meet the daily needs of residents.
- Residential and commercial growth should be focussed around the neighbourhood's activity centres, rather than promoting growth across all areas, which simply contributes to dilution of city liveliness and activity.
- Key employment areas such as Central Perth and West Perth should be protected to ensure Perth city retains its primacy and continues to provide strategic office floorspace in to the future.
- Partnerships, collaboration and advocacy will continue to be an important City role in the tourism sector to ensure the city remains regionally, nationally and globally competitive.
- Managing land use conflict however is critical as population increases and diversifies, and is a key consideration for neighbourhoods such as Northbridge and Central Perth. A balance needs to be found between the city's role as a host of live events, late night venues and public gatherings and the needs and expectations of its residents.

### Page 256 Built Environment– Summary Paper

### **Background:**

Buildings and urban spaces have a major impact on the city in terms of liveability, productivity and sustainability. The built environment is also the most recognisable and influential element of a city as an architectural expression, contributing to the identity, character and 'sense of place'. Understanding the city's built environment and what is valued within it, the pressures and issues facing built form in to the future, is critical in ensuring that the built environment continues to play a positive role in the social, economic, cultural, environmental and civic fabric of the city.

### **City Form:**

- Over half of the total land area of Perth city is set aside as reserves (53%). This includes
  major assets such as Kings Park, river foreshore areas, Parliament and Government Houses,
  UWA and QEII Medical Centre. 18 per cent is set aside for roads, railways and public utilities;
  and 29 per cent of land within the city is made up of freehold and strata titled
  developments.
- The greatest intensity of development is located within Central Perth, focused predominantly on St Georges Terrace which represents the strategic office core and the primary centre of business in Greater Perth. This is also where the majority of Perth city's tallest buildings are located.
- High intensity development can also be found along Adelaide Terrace in East Perth and within the area north of the McIver train station in Northbridge.
- Lower intensity development is evident in parts of Crawley-Nedlands, West Perth, Northbridge and Claisebrook which is representative of their different roles and unique neighbourhood qualities. Lower density residential is also found within these areas in the form of single dwellings, grouped dwellings and townhouses.
- Natural elements including Kings Park and the Swan River make up a significant portion of the city form. These natural elements contribute significantly to the city's heritage, history and 'sense of place'.
- Whilst these are some of the city's greatest assets they also form a physical barrier between landmarks, key attractions and neighbourhoods. These severance issues can have an impact on people's ability to move around the city but can also impact peoples sense of connection to a place.
- Fine-grain subdivision patterns remain in areas across the city and are generally more prevalent in heritage areas. Fine grain development patterns create a sense of human-scale and place at the streetscape and more likely to be streets with diverse land uses and activity and because of this are an important element to retain in the built environment.
- Amalgamation of lots and redevelopments can often result in the loss of fine grain development. This fine grain is particularly important in key pedestrian areas such as activity centres. Widths of tenancies, number of entries, variety in function and detail are all important to this fine grain.

### Sustainable Built Form:

- The City's current planning scheme/s include objectives to achieve environmentally sustainable design (ESD) measures in new developments but there is little guidance and no minimum standard. The Strategy recommends mandating minimum green star ratings to ensure that new developments in the city deliver improved ESD performance.
- Office buildings in the Central Perth, East Perth and West Perth neighbourhoods are predominantly listed as B and C grade. These buildings are likely a significant contributor to

### **Built Environment– Summary Paper**

Perth city's carbon emissions and policy should focus on the re-use and adaptive use of these buildings.

- Adaptable building design can play a role in expanding a buildings lifespan as they adapt to patterns of use and specific user requirements over time. For example, apartments can be designed with flexible configurations and universal design features to allow for different life stages.
- Car parking provision associated with apartment development sometimes leads to poor design outcomes. Assigning large areas of podiums to car parking creates problems of adaptability in the longer term. With improvements in public transport and advances in electric and automated vehicles, it is likely that there will be less demand for private vehicle ownership and car parking bays in the future. As a result, it is important to ensure car parking is adaptable for other uses in the future.
- Trees in the urban environment play a critical role in improving amenity and liveability of a city as well as providing a wide range of social, economic and environmental benefits to the community. Encouraging the protection of tree canopies and landscaping on private properties and encouraging green roofs and walls on new buildings will be addressed as a priority in the City's new Scheme.

### **Quality of Building Design:**

- It is recognised that design excellence is warranted on prominent, strategically located sites or for developments of strategic importance. While design excellence does not necessarily lead to greater development/construction costs, the design process does involve additional costs, which could be covered by an incentive mechanism.
- Over recent years, new multi-storey buildings have included podiums at the base with greater setbacks from all elevations at the upper levels. This can have a significant impact on the adjoining properties and impacts on natural ventilation and access to daylight if not appropriately managed. A review of this approach is required to determine the appropriateness of podiums with the aim of moving towards a more place-based approach to built form.

### **Protection of Heritage Buildings:**

- Buildings with cultural heritage significance are an important element of the Perth city form and are an important community asset which require protection. Heritage has a positive influence on community life, contributes to the local economy and tourism, creates a 'sense of place' and celebrates an areas unique history.
- It is important to ensure that heritage buildings remain a valued city asset and appropriate planning controls are in place to conserve, protect and enhance heritage buildings.
- There are also several areas where streetscapes with buildings of cultural heritage significance and consistent architectural styles remain such as in King Street, Queen Street, Barrack Street, William Street (in Central Perth and Northbridge), Hay Street Mall, Pier Street and Murray Street east.

### **Public Realm:**

- Currently the City's scheme allows bonus plot ratio to development applications where they provide a public facility such as public space or a pedestrian link. Whilst this can have positive benefits on the public realm, a more strategic and place based approach should be adopted to the creation of these spaces through the development assessment process.
- Protecting and enhancing microclimates is critical as development continues to intensify within the city. Increases in the density and the bulk and scale of development can cause

### Page 258 Built Environment– Summary Paper

changes to microclimates such as overshadowing and changes to wind conditions. Ensuring appropriate microclimates are maintained is critical to providing a liveable city that people want to spend time in, is comfortable and able to be enjoyed.

- Different types and levels of activation are appropriate for different areas and are dependent on the role of the street and the predominant land uses in that area. Along with activation, building frontages also often need to accommodate vehicular and servicing access, utility connections and fire equipment, and universal access. This is made more difficult where buildings have narrow street frontages.
- It is important that buildings contribute to activated frontages and interactive edges to create pedestrian interest and vibrant streetscapes, contribute to the human element of a city, provide passive surveillance for safer streets and

### **Strategic Direction:**

- Development intensity should be focussed around activity centres, with built form intensity remaining greatest in Central Perth to retain its primacy as the main centre business in Greater Perth.
- High quality of design and improved sustainable design will become a focus for planning policy to ensure that developments contribute positively to the environment and social fabric of the city.
- Buildings and the spaces they create should improve the quality and amenity of the adjoining public realm, including their microclimates.
- Strengthen the character of neighbourhoods through built form and a dopt a place-based approach to the protection of character areas and the provision of public realm improvements to recognise the unique qualities of Perth city neighbourhoods.
- Support and promote the adaptive capacity and improved performance of existing building stock and encourage built form which can adapt and change over a course of its lifetime to endure changes of land use and economic cycles.
- Ensure all buildings and places of cultural heritage significance within the city are appropriately conserved and enhanced.

### Page 259 Natural Environment – Summary Paper

### **Background:**

The natural environment is a key component of the Perth city fabric, providing the physical conditions upon which the city has developed, and contributes daily to the human enjoyment of the city and its landscape. Ensuring that land use and development does not negatively impact on the environment through limited consumption of environmental resources is important in mitigating development impacts on the environment.

The City's natural assets and biodiversity values will be under increasing pressure due to the impact of development and population growth and impacts of climate change. The City's planning framework can play a limited role in maximising and protecting green infrastructure throughout Perth city neighbourhoods, ensuring new development responds to climate change and contribute to a more sustainable built environment and that residents, workers and visitors are adequately protected against bushfire and flood.

### Swan River:

- The Swan River is an important attribute of the city, contributing to both its environmental and social fabric.
- Much of the reclaimed foreshore of the Swan River is currently within the floodplains affected by 1:100-year storm events. This has the potential to significantly impact on the future use and development of land.
- The Department of Biodiversity, Conservation and Attractions has prepared a Perth Water Precinct Plan to guide the coordinated use and development of the Swan River foreshore across multiple local government areas. There is an opportunity for the City to respond appropriately to this plan and provide a more localised and detailed response to the future use of the foreshore and river within the City's boundaries.

### Climate change:

- Working to improve the city's climate change resilience is critical to ensure a sustainable future for the city.
- The City's Climate Change Adaptation Plan 2018 has been developed to support climate resilient development, through the implementation of relevant adaptation actions.
- There are many opportunities for the City to continue to work with stakeholders, agencies and service providers to monitor resource usage, develop programs and invest in technologies to improve efficiency of resources. The planning framework could also play a more active role in responding to climate change through built form control at all levels of government.
- Public realm investment should continue to focus on water sensitive urban design principles and improved water resilience.
- Flood mapping and special control areas should be incorporated in to the new Scheme to guide land-use planning and development decisions and to assist landowners, developers and the community to prepare for, and respond to a flood emergency.

### Green Infrastructure:

- Approximately 65 per cent of Perth city is terrestrial or land-based habitat (and some minor wetlands) –with the remainder (35%) comprising the Swan River estuary.
- Of the terrestrial habitat, 746.4 hectares has been recorded as 'green infrastructure.'

### Page 260 Natural Environment – Summary Paper

- The development of strategies such as the City's Urban Forest Plan aim to mitigate the impacts of increased urbanisation by appropriately protecting, expanding and better integrating green infrastructure. Trees and green infrastructure plays a critical role in improving liveability, promoting physical and mental health and wellbeing and addressing the climate change challenges.
- Increased pressures from development and increased population has the potential to impact negatively on biodiversity values and natural habitats unless these impacts are appropriately managed.
- The Whadjuk Nyoongar people, the traditional owners of the area, have strong connections to the natural environment of Perth city. It would be beneficial to develop this relationship to help guide overall thematic revegetation, interpretation, community celebration, and education on the different land areas within the City of Perth.

### Public open space:

- The City has approximately 127 hectares of public open space. It also has 433.5 hectares of bushland (including 420 hectares at Kings Park) and 16.1 hectares of urban space (paved squares, piazzas etc.).
- Whilst Perth city has areas of significant public open space, there are neighbourhoods and emerging residential areas in Perth city that do not have adequate levels of public open space. East Perth has the highest proportion of public open space at 58 per cent whilst Northbridge has the lowest concentration with only 2 per cent of the neighbourhood's land area formed by green space.
- As population increases and smaller dwelling products with limited outdoor areas continue to dominate the Perth city market, people will increasingly seek neighbourhood parks and public spaces to recreate, meet and respire.
- The availability of public open space to meet the needs of different demographics is also critical. The City of Perth needs to consider the needs of workers, children and the elderly. The type and function of existing and future public open space areas needs to be considered on a catchment-by-catchment basis—to ensure equitable access to public open space across Perth city neighbourhoods.

### Built Form and the environment:

- There are several natural environment and climate change considerations as they relate to land use and development.
- There is a need to address the use of water and resources for City of Perth properties, but also the need to coordinate external stakeholders, such as developers and the commercial and residential community, to implement alternatives for built form design and open space designs within the city. This includes the implementation of planning controls which require improved environmental sustainable design in the built environment.
- Connections to the natural environment should be better integrated into the urban landscape to ensure Perth city residents, workers and visitors can reap the numerous benefits. Future land use planning and development should encourage and support connections to natural spaces without impacting the ecological integrity of Perth city's natural areas.
- Whilst better integration of the natural and built environment is important, it is also critical that the City appropriately plan for bushfire with measures in place to ensure built form responds to bush fire attack levels in identified risk areas in accordance with the State Planning Policy No.37.

### Page 261 Natural Environment – Summary Paper

### Strategic Direction:

- The City will prepare a Riverfront Masterplan in response to the DBCA's Perth Water Precinct Plan. This master plan will focus on optimising the river's role in the Perth city fabric by reconnecting and improving people's access to water, protecting the river and foreshore as a public environmental and recreational asset, and celebrating its cultural and historical significance.
- The City needs to protect and enhance green infrastructure and biodiversity values through the continued implementation of the Urban Forest Plan. Investigating opportunities for the delivery of additional open space and improving functionality of and accessibility to existing open space areas across Perth city neighbourhoods will also be critical in meeting the growing and changing needs of the resident population.
- The built environment can play an important role in mitigating environmental impacts through environmentally sustainable design (ESD), however it is important that planning controls are in place to ensure climatic impacts such as bushfire and flood are appropriately addressed in the new Scheme and through the development approval process.
- There is still a lot more work to be done in improving the City's climate change resilience. Smart city technology and partnership programs with key stakeholders will play an increasing role in implementing initiatives and projects as they relate to climate change mitigation, risk monitoring and reporting and predictive analytics.

### Page 262 Governance – Summary Paper

### Background:

Local government in WA is important for the delivery and provision of services to the community. The governance of the City is influenced by a range of legislation, planning instruments and frameworks. Good governance is important to the City of Perth due to the many layers of government involved in the planning and growth management of Perth city, and will ensure the successful delivery, execution and monitoring of the City Planning Strategy.

### Governing legislation and frameworks:

- There is a substantial amount of legislation that governs the way Perth city grows and develops, of most importance, the *City of Perth Act 2016* and *Planning and Development Act 2015*.
- The Strategy has been prepared in accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations).
- The introduction of the *City of Perth Act 2016* is pivotal in:
  - redefining the boundaries of the City.
  - formally recognising Perth city as the capital of Western Australia and the significant role and responsibilities of the City of Perth, which differ to that of other local governments within the state.
  - providing an opportunity to rationalise existing legislative arrangements and establish a new framework for the governance of Perth city.
- The draft Strategy has been prepared in this way to reflect the unique role of the city of Perth within the broader Perth metropolitan region as set out in the *City of Perth Act 2016*
- The Strategy responds to the role of the City and its governance of the Perth city geographic area at both the capital city and local neighbourhood level.
- The Strategy will directly inform the preparation of the City's new Local Planning Scheme. This will include the review of other schemes which currently apply to the City and the consolidation of them all in to one.

### Governing bodies and relationships:

- The critical role State Government agencies play in delivering major infrastructure and development projects within Perth city must be taken into consideration in future planning for Perth city.
- Several State Government agencies also play a role in planning decision-making processes across Perth city, including the Western Australian Planning Commission; Metropolitan Redevelopment Authority; and the City of Perth Committee.
- Reaching alignment between planning and decision-making authorities across Perth city is critical in ensuring that the vision of the Strategy is achieved.
- A strategic approach is also required where Perth city shares its boundaries with adjoining local governments, to ensure a coordinated response to planning and development outcomes.

### Capital City Agreement Areas:

• The Strategy proposes several initiatives requiring State Government-City of Perth alignment and formal partnership. Described as 'Capital City Agreement Areas', these have been identified as the priority locations for planning in partnership to leverage underutilised State

### Governance – Summary Paper

and City assets to achieve capital city objectives, as per the *City of Perth Act 2016* and better land use and connectivity outcomes.

• The Capital City Agreement Areas have been identified to allow the City and State Government to commit to a significant strategic-planning phase in readiness for future growth. This will be achieved through transformation projects to support the ongoing economic, cultural, social, physical and environmental development of the city.

### Integrated planning framework:

- The City of Perth's Integrated Planning and Reporting Framework has been set up under the *Local Government Act 1995*.
- The framework provides a clear structure to guide a coordinated and collaborative process for developing the City's strategic direction (and its subsequent activities and investment decisions), with the City Planning Strategy sitting within the framework.
- The City's Strategic Community Plan has been the high-level document informing and guiding the approach to the Strategy.

### Community and stakeholder engagement:

- The Deemed Provisions contained under the Planning and Development (Local Planning Schemes) Regulations 2015 outline minimum requirements for community and stakeholder engagement by local governments when preparing and amending local planning strategies, schemes and policies or when dealing with applications for planning approval.
- The City has however undertaken preliminary consultation beyond the remit of the Regulations, in accordance with the Stakeholder Engagement Plan to ensure that the community and key stakeholders have involved in the preparation of the Strategy throughout the various project phases.
- A neighbourhood/place-based approach to land use planning and development will mean a more coordinated delivery of services and better prioritisation of actions to meet the unique needs of each individual Perth city neighbourhood.

### **Strategic Direction:**

- The City will continue to improve its customer service and service delivery (as it relates to land use planning) to ratepayers, community and stakeholders to ensure people are well-informed and involved in planning for Perth city.
- The *City of Perth Act 2016* provides an opportunity to better coordinate land use planning, decision-making and infrastructure funding and delivery.
- The Strategy proposes to establish neighbourhood-level place management that incorporates engagement and service delivery to better meet the needs of Perth city neighbourhoods and their residents, workers and visitors.
- The City needs to collaborate with State Government and key stakeholders in the implementation of the Strategy and specifically, the Capital City Agreement Areas to ensure there is alignment and a clear path towards execution.

### Agenda Cultural Development Plan - Adoption Item 6.8

FILE REFERENCE:			P1037094				
REPORTING UNIT:			Arts, Culture and Heritage				
RESPC	NSIBLE DIRECTORATE:		Economic Development and Activation				
REPORT AUTHOR DISCLOSURE OF INTEREST:			Nil				
DATE:			9 May 2019				
ATTACHMENT/S:			Attachment 6.8A – Cultural Development Plan 2019-2029				
			Attachment 6.8B – Cultural Development Plan 2019 – 2029 Evaluation Plan				
			Attachment 6.8C - Cultural Development Plan 2019 – 2029 Implementation Plan and Indicative Ten-Year Resourcing Schedule				
<u>Coun</u>	<u>cil Role:</u>						
	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.					
$\mathbf{X}$	Executive	Council e.g. a	al direction setting and oversight role of the dopting plans and reports, accepting tenders, ations, setting and amending budgets.				
	Legislative	Includes adop policies	ting local laws, town planning schemes and				
	Quasi-Judicial	directly affect character arise natural justice town planning other permits/	ouncil determines an application/matter that as a person's right and interests. The judicial as from the obligation to abide by the principles of e. Examples of Quasi-Judicial authority include applications, building licences, applications for flicences (eg under Health Act, Dog Act or Local er decisions that may be appealable to the State e Tribunal.				
	Information	For the Counci	I/Committee to note.				
Legislation / Strategic Plan / Policy:							
Legislation		Part 2 Division 1 Section 8 of the City of Perth Act 2016					
Repor	ated Planning and ting Framework ations	accessible city Goal 3 - A city Goal 5 - A pro Goal 6 - A city	for people exceptionally well designed, functional and connected to its natural beauty				
Policy							

1	
Policy No and Name:	18.1 – Arts and Culture

### Purpose and Background:

At its meeting held **29 May 2018**, Council resolved the following in relation to arts, culture and heritage:

Item 13.7 Strategic Partnership Agreement – Perth Public Art Foundation Incorporated *"That Council:* 

... 2. <u>ESTABLISHES</u> a City of Perth Arts Advisory Committee with the terms of reference to: 'Oversee the development, implementation and ongoing performance of a City of Perth Arts Strategy and to advise Council on major arts issues';

3. <u>CONDUCTS</u> a workshop for all major City of Perth arts stakeholder's groups with the purpose of recommending back to Council a functional and effective committee representation model, and the key strategic focus area that the arts strategy should embrace; and

4. ENDORSES the development of a City of Perth Arts Strategy over the next 12 months."

The draft Cultural Development Plan and supporting Community and Stakeholder Engagement process address resolutions 2. and 3. A separate report is submitted to Council regarding the establishment of a Cultural Advisory Committee to address resolution 1.

Subsequently, on 27 November 2018, Council resolved the following:

Item 13.8 Draft Cultural Development Plan

"That Council <u>ENDORSE</u> the draft Cultural Development Plan to go out to public comment for a period of 12 weeks."

The draft Cultural Development Plan was open to public comment from 12 December 2018 to 6 March 2019, through the City's Engage Perth webpage, social media channels, electronic mailouts and letters to key stakeholders inviting comment.

The Council also noted at that time: *that a strategic financial analysis is yet to be undertaken and that public consultation should be qualified and that the initiatives are not presently funded*. A detailed financial forecast is included in Attachment 6.8C; however, it is subject to the completion of the organisational strategic financial analysis and the annual budget planning and adoption process. Importantly, page 29 of the Cultural Development Plan emphasises the flexibility of the plan, particularly in response to resourcing constraints:

There may not be sufficient resources to meet all the aspirations, but ambition will drive the City of Perth closer to achieving our collective cultural vision for Perth. The City of Perth will maximise resources by working collaboratively with the community and its stakeholders.

The City of Perth's overarching commitment is to deliver a range of cultural development activities that will deliver on stated objectives (outcomes), based on evaluation and evidence. **The activities may change and vary** depending on which most effectively demonstrate delivery on desired outcomes; **the commitment to outcomes will remain constant**, in line with the City's Strategic Community Plan 2029.

The project has been based on the internationally recognised Cultural Planning Framework and Cultural Outcomes Measures, developed by local government, for local government, led by the Cultural Development Network (CDN) and the National Local Government Cultural Forum. Information on the National Local Government Cultural Forum and the Cultural Planning Framework methodology can be found in Attachment 6.8A: Cultural Development Plan 2019-2029 (Appendix 1).

### **Details:**

The Cultural Development Plan 2019 – 2029 has been informed by a significant amount of research; statistics and other evidence supporting and justifying the selection of activities in the plan are detailed in a summary document of evidence, statistics, and references, which is available upon request. This information will inform the development of detailed project plans for the activities before implementation.

The Cultural Development Plan 2019-2029 responds to significant stakeholder consultation. The full engagement process is detailed on pages 17 through 21 of Attachment 6.8A: Cultural Development Plan 2019-2029. A detailed summary of the responses during the public comment period has been posted on Council Hub; an overview is provided below. Overall, the feedback was highly supportive of the Cultural Development Plan. Notably, detailed written feedback and/or letters of support were received from the following stakeholders:

- Department of Local Government, Sport and Cultural Industries
- Metropolitan Redevelopment Authority
- History Council of WA
- Tourism WA
- Perth Festival
- State Library of WA
- Department of Planning, Lands and Heritage (via the Heritage Council)
- University of Western Australia Cultural Precinct
- Western Australian Museum
- Chamber of Arts and Culture WA
- Yirra Yaakin Theatre Company
- individual professionals across the sector

While most of amendments to the draft Cultural Development Plan were minor, some notable amendments that have been incorporated into the final document (Attachment 6.8A) are as follows:

- Change from describing Perth's unique cultural identity as "beautiful, rich, enterprising, and *isolated yet connected*" to "beautiful, rich, enterprising, *geographically unique and connected*."
- Addition of activities 3.7 (regarding the contemporary music industry in Perth); 3.10 (regarding cultural tourism); 3.11 (regarding City of Perth library activities); and 5.6 (regarding partnering with stakeholders to activate the Perth Cultural Centre).
- Removal of an activity relating to pop-up shops for commercial arts activities (previously 3.10 in the draft Cultural Development Plan) as this was redundant with activity 3.5 (addressing barriers to arts and cultural businesses in Perth City).
- Acknowledgement of the contribution of History as a discipline throughout the document, particularly in the definitions, cultural identity and descriptions of the outcomes of cultural activities in Appendix 1.
- Emphasis on the neighbourhood planning approach, as outlined in the draft City Planning Strategy, to inform the implementation of the Cultural Development Plan 2019 2029 (see pages 9 and 29.)

The Cultural Development Plan 2019 - 2029 responds to issues that are affecting Perth and the region now and into the future, such as: the need to celebrate and showcase our strong and unique cultural identity; culture's role in developing a sustainable and vibrant built environment; the important role of cultural activities in protecting and cherishing our natural heritage and environmental assets; the fact that Perth's creative industries lag behind other global cities and the important role arts and culture play in diversifying our economy; the need for leadership, communication and engagement in driving cultural development in Perth; the importance of cultural development in easing social issues, promoting liveability and creating a safe, inclusive and welcoming environment. Cultural development is of vital importance to a capital city.

The Cultural Development Plan 2019 - 2029 is a statement of the value of culture, the importance of arts, culture, heritage, events and centres of life-long learning to our future prosperity, sustainability, liveability and wellbeing. The essence of cultural development is delivering outcomes through continued investment in cultural activities in Perth. Outcomes across the five domains of Culture, Society, Environment, Economy, and Governance all contribute to meeting 6 of the goals of the Strategic Community Plan 2029 and ultimately to the vison of Perth as *Vibrant, Connected, Progressive; a friendly and beautiful place to be*. Cultural activities are key to delivering outcomes that are measurable and make a meaningful difference in the lives of all members of Perth's diverse community.

### **Stakeholder Engagement**

Work on what was then known as the Arts, Culture and Heritage Strategy began in December 2016 and from May – July 2017 the community and stakeholder engagement component of the project was rolled out, including workshops, focus groups and interviews, which dove-tailed with and augmented Share to Shape. On 6 October 2017 there was distribution of a discussion paper, summarising consultation to date and the direction for the Strategy at the time, for broad community feedback. In December 2017 a panel of experts from across the arts, culture and heritage sectors was convened; the Peer Review Group (PRG). The PRG has been providing guidance and feedback on the document continuously since January 2018. The document was put out to public comment during December 2018, January and February 2019. Detailed internal consultation took place in August and September 2018 and again in April and May 2019.

For full details, see Attachment 6.8A, page 17 "Community Engagement Process".

### **Financial Implications:**

The financial implications of adopting the Cultural Development Plan, based on the information available at the time of writing (May 2019), are outlined in Attachment 6.8C. This forecast has been estimated based on expenditure on current cultural projects and services.

Resourcing for the Cultural Development Plan will be planned and approved through the City of Perth Annual Budgeting process, and through a detailed project plan and business case for each initiative. Activities scheduled to begin in the 2019/20 financial year can be accommodated in the 2019/20 budget (draft at May 2019) comprising a total budget of \$9,059,660 operating and \$264,800 capital. This is inclusive of contributions from across the organisation, where cultural activities are being delivered, not solely the Arts, Culture & Heritage Unit budget, in line with current Financial Year operational and capital budgets.

The overall ten-year forecast is an average of \$10.8 million per year from 2019 to 2029. It is important to note that this investment is subject to higher level strategic documents and priorities, and the organisation's ten-year financial forecast. As such, **the activities, and the relevant financial** 

*investment levels, may change and vary,* but the commitment to cultural outcomes remains. For example: the outcome, *Deepened connection to shared cultural heritage* in the community can be accomplished in a number of ways with a wide variation in required expenditure and partnership contributions.

Further detail is available upon request in an Annotated 10 year Financial Forecast spreadsheet, which contains a brief justification for variations across the ten years and flags any known internal funding sources, such as reserves.

There will also be minor additional related costs in printing, distributing, and launching the plan; approximately \$8,000, which are subject to the adoption of the 2019/20 operational budget.

### Comments:

Attachment 6.8B: Evaluation Plan contains information on the evaluation plan for the activities and the plan itself, using the CDN's Cultural Planning Framework. The City has been working with the CDN to develop a planning and evaluation tool to assist staff in determining the inputs (resources required to deliver the activity) and outputs (tangible outcome of the activity) and providing guidance for assessment of whether the activity achieved its intended outcome. The methodology and supporting digital platform called "Whitebox" uses Culture Counts as its assessment tool, currently being used by City of Perth officers. The outcomes have been measured and validated using this methodology by CDN during trials with local governments and cultural institutions.

Before printing and publishing the document, there may be minor changes to the design and format of the document to ensure the document meets all accessibility requirements. The content and imagery will remain the same.

The City's integrated planning and reporting framework (IPRF) is in the final stages of transition and development. The Cultural Development Plan 2019-2029 will need to be reviewed and updated in line with changes to the IPRF; such a review is anticipated within twelve months. Where appropriate, reference has been made to key principles in the Strategic Community Plan 2029, Corporate Business Plan, draft City Planning Strategy, Reconciliation Action Plan, and other key documents currently comprising the IPRF.

At a State level, culture is a significant priority; initiatives such as the Cultural Infrastructure Strategy; \$6.5 million refurbishment of His Majesty's Theatre; the Contemporary Music Fund and the exploration of cultural tourism as a key draw-card for visitors to the State underpin a rise in momentum around cultural planning and investment. The Committee for Perth, Tourism WA, and the Governor's Round Table are all looking at cultural tourism in particular. It is timely that the City should launch its Cultural Development Plan as soon as possible.







DEVELOPMENT PLAN 2019-2029







## TABLE OF CONTENTS

<b>01.</b> Introduction and Strategic Context	ഗ
02. Cultural Identity	13
03. Community Engagement Process	16
<b>04.</b> Vision, Goals and Objectives	22
<b>05.</b> Our Commitments	28
Appendices	55

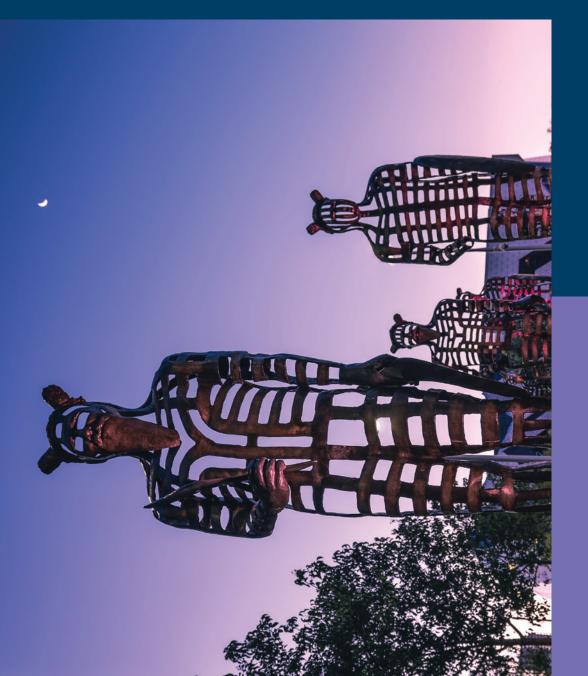
# ALTERNATE FORMATS

An electronic version of the City of Perth's Cultural Development Plan is available from www.perth.wa.gov.au.

This document can be provided in alternate formats and languages upon request.

Council House, 27 St Georges Terrace, Perth 9461 3333 info.city@cityofperth.wa.gov.au





## ACKNOWLEDGEMENT OF COUNTRY

## Wanju (Welcome)

The City of Perth respectfully acknowledges the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where Perth City is today and pays respects to Elders past, present and future. The rich and enduring culture of Aboriginal and Torres Strait Islander Peoples is entwined in a deep connection to *boodjar* (country/place) and to their social identity as living context that must be significant historic and vibrant living context that must be

The City of Perth is deeply committed to building and maintaining respectful relationships with Aboriginal and Torres Strait Islander Peoples and it is in this spirit that we deliver the City of Perth Cultural Development Plan.



<b>ΙΤΥ</b> y with a diverse of Perth City residents 78 countries). 38.6% of a language other than of Perth enjoys Sister nnships with eleven world.	fùnyìhng <i>歡迎</i>	Selamat Datang!
<b>A GLOBAL CITY</b> Perth is a multi-cultural city with a diverse population. In 2016, 54.7% of Perth City residents were born overseas (from 78 countries). 38.6% of Perth City residents spoke a language other than English (at home). The City of Perth enjoys Sister and Friendship City relationships with eleven urban centres around the world.	Chào mừng	svaagat he <i>ਸੁਆਗਤ ਹੈ</i>
	Huānyíng 欢迎	Welkom
	Benvenuto	Su'āgata hai <i>स्वागत हे</i>
	Wanju	Maligayang pagdating
	Welcome	ahlaan bik' أهلابك



## THE VALUE OF CULTURE IN A WORLD-CLASS CITY

Culture is at the core of a distinctive identity for the world's great cities. These cities act as magnets that draw and retain talent, resulting in a broad skills pool. They are surprising, energising and memorable places, that both delight and challenge.

**Creativity is the engine of the new economy** and arts and cultural activities are key resources and incubators of creativity. Individuals working in arts and creative industries create new cultural, intellectual and economic opportunities and innovations. Jobs are generated for people who supply service needs and distribute creative work. Strong links between creative communities and the commercial world also fertilise innovation and boost economic growth.



Tourism centred around authentic cultural experiences, such as music and arts festivals, museum exhibitions, art galleries and natural and built heritage is big business. **Tourists are drawn to vibrant cities** looking for unique experiences, with both cultural and ecological tourism growing in many cities and regional communities, such as Melbourne, Hobart and Broome.

A culture of creativity contributes to quality of life by celebrating diversity, improving cross-cultural understanding and building community pride, social cohesion and tolerance. Creative participation encourages social inclusion, engagement and interaction. Creativity provides lifelong learning opportunities and skills development for residents, supporting the development of the critical and creative thinking needed in a global marketplace.

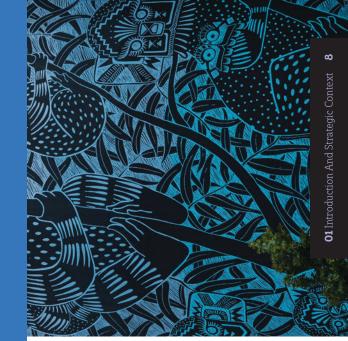
The arts also have positive impacts on individual and community wellbeing.

Several recent studies have reported findings of applied arts and cultural interventions and measured their positive impact on specific health conditions, including dementia, depression and Parkinson's disease.

A recent UK analysis indicated that those who had attended a cultural place or event in the previous 12 months were almost 60 per cent more likely to report good health compared with those who had not.<sup>1</sup> And an earlier US study illustrated how involvement in the arts is linked to higher academic performance, with cognitive and developmental benefits enjoyed by students regardless of their socio-economic status.<sup>2</sup> Intrinsic to cultural identity is a city's **built environment, in its capacity to engender a positive sense of place**. Aesthetic enrichment and unique neighbourhood character are valuable outcomes of applying a cultural development lens to both heritage and contemporary architecture, spaces and places. In a cultural development context, the unique and ever evolving history of the built realm informs activation, place design, heritage management and character to foster this sense of place for the community and visitors.

Supporting and delivering on the City of Perth's core strategies, this Cultural Development Plan recognises that cultural development is a journey, a work in progress, and focuses on actions which can be undertaken in the short, medium and long term to address outstanding needs and to build towards the community's vision for Perth; to be Vibrant, Connected, Progressive; a Friendly and Beautiful Place to Be.

The Cultural Development Plan describes a commitment to harness the potential for cultural activities to achieve broad cultural, social, environmental, economic, and civic objectives. Creativity; new knowledge and ideas; aesthetic enrichment; appreciation and celebration of diversity; and connection to a shared heritage, are all outcomes of cultural activities. Liveability, safer cities, social equity and inclusion, environmental and urban sustainability, economic prosperity, and ecommunity engagement are all supported by community engagement are all supported by a vibrant cultural life.



<sup>1</sup> The Value of Arts and Culture to People and Society, Arts Council England (2nd edition, 2014). 7. <sup>2</sup> Catterall, James, Richard Chapleau, and John Iwanaga. "Involvement in the arts and human development: General involvement and intensive involvement in music and theater arts." Champions of change: The impact of the arts on learning 1 (1999) 1-18.



# STRATEGIC CONTEXT

The Cultural Development Plan flows from the Strategic Community Plan 2029 and will sit under and support the City of Perth's key strategic documents when they are finalised; notably, the Social Strategy and the City Planning Strategy. This plan has key links and interdependencies with the City's Reconciliation Action plan. It presents specific and practical actions that will deliver on Council Goals and Corporate Business Plan initiatives. The activities are implemented and operationalised through more detailed planning documents at the business unit, project, and individual staff level. This document ensures that cultural outcomes are embraced, delivered and measured across the whole of the organisation.

An important principle informing the implementation of the plan is the neighbourhood planning approach, as outlined in the draft City Planning Strategy and draft Strategic Community Plan. Taking direction from the City Planning Strategy where appropriate, cultural activities (see Part 5: City of Perth's Commitments) will explore a targeted neighbourhood approach in their detailed scoping, project planning and delivery.

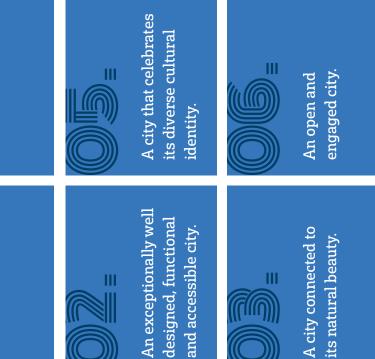


Development Network and Measurable Outcomes) and economic domains that relate to each City of Perth goal. (See Appendix 1: About the Cultural across the environmental, governance, social

Australian-based research organisation, Cultural and internationally; all of them relate to aspects Development Network and endorsed nationally of culture that until now have been regarded as measurable cultural outcomes for evaluating its activities, developed by the work of the This plan uses five nationally recognised intangible and immeasurable. These are: Creativity stimulated

- New knowledge, insight and ideas gained
- Aesthetic enrichment experienced
- Diversity of cultural expression appreciated
- Sense of belonging to shared cultural heritage<sup>3</sup>

The plan will also use measurable outcomes



are reflected in the City of Perth's goals,

this plan engages the arts and cultural

goals in the Strategic Community Plan sector in addressing six of the eight

Given that the values of the community

been identified as most relevant for the

2029. These particular goals have

Cultural Development Plan, because their achievement is most impacted

by cultural activities.

the values of Perth's community, identified eight goals reflecting

residents and ratepayers.

Community Plan 2029 has

The City of Perth Strategic

A prosperous city.

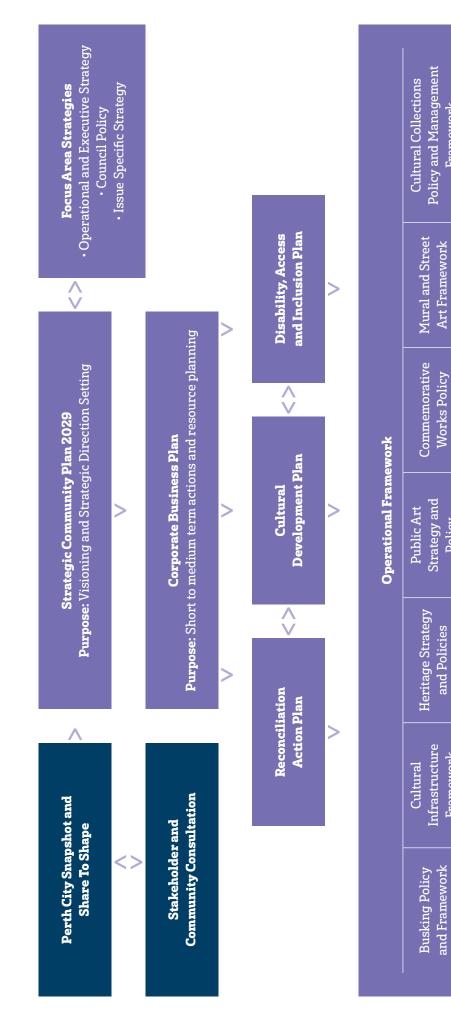
A city for people.

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Policy

Framework

Framework

Art Framework





There are many ways to define the terms used. The City of Perth has adopted the following as definitions for the purposes of this Cultural Development Plan.

**Culture** is both the values upon which a society is based and the embodiments and expressions of these values in the day-to-day world of that society. The Cultural Development Network, on whose methodology this plan relies, includes arts, heritage/history, libraries and festivals as the embodiments and expressions of culture in Australia. All institutions that are purveyors of culture are included under this definition. Culture is both 'overarching and underpinning'. It is the shared system of learned values, beliefs and rules of conduct that make people behave in a certain way. It is a lens through which we view the world.

**Arts** are one of the many manifestations and expressions of culture. They are the physical results of our creative impulse; the symbolic language through which people are able to communicate multiple meanings.

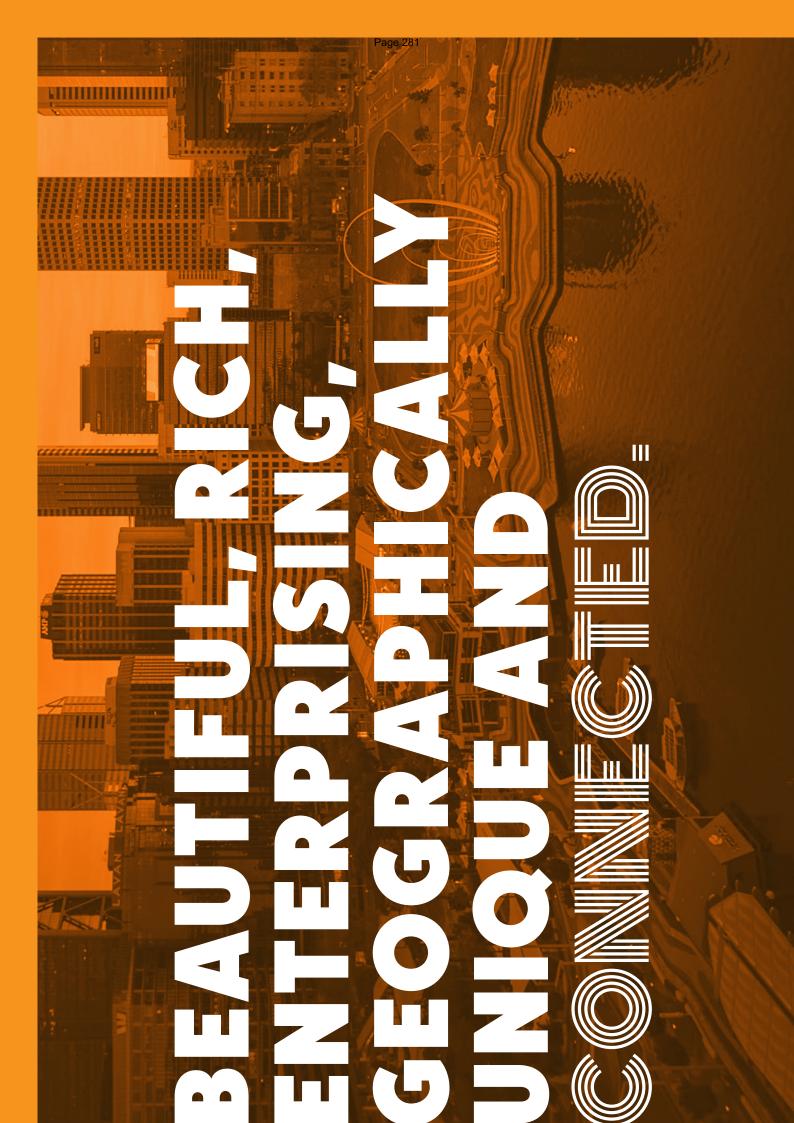
**Heritage** is the valued historic and human narratives inherited from past generations, which we preserve for future generations. Heritage connects us in the present and speaks to our identity. It is our history, both intangible and tangible; embodied in artefacts, the built and natural environment.

**City of Perth** (uppercase City) refers to the Local Government Organisation.

**Perth City** (uppercase City) refers to the Local Government Area, just under 14 square kilometres in area (land only) and located on the banks of the Swan River. It includes the suburbs or parts thereof of Crawley, East Perth, Nedlands, Northbridge, Perth and West Perth.

**Perth / city** (lower case city) refers to Greater Perth, at whose heart Perth City is located, which is home to just over 1.9 million people, or 77% of the State's population. **Community** as a capital city, the community serviced by the City of Perth, as well as the audience for its activities, is broader than local Perth City residents and rate payers. During the consultation process, the City of Perth engaged with community members who were largely from the Greater Perth, but also included those from regional, national and international locations. These community members included residents, workers, visitors, property/ business owners and others.







# **OUR CULTURAL IDENTITY**

# Beautiful, Rich, Enterprising, Geographically Unique and Connected.

Perth's cultural identity refers to the many unique characteristics, symbols and expressions that set Perth and Perth residents apart from other peoples and cultures of the world.

As a city, Perth's cultural identity is strongly intuited by locals and visitors alike. As part of the consultation process and research supporting this plan, the City of Perth asked:

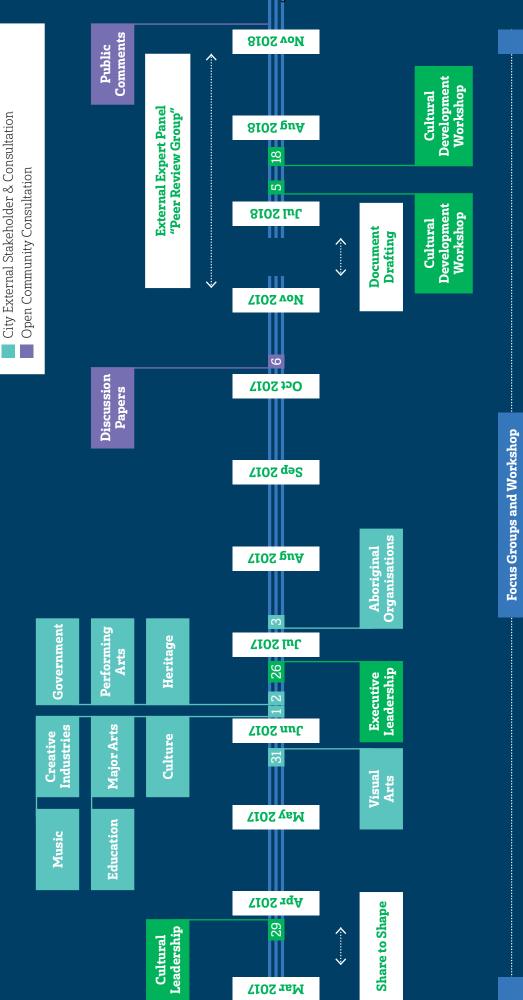
For the purposes of this plan and the expression of cultural identity at the City of Perth, Perth's cultural identity arises from: The **Beautiful** Natural Environment - the unique and diverse ecosystem that exists in Western Australia and its Capital City - informs the way we live, work and play, inspiring our cultural expression and urban form.

The Whadjuk Nyoongar people whose **Rich** culture and lands have existed for many thousands of years and continue to thrive today.

Our **Enterprising** and resilient spirit, which characterises both first inhabitants and immigrants, and makes Perth the prosperous, multicultural and dynamic urban centre it is today. These aspects are interconnected and are shaped by Perth's **Unique** Geographic Position in relation to the rest of the world. Our location on the globe makes our **Connections** distinct and meaningful.







**Public Input/Discussion** 

Interviews



The process highlighted the community's pride in Perth as a liveable city, and helped to shape this guide for the future of Perth's cultural landscape.

Community perceptions and issues frame the priorities for this plan. Much of the input flowed from the Share to Shape process, which is distilled into the City of Perth's Strategic Community Plan 2029. In addition to this overarching consultation, a more focused stakeholder consultation process was undertaken to ensure that those with a particular interest or investment in cultural development activities had the opportunity to contribute, and to take a deeper dive into relevant issues and priorities. This focused consultation took the form of a series of workshops and interviews with residents, business and cultural communities of Greater Perth (as outlined in the infographic on page 17).





The community provided a myriad of exciting ideas for Perth, and a single, strong theme ran through all responses: The community is passionate about the city and has a vision for Perth as vibrant and liveable. There is a desire to realise Perth's potential as a cultural centre and to see Perth City as a place for people to live in, not just come to for work.

This theme is reflected and expanded upon in our collective Cultural Vision for Perth (page 24).

There is acknowledgement that much is already beginning to happen in the cultural field, but that it needs greater co-ordination and the achievement of predominantly small-scale priorities in cultural investment; well within the remit of a capital city local government to deliver. The key topics which emerged from consultation were:





### **Cultural Identity**

There is widespread support from all respondents for celebrating and highlighting the Whadjuk Nyoongar culture of Perth, both past and present. There is a desire to access and understand all aspects of colonial history. Perth can do more to raise the profile and respect of Nyoongar culture. While Aboriginal and Torres Strait Islander culture is very much present, it is inadequately recognised, promoted and celebrated. The community wishes to see meaningful relationships and partnerships built with and within the Aboriginal community.

Respondents feel that the city has 'grown up' and become a multicultural city, and that the level of cultural investment in the city needs to reflect this. Many stakeholders supported the suggestion that intercultural exchanges may have a role to play.

There is a concern that participation and representation in cultural activities is not equally distributed across Perth's diverse demography. There is a craving for different and diverse programming, an acknowledgment of Perth's multicultural landscape. Broadly, the community is looking to the City of Perth to assist in integrating and engaging Perth's diverse communities. For many, the city lacks authenticity. Perth residents desire to reconnect with who they are and celebrate Perth's unique story through its rich history and heritage.

Connecting to, expressing and understanding Perth's cultural identity is addressed broadly throughout this plan as a core principle. Specifically, the plan addresses cultural identity, diversity and inclusion through the activities identified under goal 1, a city for people and goal 5, a city that celebrates its diverse cultural identity.

## The Built and Natural Environment

The community wants to re-connect with heritage and history, including built and natural, particularly in green space and the smaller, human-scale, and grass-roots aspects of the city. There is a desire to celebrate and connect with the natural beauty of Perth. Enhancing the offering of affordable smallscale multi-purpose performance spaces was also proposed. The need to not only increase cultural venues and facilities, but to activate existing spaces with more cultural activity was identified. There is an insufficient focus on activation of the city, through the year, particularly outside of the summer, festival months. Enhancing and connecting Perth's tangible and intangible cultural assets is integral to a vibrant built environment.

This plan addresses cultural heritage in the built and natural environment through the activities identified under goal 2, an exceptionally welldesigned, functional and accessible city, and goal 3, a city connected to its natural environment. Cultural activation is addressed under goal 5, a city that celebrates its diverse cultural identity.

## **Cultural Economy**

There is a distinct desire for Perth to have visible and supported cultural and creative industries. The community discussed improving ways of supporting and retaining creative practitioners, and driving new opportunities for innovation, collaboration, and growth. While some respondents wanted to ensure that private support and investment is recognised, rewarded, promoted and stewarded effectively and appropriately, others in the community saw opportunities to encourage owners of vacant areas and buildings to support arts and cultural use of these through financial and non-financial incentives. The community was concerned that Perth currently lacks the support necessary to foster Perth-based creative and cultural talent. Too many young skilled artist and art workers leave Perth discouraged, due to a lack of recognition, a lack of audience and the inability to reach a wider community. Respondents feel that the City of Perth can do more to assist Perth artists and arts workers to promote themselves outside of Perth.

This plan addresses creative and cultural industry development through the activities identified under goal 4, a prosperous city.



# **Communication, Engagement and Leadership**

The quality of communication with the public was widely recognised as an essential part of how the wider community engages with the arts, culture and heritage of Perth. Some expressed the view that the City of Perth needs to listen and interact more closely with the community in developing its plans and programs. The City of Perth provides various cultural resources, but respondents felt that more could be done to increase awareness of these and expand access to them through targeted marketing strategies. As there is no reliable, centralised information source for those wanting to participate in artistic, cultural or heritage pursuits in Perth City there were calls for more effective use of existing platforms to inform the community of the activities, resources and programs on offer. Other related challenges were barriers to awareness of what the City of Perth is able and willing to support (financially and in- kind) and how to access this support. A strong message from the community was that leadership, coordination and cohesion are lacking in Perth's cultural landscape. There is concern that no single entity is looked to or tasked with advancing public policy for arts, culture and creativity in a strategic manner. This fragmented approach manifests in an absence of co-ordinated access to resources and facilities, expenditure and community engagement. Communication and partnership between the City of Perth and the State is also lacking. There was an appetite for the City of Perth taking a more confident leadership role.

This plan addresses communication, engagement and leadership through the activities identified under goal 6, an open and engaged city.



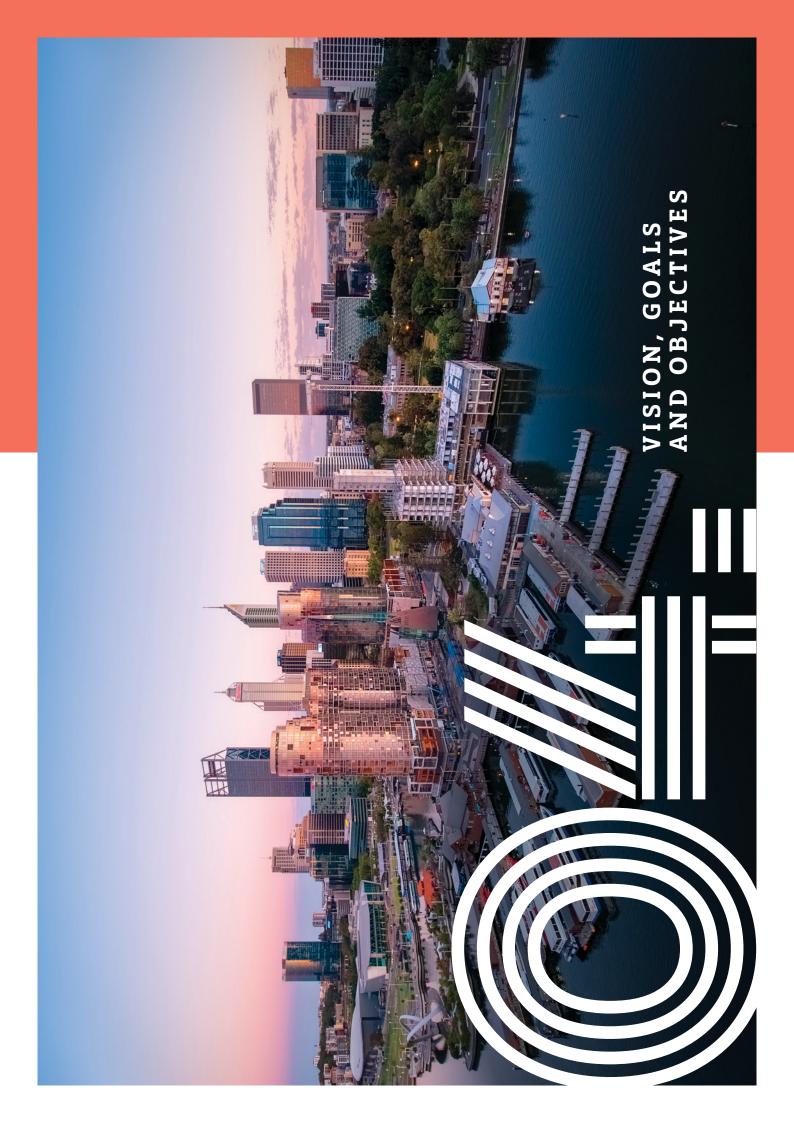
### **Other Priorities**

hrough the development or refinement of other Plan, but which have an impact on its successful City of Perth plans and strategies, including the Public Lighting Plan, Transport Strategy, Social fall within the scope of a Cultural Development realisation. Some are already being addressed Strategy, City Planning Strategy and Asset and measures to make it more pedestrian-friendly. access to the riverside areas, better transport, ife and night-life in Perth City centre and the need for the City of Perth to support this in a These are important priorities, which do not variety of ways, including activation of and The community called for a lot more streetheritage buildings and streets and safety infrastructure, lighting of cultural assets, Infrastructure Strategy



There is a call for significant planning for, and investment in, major cultural infrastructure in Perth.

While it is not within the City of Perth's remit to lead such initiatives, we are committed to advocating for, and partnering with the State Government on cultural infrastructure in Perth (see relevant activities under the City of Perth's Commitments, Part 5.2 of this plan).



### STRATEGIC COMMUNITY VISION

Culture is the expression of values. Through the Share to Shape process, the community's values have been articulated in a collective vision for the future of Perth: III 111

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### CULTURAL COMMITMENT TO THE VISION

The City of Perth is committed to ensuring that culture contributes to the realisation of the strategic community vision. We will know that culture has contributed to realising the vision when:

Our city is a **vibrant and authentic** cultural centre;

Our connections are rooted in **strong cultural engagement** and leadership;

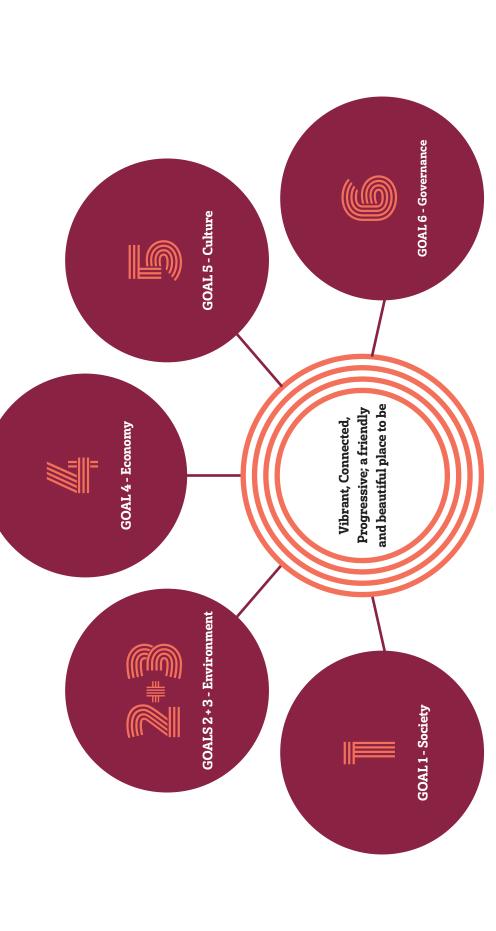
Cultural industries are an essential part of our progressive economy;

Our culture is **friendly and inclusive**; and

Our natural and built heritage make Perth a beautiful place to be.







Page 292



### A city for people.

A city that is diverse and community orientated, one in which all people want to live, work and visit

#### **Objectives:**

Diversity of cultural expression appreciated;
 Sense of safety and security supported; and
 Social differences bridged.

#### An exceptionally well designed, functional and accessible city.

As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

#### **Objectives:**

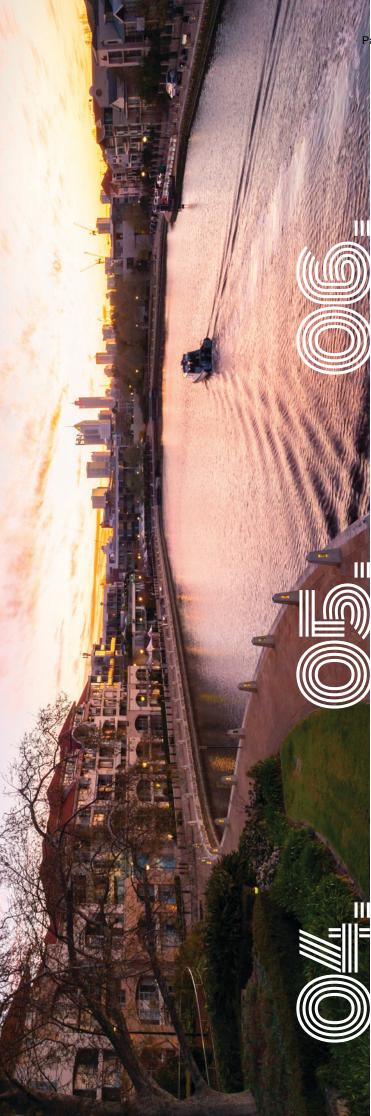
- 1. Aesthetic enrichment experienced;
- Positive sense of place in the local built and natural environment engendered; and
- **3.**Contribution to neighbourhood character, including regeneration, made.

# A city connected to its natural beauty.

A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.

#### **Objectives:**

Aesthetic enrichment experienced;
 Valued connection to the natural world inspired; and
 Understanding of ecological issues increased.



### A prosperous city.

A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

#### **Objectives:**

- New knowledge, insight and ideas gained;
   Economic complexity of cultural industries supported; and
  - **3**.Economic diversity increased through strengthened cultural industries.

## A city that celebrates its diverse cultural identity.

A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

#### Objectives:

- 1. Creativity stimulated;
- 2. Diversity of cultural expression appreciated; and
  - **3.**Sense of belonging to a shared cultural heritage deepened.

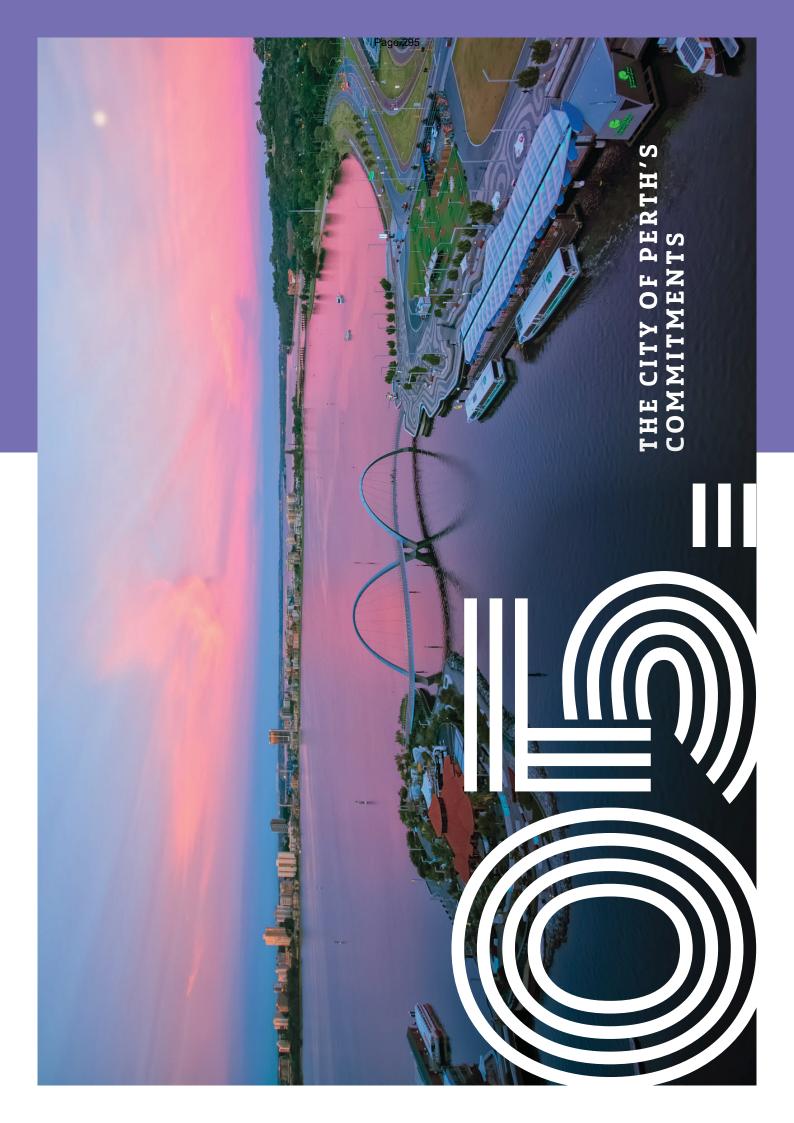
### An open and engaged city.

A city that involves the community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.

#### **Objectives:**

 Sense of a positive future for community inspired;
 Access to beneficial connections, networks and other resources increased; and

**3.**Agency and voice enabled.





The City of Perth has listened to the community and their aspirations for the future are articulated in the City of Perth's Strategic Community Plan 2029; Corporate Business Plan; and in the engagement process for this Strategy (page 17).

This aspiration is distilled into commitments for cultural development in Perth.

There may not be sufficient resources to meet all the aspirations, but ambition will drive the City of Perth closer to achieving our collective cultural vision for Perth. The City of Perth will maximise resources by working collaboratively with the community and its stakeholders.

The City of Perth's overarching commitment is to deliver a range of cultural development activities that will deliver on stated objectives (outcomes), based on evaluation and evidence. **The activities may change and vary** depending on which most effectively demonstrate delivery on desired outcomes; **the commitment to outcomes will remain constant**,

In line with the City's emerging neighbourhood approach, some activities will target outcomes in specific neighbourhoods, based on direction from the draft City Planning Strategy, neighbourhood profiling and analysis, project-specific research and evidence-based prioritisation. The activity plan follows the SMART (Specific, Measurable, Achievable, Realistic, Time-bound) model for clarity and effectiveness. It is a high-level activity plan that is informed by the Corporate Business Plan and its implementation is supported by more detailed Business Unit Plans at operational level. (See Strategic Context page 9.)

The timeline is broken down into three main categories: **Short Term:** Actions achievable in 1-3 years (within the scope of the current CBP)

Medium Term: Actions achievable in 4-5 years

Long Term: Actions achievable in 7-10 years (within the scope of the Strategic Community Plan 2029)

in line with the City's Strategic Community Plan 2029.

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Cultural Planning Domain: Social

5

**City of Perth Goal:** A city for people

Intended Outcomes (Objectives) of the cultural activities: The three measurable outcomes that will address this goal are: in the cultural domain diversity of cultural expression appreciated, in the social domain sense of safety and security supported. and social differences bridged. (See Appendix 1 for full descriptions of outcomes.)

**Key Results Areas:** Greater liveability Create a safer city

#### Page 297

	XXXX		age 290		
BLE	Bridging	•		•	•
MEASURABLE OUTCOMES	Safety	•	•		
MEA	Appreciation	•	•	•	•
	Timetable	Short-Term	Short-Term	Medium-Term	Short-Term
	Evidence	Projects such as Errichetti Place community mural, and the City Arts Space at the Northbridge Piazza, demonstrated that cultural activation projects that have meaning to, and involvement of, the local community reduce vandalism and antisocial behaviour.	Perth City made headlines in 2017 for high office vacancy rates, which were linked to negative perceptions of safety, security, and vibrancy. MOU's with property owners to activate vacant shop fronts with arts and cultural content have proven successful in changing negative perceptions.	Perth City's population is highly transient and has a regular influx of visitors and tourists; both groups require easily accessible ways to connect with local culture and place.	Inclusion and bridging social differences has been shown to increase through visibility of diverse communities. The City of Perth has the highest social media following per capita of Australian capital cities, and the diversity of the community should be reflected there.
CULTURAL ACTIVITIES	f Specific Activity	Deliver localised support to a wide range of local businesses and cultural organisations to activate Perth City spaces, (including City of Perth-owned spaces) focusing on areas of high anti-social behaviour, through projects that involve the local community.	Work with and support property owners to activate vacant shop fronts with a variety of cultural programming throughout the year, targeting areas of high vacancy rates and high antisocial behaviour.	Through partnerships with key content owners (for example, Tourism WA, Western Australian Museum, Museum for Perth, etc.) create/distribute digital maps for guidance throughout Perth City in top ten languages (local and visitor) for cultural experiences (eg. Aboriginal and Torres Strait Islander history, public art, built heritage, etc).	Encourage cultural understanding and interest through making diverse cultures visible in City of Perth marketing and communications, both as an organisation and Perth as a city.
C	Ref	11 CBP 1.5.4	1.2	1.3	1.4

**05** The City of Perth's Commitments **31** 

Page 298

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$X \square X X$	XXXX		
ABLE	Bridging	•	•
MEASURABLE OUTCOMES	Safety	•	
MEA	Appreciation		
	Timetable	Short-Term	Ongoing
	Evidence	The resident population of Perth City is relatively young; activities for youth and families have been shown to reduce anti-social behaviour and do not come with the risk of alcohol-fuelled violence that licensed events can.	WA's population is increasing at a very fast rate. In 2018 it was increasing faster than anywhere else in Australia, and non-English speaking immigration currently outweighed English-speaking immigration between 2011 and 2016.
CULTURAL ACTIVITIES	Specific Activity	Create a year-round program of cultural activities for youth and families, non-alcohol based spaces and performances.	Continue to build and provide access to foreign language resources in digital and physical formats.
CUL	Ref	1.5	1.6

Page 299

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Cultural Planning Domain: Environmental **City of Perth Goal:** An exceptionally well designed, functional and accessible city

## Intended Outcomes (Objectives) of the cultural activities:

The three measurable outcomes that will address this goal are: in the cultural domain **aesthetic** *enrichment* **experienced** and in the environmental domain **positive sense of** *place* in the local built and natural environment engendered; and contribution to neighbourhood *character*, including regeneration, made. (See Appendix 1 for

Key Results Areas:

Maintain and enhance the built environment

		Page 301	
BLE	Enrichment	•	•
M E A S U K A B L E O U T C O M E S	Character	•	•
MEA OUT	Place	•	•
	Timetable	Short-Term	Ongoing
	Evidence	The City of Perth currently has a robust Heritage Program, focused on developer incentives and built heritage conservation. The program requires input from all stakeholders to elevate it to include Aboriginal and Torres Strait Islander heritage (taking into account the implications of the Heritage Act 2018 and the expanded definition of Heritage therein) and drive strategic activation of heritage assets. Strategic leveraging of the program through a Heritage Strategy is an important opportunity and next step.	The Barrack Street Improvement Program and the uptake of the City's Heritage Adaptive Reuse Heritage Grant to reinstate an historic theatre in the Perth CBD, Piccadilly Arcade are both examples of how the City of Perth can effectively contribute to the revitalisation and activation of the City and the importance of Heritage fabric to this work. The State Buildings are another iconic example of effective Heritage conservation and activation that has become central to Perth's identity.
CULTURAL ACTIVITIES	Specific Activity	Develop a Heritage Strategy for built and intangible heritage that articulates the direction for heritage conservation and activation in Perth City, feeds into the Interpretation Program (Activity 2B.2), and identifies key strategic partnerships to support its implementation. The Heritage Strategy will be informed by the City Planning Strategy, new City Planning Scheme No. 3 and new legislation.	Activate and leverage the unique and ever evolving history of Perth City as a key cultural asset through implementation of the Heritage Strategy (Activity 2A.I.a).
CUL		ZA.I.a	ZALb

Page 301

MEASURABLE

		Page 302		
BLE	Enrichment	•	•	•
MEASURABLE OUTCOMES	Character	•	•	•
MEA OUT	Place	•	•	•
	Timetable	Short-Term	Short-Term	Medium-Term
	Evidence	There has been significant investment in major infrastructure in Perth City recently (such as EQ, Yagan Square, Perth Arena, etc). However, large-scale arts and cultural infrastructure in Perth is in decline and there has also been a significant loss of small-scale cultural infrastructure to support the breadth of the cultural eco-system. The State government is currently taking stock of cultural infrastructure and looking to the future; now is the time to contribute to cultural infrastructure planning in Perth.	The City of Perth has a large, popular and engaging collection of public art, through State and private investment (percent for art). However, it is not cohesive nor does it tell a comprehensive and inclusive cultural narrative. There is great public appreciation and expectation for public art after 30 years of the % for art scheme, so a well-considered action plan is required.	As above
CULTURAL ACTIVITIES	Specific Activity	Develop a long-term cultural infrastructure plan to integrate with the State Government's plan, starting with an audit of existing and projected supply and demand of cultural infrastructure and creative spaces in the Perth City.	Review/amalgamate the City of Perth Public Art Strategy and Public Art Masterplan into a comprehensive, concise and action-oriented Public Art Framework.	Execute the Public Art Framework, including the commissioning of engaging, high quality public art, including performance and ephemeral artwork
CUL	Ref	ZA.Z	2A.3.a	2A.3.b

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	MEASURABLE OUTCOMES	
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	CULTURAL ACTIVITIES	
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	1 4		
Enrichment	•	•	•
Character	•	•	•
Place	•	•	•
Timetable	Short-Term	Short to Medium-Term	Short-Term
Evidence	Street art can have a huge impact on the character of a city (for better or worse). In the absence of a policy and framework, murals in Perth City have largely been commissioned ad-hoc without a plan for life-span or ongoing maintenance. The City of Perth has done a recent analysis of the current issues surrounding murals and street art. The community's position on street art needs to be ascertained and put into policy.	Common and effective cultural contributions/incentives schemes across national and international capital cities include, percent for art, developer contributions/incentives for cultural spaces, infrastructure and heritage conservation. The City of Perth currently has a strong Heritage incentives program, but little in place to incentivise or mandate other cultural infrastructure investment. However, over the years, the Metropolitan Redevelopment Authority has contributed a significant amount of public art and informal public cultural spaces to the City of Perth's asset holdings. Given the complexities of this landscape, a detailed investigation of the opportunities and constraints within Perth City, under the new Planning Scheme, must be undertaken before an integrated program of contributions and incentives is developed.	The Concert Hall Precinct has become an important issue to be resolved, as the building itself ages and demands for it to be linked with the new Elizabeth Quay development and the riverfront increase.
Specific Activity	Implement a comprehensive Mural and Street Art Framework and Policy.	Investigate suitable planning mechanisms, for example, a contributions scheme (which may include developer and City of Perth contributions) as part of the preparation of the new Planning Scheme, for the delivery of cultural infrastructure within Perth city. Cultural infrastructure may include, but is not limited to, public art, affordable studio space, or heritage conservation works.	In partnership with the State Government, develop a plan for the Concert Hall Precinct, linking the Concert Hall with other areas of Perth City.
Ref	2A.4	ZA.S	2A.6 CBP 2.3.2

	<b>Cultural Planning Domain:</b> Environmental	<b>City of Perth Goal:</b> A city connected to its natural beauty <b>Intended Outcomes (Objectives) of the</b>	cultural activities: The three measurable outcomes that will address this goal are: in the cultural domain aesthetic <i>enrichment</i> experienced; and in the environmental domain valued <i>connection</i> to	the natural world inspired; and understanding of ecological issues increased. (See Appendix 1 for full descriptions of outcomes.)	Key Results Areas: Improve, maintain and enhance the natural environment	
<b>5</b> -28						

## **CULTURAL ACTIVITIES**

MEASURABLE OUTCOMES

Specific Activity	vity	Evid	vidence	Timetable	Enrichment	Connection	Understanding
Review and develop conservation plans for parks of heritage significance, linking with the Interpretation to Plan (Activity 2B.2). e.g. Queens Gardens Stirling Gardens		The the Swa Df co	The National Trust of Australia has done significant work assessing the cultural heritage values of Perth's natural assets, including the Swan and Canning River Park. This work demonstrates the importance of conservation and interpretation working together to meet environmental and cultural objectives.	Medium-Term	•	•	•
Develop and implement a comprehensive strategic Tr Interpretation Program for built, intangible, and natural <i>ar</i> history and heritage throughout Perth City. ex A hi hi	trategic , and natural	Phat Congradue	The State's <i>Two-Year Action Plan for Tourism Western Australia - 2018</i> <i>and 2019</i> identifies the need to focus on natural heritage (Kings Park and Swan River) and authentic Aboriginal and Torres Strait Islander experiences. Making the cultural mapping of Perth City visible through interpretation will be an essential contribution to this priority. Additionally, both City of Perth and external-led initiatives that have highlighted the importance of wetlands heritage in Perth have been very successful. There is significant cultural capital in the wetlands history that should become a strong part of Perth's cultural narrative and visible cultural identity.	Medium to Long-Term		•	•
Research and consider a natural heritage "green" In 2 activation, event, or festival in partnership with key in t internal and external stakeholders ove sho exp	aritage "green" nership with key		In 2016 the City of Perth delivered the interactive exhibition "Wildlife" in the Perth Town Hall, which was an incredibly popular destination over the school holidays. Feedback from the community was that it should be run regularly. Opportunities to partner with Kings Park to explore "nature play" activities for children and adults to reconnect them with nature, environmental issues, and natural heritage could ensure this ongoing event delivers best value.	Short-Term		•	•

## **CULTURAL ACTIVITIES**

6

MEASURABLE OUTCOMES

Ref	Specific Activity	Evidence	Timetable	Enrichment	Connection	Understanding	
2B.4 CBP 6.2.1	Design, develop and implement a Riverfront Framework that includes arts and culture as essential elements.	Perth City's riverfront is underutilised, particularly compared to other major river cities globally. Perth City's river area is of particular cultural and natural heritage significance, which needs to be celebrated and communicated for the benefit of the community and visitors.	Long-Term	•	•		
2B.5	Establish a biodiversity management plan and planting policy that draw on Perth's natural and cultural heritage values.	The southwest Australia is one of 25 original global hotspots for wildlife and plants, and the first one identified in Australia. The region's botanical list exceeds 8000 species, half of which are found nowhere else on earth. It will be important for Perth to revive, preserve and celebrate the natural heritage of the region into the future. The addition of King's Park into the Perth City boundaries, and the need to better connect it with the rest of the City is a further case for this priority.	Medium-Term	•	•	•	
2B.6	Consult with the State Government to identify potential contributions to the Wildflower Capital WA initiative, <i>Wildflower Way</i> .	This is an opportunity for effective State and community partnerships focused on an important part of Perth's natural heritage; wildflowers.	Short-Term	•	•		

Page 306



Cultural Planning Domain: Economic

City of Perth Goal: A prosperous city

Intended Outcomes (Objectives) of the cultural activities: The three measurable outcomes that will address this goal are: in the cultural domain new knowledge, *insight* and ideas gained and in the economic domain economic *complexity* of cultural industries supported and economic *diversity* increased through strengthened cultural industries. (See Appendix 1 for full descriptions of outcomes.)

**Key Results Areas:** Build economic vibranc

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	CULTURAL ACTIVITIES	
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MEASURABLE OUTCOMES

STATE AND IN COLUMN

Diversity	•	•	•
Complexity	•	٠	•
Insight	•		
Timetable	Short-Term	Long-Term	Long-Term
Evidence	There is currently a lack of established studios and affordable working spaces in Perth metro area. The number of galleries and artist-run initiatives located in Perth has declined. Demand on the Perth City Art Space is high and feedback from consultation has indicated that increased small-scale cultural spaces are required. The City of Perth has conducted in-depth analysis and justification for the use of the Northbridge Piazza in particular as a cultural/creative centre.	The City of Perth receives many enquiries about its ability to support small cultural organisations, Artist-run Initiatives, and creative industry workers. A significant number of commercial arts initiatives have closed down in Perth City in recent years. There is a demand for affordable, small-scale, studio and performance spaces in Perth City, which contributes to a vibrant neighbourhood. Community feedback indicates that relaxed regulation, compliance and "red-tape" would facilitate more cultural organisations locating within Perth City.	The "Film Perth" report identified significant economic, cultural tourism, and community impacts associated with investing and partnering closely with key industry bodies and State Government in the film industry in Perth. Perth's industry is small, but has great potential to flourish.
Specific Activity	Partner with State to provide and/or facilitate cooperative workspace and hubs for the creative sector and community (including CaLD communities) in underused spaces (Eg. Northbridge Piazza, Gasworks).	Identify and address barriers to arts and cultural businesses in Perth City.	Identify opportunities to support the local screen sector and implement the "Film Perth" report recommendations.
Ref	3.4 S	с, С	

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MEASURABLE OUTCOMES

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	Specific Activity	Evidence	Timetable	Insight	Complexity	Diversity
rtner with St ikeholders to justry devel	Partner with State Government and key music stakeholders to investigate contemporary music industry development focused on shared objectives.	The State Government has prioritised contemporary music through a 2017 commitment of \$3M to the Contemporary Music Fund. Perth and WA have a strong legacy of contemporary music, but the industry needs develop local, national and international markets. Increased diversity in the sector and industry professional development are goals shared by both the State and the City.	Short-Term		•	
Leverage Sister City rela cultural institutions with develop cultural exchan workers (Eg. Art Taipei)	Leverage Sister City relationships by connecting local cultural institutions with international counterparts, to develop cultural exchange and local capacity of cultural workers (Eg. Art Taipei).	The Taipei-Perth Curatorial exchange program has been running successfully for 3 years. The model sees Perth and Taipei cultural institutions work together with the City and various other funding partners, both in Perth and Taipei, to drive cultural understanding, connection to local arts and cultural communities, artwork production and support economic and cultural relationships. The success of this program is attributed to several key things, including a Taiwanese-Australian coordinator, a focus on the right artform, and high-level diplomacy and public support on both sides. There is interest from other Sister Cities to replicate the Taipei cultural exchange model.	Ongoing	•		
entify and p rth's arts se sel Cities, V	Identify and pursue a significant opportunity to put Perth's arts sector on the international radar (eg. Art Basel Cities, World Cities Culture Forum).	Capital Cities around the world have benefitted greatly from the exposure and investment into cultural cities initiatives such as Art Basel Cities (Buenos Aires, Argentina). Perth is poised for investment,	Short-Term	•		

as an emerging cultural centre with high liveability index.

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BLE	Diversity	•	
MEASURABLE OUTCOMES	Complexity	•	
MEA OUT	Insight		•
	Timetable	Ongoing	Ongoing
	Evidence	Findings from the consultation for the draft WA Cultural Infrastructure Strategy include the potential for spaces for Aboriginal cultural tourism business to build capacities in this area.	Nationally, there is a trend for libraries to provide innovative programs in literacy and lifelong learning, including early childhood development. The aim is to create informed and connected citizenship,
CULTURAL ACTIVITIES	Specific Activity	In collaboration with stakeholders, investigate opportunities to improve the city's cultural tourism offering and publicise and promote this offering to visitors. (Refer to 5.5 on cultural brand).	Provision of programs and services to assist individuals to increase their knowledge and skills, to change their attitudes and behaviours, and to
CUI	Ref	3.10	3.11

low digital literacy. These programs result in personal development

and wellbeing, stronger, more creative and culturally inclusive communities, and economic and workforce development.

digital inclusion, especially for those at risk of being marginalised from society through having no or limited access to technology or

access information and increase awareness of what is

happening in their community.





**City of Perth Goal:** A city that celebrates its diverse cultural identity

Intended Outcomes (Objectives) of the cultural activities: The three measurable outcomes that will address this goal are: in the cultur domain creativity *stimulated*; diversity of cultural expression appreciated; and sense of belonging

### Key Results Areas:

Deliver diverse cultural experiences Engage and collaborate with Aboriginal People



to shared cultural heritage deepened.

(See Appendix 1 for full descriptions

		Page 313		
<b>ABLE</b> S	Belonging	•	•	•
MEASURAB OUTCOMES	Appreciation	•	•	•
MEA	Stimulation			
	Timetable	Ongoing	Short-Term	Ongoing/ Long-Term
	Evidence	Aboriginal and Torres Strait Islander cultures are an essential part of Australian identity. Delivering the actions and outcomes of its Reconciliation Action Plan (RAP) is a high priority for the City of Perth. The City is committed to building respectful relationships and opportunities with the Aboriginal community. Providing opportunities for the Aboriginal community to tell their stories, receive acknowledgement of wrongs that have occurred and celebrate their living culture is a well-documented priority for all Australian capital cities and a key tenant of the RAP and this plan.	The Perth community has expressed a desire to reconnect with who they are through authentic cultural narrative. A cultural map has been identified as an effective tool to connect cultural narrative to place and make it visible. OMI and the State Government DLGSC (AHWA) have already done significant work in this space, which the City can draw upon and augment.	Celebrating anniversaries of key historic milestones is an important civic and community ritual around the world that helps build civic pride and cultural identity. However, consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. The City of Perth has commissioned a detailed feasibility study exploring such issues for commemorating the Bicentennial (available upon request).
CULTURAL ACTIVITIES	f Specific Activity	Celebrate and make visible Aboriginal and Torres Strait Islander cultures through community-led initiatives.	In consultation with the community and key stakeholders undertake to plot significant cultural stories, particularly of the Aboriginal and Torres Strait Islander communities, spatially across Perth City in a Cultural Mapping project.	Celebrate key historic milestones through partnerships, events and strategic projects that acknowledge cultural diversity and multiple histories (Eg. WA Bicentennial, Town Hall 150th anniversary).
CU L	Ref	4.1	4.2	4.3

**05** The City of Perth's Commitments **46** 

Page 313

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CUL	CULTURAL ACTIVITIES			MEA OUT(	MEASURABLE OUTCOMES	BLE S	
Ref	Specific Activity	Evidence	Timetable	Stimulation	Appreciation	Belonging	
4.4 CBP 6.1.1	Create local community arts & cultural activation at strategic spaces throughout Perth City through year-round, high quality arts festivals and events (Eg. winter season, leveraging key strategic arts partnerships).	Perth City has seen the significant regenerative effects of arts and cultural activity in recent years. With the advent of the Fringe World festival, Perth lost its "dullsville" reputation. However, festival culture needs to be carefully curated and managed to ensure it is only one part of a strong cultural ecosystem that connects with many diverse audiences across multiple platforms. "Festival fatigue" is also cited frequently as an issue to consider.	Medium-Term	•	•	•	
4.5	Develop and maintain the City of Perth's Cultural Collections through a commitment to preserving and documenting Perth's unique cultural identity and social history.	The City of Perth's Collections are valuable and valued cultural assets that document and represent the evolution of the city's social, cultural, civic and economic climate, physical form and artistic practices. The City of Perth has significant collections of historical and contemporary works of art and artefacts as well as historical and contemporary reference materials. Through the strategic management of its Cultural Collections the City will ensure that the Collection's future value and ongoing significance for Perth, Western Australia and the wider community is maintained.	Short-Term/ Ongoing	•	•	•	

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Page 314

**OS** The City of Perth's Commitments **47** 

	Page 315		
elonging	•	•	
reciation	•	•	•
mulation	•	•	•
Timetable	Short-Term/ Ongoing	Long-Term	Short-Term
Evidence	The City recognises the importance of its community's unique social and cultural heritage as described by its art, artefacts and reference materials. There is a lack of dedicated display space in City of Perth owned buildings, which prevents public access to the City's Cultural Collections. Significant government-owned buildings are cultural assets in their own right worthy of activation and dedicated programming resources. Other Australian capital cities set good standards for public display of their collections for the benefit of their communities.	The City's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the City's cultural assets, heritage and history. There is little opportunity to promote the City's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	Busking activity has the potential to provide a valuable contribution to the vibrancy of a city. The City of Perth currently does not actively manage busking activity beyond permit processing and receives many complaints regarding the quality of street performance in Perth City. There is a missed opportunity to develop local performers and enhance the ambience of Perth City that this initiative will address.
Specific Activity	Provide access to and engagement with the City of Perth's Cultural Collections in dedicated City of Perth- owned spaces and online.	Work to ensure Perth City's cultural assets (public art, heritage buildings, art, cultural heritage and history, etc.) are easily accessible in engaging digital formats, discoverable by the public, and linked to place through the "Finding Perth" project.	Develop a robust Busking Framework, including a revised policy, guidelines, and street performance commissioning program.
Ref	9	4.7	4.8
	Specific Activity Evidence	Image: Section Activity       Evidence         Provide access to and engagement with the City of section access to and engagement with the City of section access to and engagement with the City of Perth.       The City recognises the importance of its community's unique social and cultural heritage as described by its art, artefacts and reference owned buildings, which prevents public access to the City's Cultural collections. Significant government-owned buildings which prevents public access to the City's Cultural collections. Significant government-owned buildings are cultural assets in their own right worthy of activation and dedicated programming resources. Other Australian capital cities set good standards for public display of their collections for the benefit of their communities.       Dopoing       Dopoing       Dopoing	Image: Light Specific Activity       Timetable       Timetable         Provide access to and engegment with the City of Perfixe Cultural Collections in dedicated City of Perfixe connect spaces and online.       The City recognises the importance of its community unique social and cultural Nettage as described by its at, artefacts and reference materials. There is a lack of dedicated display space in City of Perfix connect spaces and online.       Stort-Term/       Image: Stort-Term/         More the perfixe cultural access to the City's Cultural connect spaces and online.       Ongoing       Stort-Term/       Image: Stort- materials. There is a lack of dedicated display space in City of Perfixe owned buildings, which prevents public access to the City's Cultural Collections Significant government-owned buildings are cultural asset in heir own right worthy of activation and dedicated programming resources. Other Abstralian capital cities set good standards for public display of their collections for the benefit of their communities.       Image: Start More to ensure Perfix Cultural assets fund here allow the prefix of their collections for the benefit of their communities.       Image: Start More allow the problem and dedicated programming resources. Other Abstralian capital formation.       Image: Start More the cultural abstrage and history.       Image: Start More the cultural assets/Info       Image: Start More the cultural assets/Info         More to ensure Perth. City's cultural assets/Info       Image: Start More the cultural assets/Info

G. 2		Page 316		
BLE	Belonging	•	•	•
MEASURABLE OUTCOMES	Appreciation	•	•	•
MEA OUT	Stimulation			
	Timetable	Short-Term	Short-Term/ Ongoing	Short-Term/ Ongoing
	Evidence	Perth has a broad, multicultural demographic. The City of Perth receives many applications for grants/in-kind support for community cultural events and celebrations. Such events and celebrations contribute to showcasing a wide variety of cultural expression and connecting to shared heritage within a multicultural city. A 2015 survey of Greater Perth residents indicated that 74% felt a sense of belonging, which can be improved upon through this activity.	Chinese people account for the largest overseas population (outside of English speaking countries) in Perth and the City of Perth's Chinese Sister City relationships are highly active, supporting a key international relationship between China and Australia. There has been significant appetite from the local and international Chinese community to partner with the City of Perth to celebrate Chinese New Year.	While Christianity is an important part of Perth's cultural identity (46% of Greater Perth demographic), the City of Perth's current holiday-season celebrations, which include a nativity scene at Council House, do not fully acknowledge or create a sense of belonging for the remaining 54%, including 32% who have no religion at all.
CULTURAL ACTIVITIES	Specific Activity	Leverage Sister City relationships and work in partnership with local cultural community groups across Perth's broad cultural demographics, to make multiculturalism visible, through notable celebrations for a wide variety of cultural days.	Leverage Sister City relationships to deliver activations that celebrate Chinese New Year.	Deliver a Christmas/New Year-season experience that is representative and inclusive of Perth's multicultural community: a more diverse offering that is meaningful for a wide demographic.
CULT	Ref	4.9.a	4.9.b	4.10

Page 316

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**05** The City of Perth's Commitments **49** 

E	CULTURAL ACTIVITIES			MEAS	MEASURABLE OUTCOMES	BLE
S	Specific Activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
н н	Ensure that Australia Day long weekend events are inclusive and acknowledge cultural diversity and multiple histories.	The City of Perth's Australia Day long weekend events, including the iconic Skyworks event, are extremely important for a large regional audience, with attendance figures of 300,000 for Skyworks alone. Consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. The City of Perth's annual Birak concert is an example of	Ongoing		•	•

programming that acknowledges Aboriginal culture on Australia Day.



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## Cultural Planning Domain: Governance

**City of Perth Goal:** An open and engaged city

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Intended Outcomes (Objectives) of the cultural activities: The three measurable outcomes that will address this goal are: in the governance domain sense of a *positive future* for community inspired; access to beneficial connections, networks and other resources increased; and *agency* and *voice* enabled. (See Appendix 1 for full descriptions of outcomes.)

**Key Results Areas:** Engage with community, ratepayers and Citizens





			Page 319		
	BLE	Agency/Voice	•	•	
¥-	MEASURABLE OUTCOMES	Connections		•	
	MEA OUT	Positive Future	•	•	
		Timetable	Ongoing	Short-Term	
		Evidence	The <i>City of Perth Act 2016</i> mandates that as a capital city, the City of Perth must move beyond engaging only with property owners, residents and ratepayers and invite input from all users of Perth City, including visitors, workers and tourists. Nationally and internationally, there is trend towards "open government" and acknowledgement that the community not only has a right to be heard, but also have an extensive pool of knowledge and insight that can help deliver better outcomes. The City of Perth has recently finalised a new Stakeholder Engagement Framework that must inform all activities in this plan.	Community consultation for this plan strongly indicated a call for cultural development to be owned and lead across the whole of the City of Perth, driven from political leadership of Council, as ambassadors and advocates for the plan. There was also a call for the City to have a leadership role in bringing key cultural institutions together to collaborate. Establishing a reference group with key decisions makers and important members of the cultural sector, will not only inform the City of Perth's leadership role, but facilitate collaboration and communication across the sector.	
	CULTURAL ACTIVITIES	Specific Activity	Using the IAP2 Framework, increase community consultation to drive decision-making for current and prospective cultural projects and initiatives.	Establish a cultural reference group convened by the City of Perth, with representatives from the community, the cultural sector and government.	
	D U	Ref	5.1		
	No.				

**05** The City of Perth's Commitments **52** 

			Page 32		
	<b>ABLE</b> ES	Agency/Voice	•	•	
	MEASURABLE OUTCOMES	Connections		•	
	ME	Positive Future			•
7		Timetable	Short-Term	Short-Term/ Ongoing	Short-Term/ Ongoing
		Evidence	The City has historically invested in several key strategic cultural partnerships, which have only recently undergone any significant strategic review. Recently, organisations such as Activate Perth, Historic Heart and various neighbourhood precinct groups have also sought support and investment from the City. Partnership and collaboration are key to the success of this plan. An effective and applied.	The City sits in a complex series of relationships and potential partnerships across three tiers of Government, redevelopment authorities, university and education, health systems, community and arts organisations. Examples include, the Metropolitan Redevelopment Authority, State Government Departments – most notably DLGSC, Tourism WA and DPLH, neighbouring Local Governments, Universities, Precinct groups, Chamber of Arts and Culture WA, Perth Theatre Trust, and others.	WA has a unique and untapped cultural identity and cultural tourism potential. Work by the State Government, Tourism WA, Committee for Perth and private companies is focusing on tapping this potential to grow tourism to WA. The City of Perth can contribute to and leverage this work. There has been significant investment in hotel and hospitality infrastructure in Perth City, which needs to be supported with a cultural tourism offering.
	CULTURAL ACTIVITIES	Specific Activity	In consultation with the cultural reference group, review and develop the City of Perth's investment in strategic partnerships that will deliver on cultural commitments and drive cultural development in Perth.	Play an active role in developing partnerships with other relevant agencies to meet cultural commitments.	Partner with Tourism WA, WAITOC, inner city councils and other stakeholders to promote cultural activities, developing a cultural "narrative/brand" that reflects Perth's authentic cultural identity, which will shape the flow of engaging information on the cultural life of Perth for Perth's varied and transient community and tourists.
	CUL	Ref	с С	5.4	S.S.

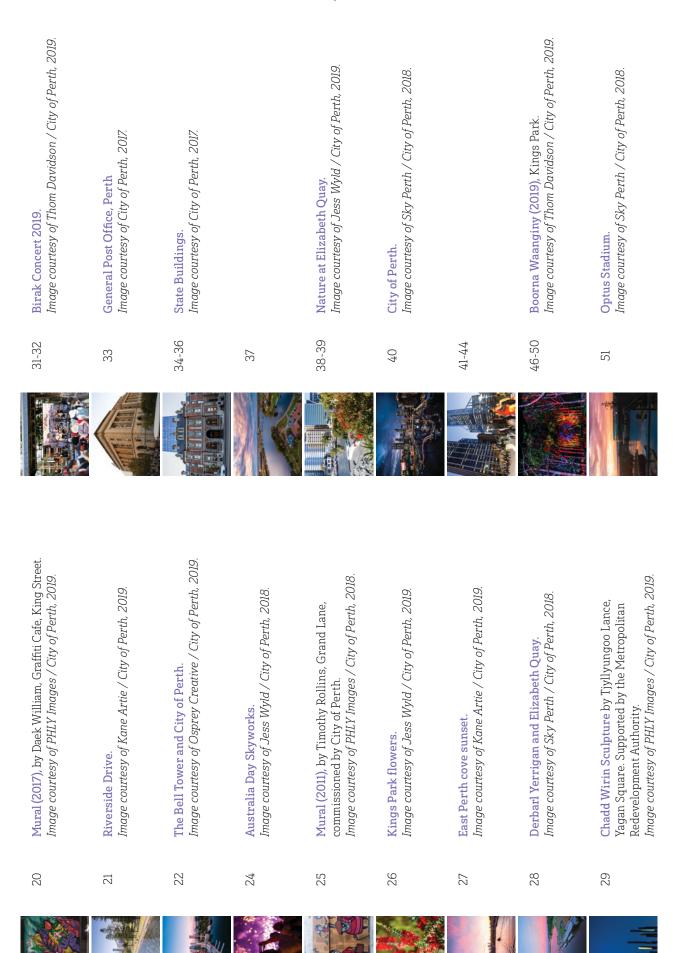
**OS** The City of Perth's Commitments **53** 

CulturULULAL ACTUVILLS       Eveloperation       Evelo				Page 321		
Evidence       Interable         tand Perth Theatre       The Perth Theatre       Threating         tand Perth Theatre       The Perth Theatre       Short-Term/         tand Perth Theatre       The Perth Perth Cultural Centre       Short-Term/         adesignated performance space. Work is underway to develop an the Cultural Centre       Digoing       Orgoing         tand Centertion       The City's cultural sets the reliant of the Perth Cultural Centre as a vhole. There is ortential for activation plan and branches of cultural sets the reliant of collarends of the cultural content on the curve of the City's cultural sets. heritage and history for the method for a sets cultural and heritage are heritage and history for the predict canding for a set visitors and locals while repository for attra cultural provision activation and a cultural set of cultural activity (arts and unture repository for the set cultural provision activation activativatine activation activation activation activation	BLE	Agency/Voice		•	•	٠
Evidence       Interable         tand Perth Theatre       The Perth Theatre       Threating         tand Perth Theatre       The Perth Theatre       Short-Term/         tand Perth Theatre       The Perth Perth Cultural Centre       Short-Term/         adesignated performance space. Work is underway to develop an the Cultural Centre       Digoing       Orgoing         tand Centertion       The City's cultural sets the reliant of the Perth Cultural Centre as a vhole. There is ortential for activation plan and branches of cultural sets the reliant of collarends of the cultural content on the curve of the City's cultural sets. heritage and history for the method for a sets cultural and heritage are heritage and history for the predict canding for a set visitors and locals while repository for attra cultural provision activation and a cultural set of cultural activity (arts and unture repository for the set cultural provision activation activativatine activation activation activation activation	S U R A C O M E	Connections	•	•		
Evidence       Evidence         tand Perth Theatre       The Perth Cultural Centre as a civacion plan and branding for the precinct as a whole. There is potential for activation with City of Perth events.         troubined centre       a designated performance space. Work is underway to develop an activation plan and branding for the precinct as a whole. There is potential for activation with City of Perth events.         troubined content       The City's cultural assets/info have almost to online presence and cultural content         troubined content       The City's cultural assets for the precinct as a visitors and locals alite are not aware of the City's cultural assets. heritage and history. There is little opportunities are being lost as visitors and locals alite are not aware of the City's cultural assets. heritage and history. There is little opportunity to promote the City's cultural assets. heritage and history. There is little opportunity to promote the City's cultural assets. heritage and history. There is little opportunity to promote the City's cultural assets. heritage and history. There is little opportunity to promote the City's cultural assets. heritage and history. There is little opportunity to promote the City's cultural assets. heritage and history. There is a vittle cultural policies related to cultural activity (arts and cent Plan.         mith community input.       The City of Perth to take a leadership role. In diminite cultural development and facilitating collaboration and connections within the arts and culture sector. Advocating for culture is a unique still that must be fostered within the City of Perth.	MEA OUT	Positive Future		•		
It and Perth Theatre activations around key h Cultural Centre. h Cultural content sible information y channels of arth on cultural with community input, nent Plan. tration participates in		Timetable	Short-Term/ Ongoing	Short-Term/ Ongoing	Short-Term/ Ongoing	Short-Term/ Ongoing
CULTURAL ACTIVITIES         CULTURAL ACTIVITIES         Ref       Specific Activity         Ref       Specific Activity         Solution       Partner with the State Government and Perth Theatre Trust to deliver ongoing cultural activations around key events and campaigns in the Perth Cultural Centre.         S-7       Maintain and continue to invest in cultural content on the City's websites with accessible information on cultural offerings, and two-way channels of communication with the City of Perth on cultural initiatives and support programs.         S-8       ACH policies reviewed regularly, with community input, in the with the Cultural Development Plan.         S-9       City of Perth Council and administration participates in cultural leadership training.		Evidence	The Perth Theatre Trust have control of the Perth Cultural Centre as a designated performance space. Work is underway to develop an activation plan and branding for the precinct as a whole. There is potential for activation with City of Perth events.	The City's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the City's cultural assets, heritage and history. There is little opportunity to promote the City's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	The City of Perth's cultural policies related to cultural activity (arts and culture, heritage, collections, busking, etc) are very heavy on detail and have not been updated since the <i>City of PerthAct 2016</i> .	There is a call for the City of Perth to take a leadership role in driving cultural development and facilitating collaboration and connections within the arts and culture sector. Advocating for culture is a unique skill that must be fostered within the City of Perth.
5.9 5.6 <b>Ref</b>	TURAL ACTIVITIES.	Specific Activity	Partner with the State Government and Perth Theatre Trust to deliver ongoing cultural activations around key events and campaigns in the Perth Cultural Centre.	Maintain and continue to invest in cultural content on the City's websites with accessible information on cultural offerings, and two-way channels of communication with the City of Perth on cultural initiatives and support programs.	ACH policies reviewed regularly, with community input, in line with the Cultural Development Plan.	City of Perth Council and administration participates in cultural leadership training.
	CUL	Ref		5.7	2. 8	S O



12 Ascalon (2011) and St George's Cathedral. Image courtesy of PHLY Images / City of Perth, 2019.	First Contact (2015), by Laurel Nannup, Elizabeth Quay. Developed through FORM Building a State of Creativity's Land.Mark.Art program. Supported by the Metropolitan Redevelopment Authority. <i>Image courtesy of City of Perth, 2019.</i>	14, 23 Elizabeth Quay. Image courtesy of Sky Perth / City of Perth, 2018.	15 Urban Ecology, Kings Park. Image courtesy of Jarrad Seng / City of Perth, 2017.	16, 30 Supreme Court of Western Australia. Image courtesy of Osprey Creative / City of Perth, 2019.	18 Boy Racer (2017), by Brent Harrison, City of Perth Light Locker Art Space. Image courtesy of Danica Zuks, 2017.	18 Cathedral Square and City of Perth Library from the air. Image courtesy of Osprey Creative / City of Perth, 2019.	19 Handpan Busker on Hay Street. Image courtesy of PHLY Images / City of Perth, 2019.	19 Art Gallery of Western Australia. Image courtesy of Osprey Creative / City of Perth, 2019.
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Elizabeth Quay and Perth City Skyline. Image courtesy of Sky Perth / City of Perth, 2018.	Mural (2014), by Vans the Omega and Beastman, commissioned by 140 Perth, curated by FORM Building a State of Creativity's <i>PUBLIC</i> Program. <i>Image courtesy of PHLY Images / City of Perth, 2019.</i>	Queen Elizabeth Quay Bridge. Image courtesy of Sky Perth / City of Perth, 2018.	Koorden (2015), by Rod Garlett, Fred Chaney, Richie Kuhaupt. Supported by the Metropolitan Redevelopment Authority. City of Perth Public Art Collection. Image courtesy of City of Perth, 2019.	<b>Boy Racer (2017)</b> , by Brent Harrison, City of Perth Light Locker Art Space. <i>Image courtesy of Danica Zuks, 2017.</i>	Kings Square. Image courtesy of Sky Perth / City of Perth, 2018.	Mural (2015), by Curiot, Hertz Building, Murray Street. Developed through FORM Building a State of Creativity's <i>PUBLIC</i> program. Image courtesy of City of Perth, 2019.	Cathedral Square and City of Perth Library at night. Image courtesy of Osprey Creative / City of Perth, 2019.	Busker Crowd Forrest Chase. Image courtesy of PHLY Images / City of Perth, 2019.
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Image courtesy of XXXX. Council House.

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Image courtesy of PHLY Images / City of Perth, 2019. Mural by Kyle Hughes-Odgers, commissioned by 140 Perth.

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- Image courtesy of PHLY Images / City of Perth, 2019. People eating in Grand Lane.
- Image courtesy of Thom Davidson / City of Perth, 2019. Boorna Waanginy (2019), Kings Park. 60
- Image courtesy of Jarrad Seng / City of Perth, 2017. ХХХХ 61
- Image courtesy of Osprey Creative / City of Perth, 2019. Council House. 62
- Image courtesy of XXXX. Perth City Skyline.

63

- Image courtesy of Kane Artie / City of Perth, 2019. Cyclists on Mounts Bay Road.
- Image courtesy of PHLY Images / City of Perth, 2019. Developed through FORM Building a State of Wolf Lane Mural (2014), by Maya, Hayuk. Creativity's *PUBLIC* program.



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Image courtesy of Osprey Creative / City of Perth, 2019. Perth Concert Hall.

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Image courtesy of PHLY Images / City of Perth, 2019. Painted piano at Brookfield Place.





# **About the Cultural Development Network**

The City of Perth Cultural Development Plan has been based on the internationally recognised Cultural Planning Framework and Cultural Outcomes Measures, developed by local government, for local government, led by the Cultural Development Network (CDN) and the National Local Government Cultural Forum.

The Cultural Development Network (CDN) was first established in 2000, in Melbourne, Australia following a national conference the year before, 'Art and Community: New Century, New Connections,' where the need for an ongoing structure to support the role of culture in local development was identified. By 2003, CDN had become established as an independent non-profit organisation overseen by a board of experts in culture and local governance. The CDN advocates for the inclusion of cultural vitality to the accepted 'triple bottom line' planning goals of economic, social and environmental sustainability. The main tool in this endeavour is Jon Hawkes' monograph, The Fourth Pillar of Sustainability, 2001. The international peak body for local government, UCLG, has recently adopted a policy statement acknowledging "culture as the fourth pillar of development."

Cultural Development Network (CDN) addresses its goal of a culturally rich and vibrant society by working to increase

the expression of culture through the platform of the arts, libraries and heritage. They do this by building the capacity of local government across Australia to support artists and local communities and work towards integrated planning across all levels of government. CDN carries out significant research and development into what matters to communities, their elected representatives, artists and arts managers. Understanding better planning principles, how to evaluate and provide meaningful measurement of outcomes, particularly the understanding of connection of cultural outcomes to economic, social, environmental and civic outcomes of engagement in cultural development activities.

The National Local Government Cultural Forum was established in 2013, facilitated by CDN. The Forum comprises representatives from federal government arts agencies, every capital city, and local government peak bodies from each state and territory across Australia, who collaborate to develop culture's role in local government policy and practice. City of Perth officers have been participating in the work of the National Local Government Cultural Forum since its inception.

See www.culturaldevelopment.net.au/about

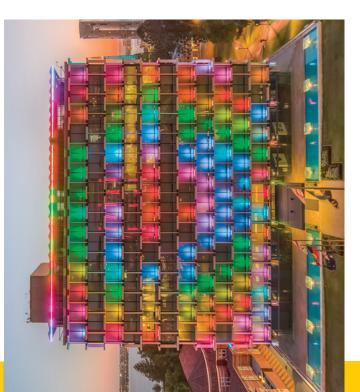


The Cultural Development Network advocates for the inclusion of cultural vitality to the accepted 'triple bottom line' planning goals of economic, social, and environmental sustainability.



### MEASURABLE OUTCOMES FOR CULTURAL ENGAGEMENT

The City of Perth Cultural Development Plan identifies measurable outcomes of its cultural activities across the five domains of public planning. Below are the detailed descriptions and definitions of the outcomes. See www.culturaldevelopment.net.au/outcomes for further information and the most up to date descriptions and definitions.



## Goal 1: A city for people.

## Appreciation of diversity of cultural expression – APPRECIATION

such as people who have a shared experience of disability identification with others who share expressive interests, depending on their cultural backgrounds, life experience linguistic, religious or national heritage, but also through form or type of cultural expression, such as hiphop, emo that they seek to express, or expertise in a particular art and interests. Thus a culture might be related to ethnic, quality of form/s of cultural expression, including new cultures come together. Cultural expression is defined from engagement. Appreciation is defined here as the This outcome is about the appreciation of diverse and forms of cultural expression generated when diverse as the different ways that people express themselves different forms of cultural expression that can result recognition or understanding of the worth, value or or contemporary painting.

This is related to the contribution of this diversity to quality of life and life choices, and the way that people connect with others through this expression. The total amount or percentage of cultural diversity is not the endpoint, but the appreciation of the existing diversity, as well as appreciation of the new forms of cultural expression that are generated when diverse cultures come together. This outcome corresponds closely to UCLG's cultural element of 'diversity', which is seen as "a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence" (UCLG, 2006, p. 5).

# 2. Sense of safety and security supported – SAFETY

This outcome is about how cultural engagement supports-people's sense of safety and security: their sense of freedom from danger, risk or injury.-This includes how safe they feel-their local-community is, as well as the-broader Australian community, and how secure they feel in their homes and moving about in the community. The term 'sense' is used in this outcome, because often people perceive that they are unsafe and insecure whilst crime statistics for a particular location may indicate that in fact there is a high level of safety and security.

## 3. Social differences bridged – BRIDGING

This outcome is about how a sense of positive connection can be developed with people who are outside our immediate social circle or from whom we feel socially divided. These people might be like or unlike us. They might be people we know and who are *like us* in the broader context, but from whom we have some social distance. An example would be people who are members of a different social group to us within our broader cultural group. People might also be *unlike us* because they come from a different culture or age group or social class. The connectedness between people who feel socially different from each other in some way is often referred to as 'bridging social capital'.



# Goal 2: An exceptionally well designed, functional and accessible city.

The three measurable cultural outcomes that will address this goal are:

 Aesthetic enrichment experienced – ENRICHMENT This outcome is about how aesthetic enrichment, from pleasure to challenge, can result from cultural engagement. Aesthetic enrichment is experienced through the senses, elicited by aesthetic qualities perceived in the artwork or experience, through properties such as harmony and form. It involves experiences outside the mundane, of beauty, awe, joy and wonder; potentially offering a sense of escape or captivation, or feelings of being moved, challenged or transcending the everyday, extending to deepest experiences of a sense of flow, or the numinous or spiritual realms. This outcome can include enjoyment from participation in arts experiences that are familiar, known as aesthetic validation, or unfamiliar, known as aesthetic growth or challenge. This outcome is not necessarily a shared sense: it can be experienced and enjoyed alone. A desired endpoint is more and deeper experiences of aesthetic enrichment, as these are unlimited and can be continually generated. Further engagement with similar or other enriching cultural activities may be inspired. This outcome corresponds to UCLG's cultural element of 'beauty' (UCLG, 2006), but is broader, in recognising that cultural enrichment can also come from experiences that are not beautiful, but challenging or awe-inspiring.

# 2. Positive sense of place in the local built and natural environment engendered – PLACE

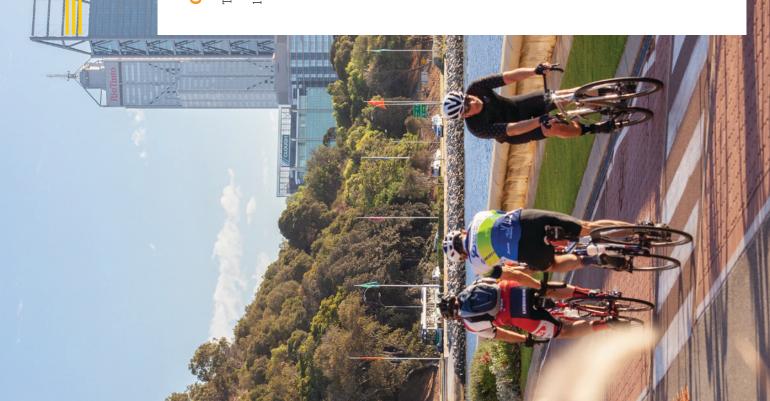
By positive sense of place, we mean how we experience and make meaning of our environment both natural and built and how we describe, interact and value it. It is about how cultural activities can make a positive contribution to sense of place in the environment in which we live; either built or natural. Activities include neighbourhood and environmental regeneration, place-making, local festivals and other initiatives. Community engagement and activation are drivers of creating a positive sense of place. Diversity, authenticity and vibrancy are key characteristics of positive sense of place. As Jenny Gregory argued in City of Light (2003):

Cities are not ordered tranquil place...Great cities are characterised by energy, diversity and disorder, and it is this that gives them the vibrancy and creativity that challenges and stimulates their citizens. Great cities have spaces and sites of diversity where difference is privileged. They are cities for people, but they are not bland and ordered. They allow for the possibility of unpredictable, spontaneous and social activities.

## 3. Contribution to neighbourhood character, including regeneration, made – CHARACTER

public art, interpretive architecture, heritage conservation, increased stewardship by residents, property owners and and cultural identity visible, that have a focus on improving developers. Contemporary architecture and heritage fabric and neighbourhood character is intrinsic to city planning of the city's history; ever evolving and changing the build that enhance neighbourhood character can contribute to the character of the built environment. Cultural activities andscape design and others that make cultural heritage are important contributors to neighbourhood character, regulations. Character in many ways is the embodiment This outcome is about how cultural activities can make environment and our perception of it. As David Whishfeeling and understanding of place. Activities include permanent and visible contributions to an authentic Wilson writes in Perth (2013)

Look beyond shiny glass facades and boosterish talk of mining booms to the richness of the natural world, and the trailblazers, the rebels, the occasional ghost, and the ordinary people that bring Australia's remotest city to life...The truest, if most intangible heritage of our city exists in our memories.



# Goal 3: A city connected to its natural beauty.

The three measurable cultural outcomes that will address this goal are:

 Aesthetic enrichment experienced – ENRICHMENT This outcome is about how aesthetic enrichment, from pleasure to challenge, can result from cultural engagement. Aesthetic enrichment is experienced through the senses, elicited by aesthetic qualities perceived in the artwork or experience, through properties such as harmony and form. It involves experiences outside the mundane, of beauty, awe, joy and wonder; potentially offering a sense of escape or captivation, or feelings of being moved, challenged or transcending the everyday, extending to deepest experiences of a sense of flow, or the numinous or spiritual realms. This outcome can include enjoyment from participation in arts experiences that are familiar, known as aesthetic validation, or unfamiliar, known as aesthetic growth or challenge. This outcome is not necessarily a shared sense: it can be experienced and enjoyed alone. A desired endpoint is more and deeper experiences of aesthetic enrichment, as these are unlimited and can be continually generated. Further engagement with similar or other enriching cultural activities may be inspired.

This outcome corresponds to UCLG's cultural element of 'beauty' (UCLG, 2006), but is broader, in recognising that cultural enrichment can also come from experiences that are not beautiful, but challenging or awe-inspiring.

## 2. Valued connection to the natural world inspired – VALUED CONNECTION

By value of the natural world we mean that its connection to us is recognised, understood and appreciated. This outcome is about connecting people to the natural world with a sense of ownership and custodianship, as well as an understanding of society's place in the natural world Cultural activities that can contribute to this outcome can include the placement and use of materials in public art, streetscapes and outdoor festivals and events and their staging.

### 3. Understanding of ecological issues increased – UNDERSTANDING

This outcome is about how cultural engagement can enable new ideas, knowledge and insight about ecological issues. This includes both insight and knowledge into our ecological history – the history of the landscape and the environment in which we live – and the contemporary issues that impact upon the value and wellbeing of our natural environment.

## Goal 4: A prosperous city.

The three measurable cultural outcomes that will address this goal are:

 New knowledge insight and ideas gained – INSIGHT This outcome covers the development of new knowledge, ideas and insights resulting from the engagement. It also includes intellectual stimulation, critical reflection and creative thinking experiences. A desired endpoint is more and deeper understanding, as this is unlimited and can be continually generated. This outcome corresponds closely to UCLG's cultural element of 'knowledge' (UCLG, 2006), but is broader because it is about the process of thinking inspired by the cultural experience rather than just the knowledge shared. Innovation and calculated risk are intrinsic to gaining new knowledge and insight and reciprocally drive new ideas. This contributes to development and growth of a society, community and economy.

2. Economic complexity supported – COMPLEXITY The local economy is made up of complex service and supply chain relationships and in the cultural sector these are usually local and small to medium businesses. This local economy can benefit from well-planned cultural activities utilising local skills, services and supplies.

Resilience is an emerging focus of economic research and the literature is limited (Hill, St. Clair, Wial, Wolman, Atkins, Blumenthal & Friedhoff, 2011). While varying definitions of a resilient economy exist, we use the definition of a resilient economy as being one which has the capacity to resist, absorb and recover from shocks, such as economic recession, natural disaster or political instability (Han & Goetz, 2015).

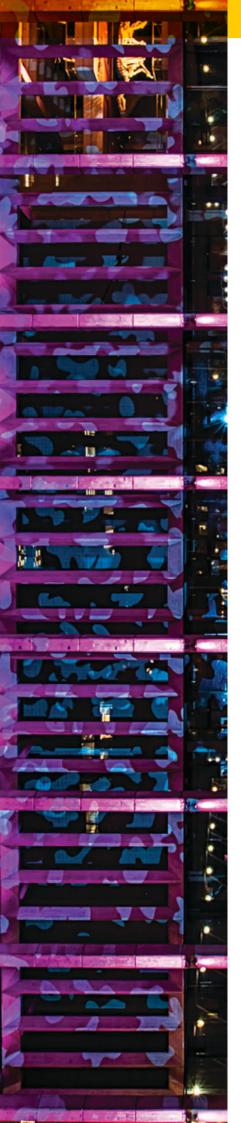
Three characteristics of a resilient economy include industrial diversity and complexity and individual participation in the economy (Briguglio, Cordina, Farrugia, & Vella, 2009; Bristow et al, 2014; Hill et al, 2011; Rose & Krausman, 2013). Other characteristics that are indicated as contributing to economic resilience include innovation and entrepreneurship, level of income inequality and services industry orientation.

The resilience of an economy is most often measured by its recovery to pre-shock levels of growth, as indicated by employment and GDP (or local product measure) within four years (Hill et al, 2001; Sensier et al, 2016). Complexity is a feature of resilient economies. Complexity relates to the existence of locally produced goods and services upon which an industry relies; that is, the local availability of everything within the product chain needed for that industry to function. While economic diversity helps fend off external economic shocks, complexity appears to contribute to both resistance to, and bounceback from, shocks (Han et al, 2015). Where diversity and complexity are both present, greater resilience is observed (Han et al, 2015). Complexity within the local cultural industries is evidenced by the presence of the skilled people and locally produced goods and services that are required in the production of cultural products and services, such as theatre productions.

## 3. Cultural industries strengthened – DIVERSITY

unlikely to be affected by a decline in local manufacturing, international visitor dollars if this decline occurs. Cultural during an external shock to the economy (Han et al, 2015; which contribute just under 7% of GDP, a percentage that cultural industries. For example, local cultural tourism is landscape. They offer an important balance to other local shocks (Briguglio et al, 2009; Rose et al, 2013; Brown &of diversity, including a reliance on a single employer or industry over many years, can lead to a rapid downturn industries that are dependent on finite resources, and/ The existence of a diversity of industries within a local or subject to economic upheavals that do not affect the Greenbaum, 2016). For smaller local economies, a lack economy is reported as helpful in fending off external tourism may provide new economic opportunities for Brown et al, 2016). The Australian cultural industries, is currently growing (Australian Bureau of Statistics, 2014), are an important part of a diverse economic and there is not likely to be fewer national and those previously engaged in manufacturing.





# Goal 5: A city that celebrates its diverse cultural identity.

The three measurable cultural outcomes that will address this goal are:

1. Creativity stimulated – STIMULATION

- This outcome is about how engagement in cultural activity stimulates the creativity, sparks the imagination or piques the curiosity of the participant (which includes all participants, from experienced artists to members of the public experiencing this creative activity for the first time). Creativity is defined here as the use of imagination
- all participants, from experienced artists to members of the public experiencing this creative activity for the first time). Creativity is defined here as the use of imagination or original ideas to create something new and worthwhile – the act of turning new and imaginative ideas into reality. Creativity involves two processes: thinking, then producing. This is the most dynamic outcome, with the participant experiencing creative stimulus, which may result in desire to engage more with similar or different cultural experiences and/or inspiration to create new artworks, working either alone or with others. Desired endpoints are more creativity stimulated, leading to the potential of more new work created. Both are unlimited.

### 2. Diversity of cultural expression appreciated – APPRECIATION

This outcome is about the appreciation of diverse and different forms of cultural expression that can result from engagement. Appreciation is defined here as the recognition or understanding of the worth, value or quality of form/s of cultural expression, including new forms of cultural expression generated when diverse cultures come together. Cultural expression is defined as the different ways that people express themselves depending on their cultural backgrounds, life experience and interests. Thus a culture might be related to ethnic, linguistic, religious or national heritage, but also through identification with others who share expressive interests, such as people who have a shared experience of disability that they seek to express, or expertise in a particular art form or type of cultural expression, such as hiphop, emo or contemporary painting

This is related to the contribution of this diversity to quality of life and life choices, and the way that people connect with others through this expression. The total amount or percentage of cultural diversity is not the endpoint,

but the appreciation of the existing diversity, as well as appreciation of the new forms of cultural expression that are generated when diverse cultures come together. This outcome corresponds closely to UCLG's cultural element of 'diversity' which is seen as "a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence" (UCLG, 2006, p. 5).

### 3. Sense of belonging to shared cultural heritage deepened – BELONGING

This outcome is about relationship to one's history and heritage, and experience of cultural identity and values, with others. A sense of connection to the past and being part of a historical continuum; insights into the present through understanding of the past; insights into the past. This outcome is about how cultural engagement can offer illumination of the present by providing a sense of continuity with the past, and a pathway to the future, shared with others. Knowing where we have come from helps us to discover where we want to go. As the shared past cannot be changed, the desired endpoint is a positive connection to it.



## Goal 6: An open and engaged City.

The three measurable cultural outcomes that will address this goal are:

## Sense of a positive future for community inspired – POSITIVE FUTURE

confident about your future. This is about the confidence you have in the local governance, civic engagement and cultural life of the community is inclusive of your needs what you need from your community to be hopeful and By positive future we mean the feeling that you have decision making in a community, and that the future and aspirations.

processes, to leadership.

### 2. Access to beneficial networks and other resources Useful connections between groups is about access to increased – USEFUL CONNECTIONS

members. This means the linkages between individuals and for benefit, such as links between community members and groups within the local community that has the potential beneficial networks and other resources for community council services or artists and the cultural sector.

### membership of local organisations and decision-making activities can stimulate a spectrum of active citizenship This outcome is about how engagement in cultural bodies, to enhancement of engagement in political and engagement in governance processes, from 3. Agency and voice enabled – AGENCY/VOICE

civic dialogue; or change in the way civic leaders engaged among participants in a sense of self-efficacy or collective with citizens and stakeholders; change in media coverage efficacy to take action; change in quality of or capacity for This might include change in participation (e.g., numbers, shifts in thinking and attitudes about an issue; movement toward action or change on the issue or policy; change in public awareness or understanding of a civic issue; new voices, less likely participants engaged); change or representation of the issue.



## CONTACT

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Page 335

www.perth.wa.gov.au



### **Appendix 3: Evaluation Plan**

Assessing the success of the Cultural Development Plan and the activities associated with it is essential to building the capability and value of cultural development delivered by the City of Perth. Rigorous evaluation will help determine whether the activities undertaken are successful in achieving the intended outcomes and meeting organisational goals. This in turn will lead to an improved Cultural Development Plan and initiatives in its next iteration.

Both the Cultural Development Plan and each of the activities delivered under the plan will be evaluated in line with the Evaluation Schema developed by the Cultural Development Network and adapted to feed into the City's processes and Integrated Planning and Reporting Framework.

Representatives from key contributing units have been identified to form a "Cultural Development Champions" group, who will act as focal points to track and monitor the activities of the Cultural Development Plan and the evaluation.

Evaluation/Review	Frequency	Responsibility
Evaluation of Cultural	During and/or upon	Activity Lead Unit
Activities	completion of each activity	
Review/revision of Cultural	Annually	Manager Arts, Culture and
Activities and Resourcing		Heritage
Evaluation of the entire	Annually	Manager Arts, Culture and
Cultural Development Plan		Heritage
Review/revision of the entire	Triennially	City of Perth Council
Cultural Development Plan		

### **Evaluation and Review Timetable**

### **Evaluating the Cultural Development Plan**

The Cultural Development Plan will be used as a reference document to guide the activities undertaken, why and when. It should enable staff to be most efficient, effective and to achieve the best outcomes for the community.

The following evaluation matrix will be used by relevant business units throughout the life of the Cultural Development Plan to assess its effectiveness and impact on staff members' function and capacity.

Impact on Staff	
Is the Cultural Development Plan used to direct the work of the	Percentage of team this
[relevant business unit] team?	applies to
Does the Cultural Development Plan assist team members to be	Percentage of team this
effective? [Self Report: to be answered by individual team	applies to
members responding about their own performance]	
Does the Cultural Development Plan assist team members to be	Percentage of team this
effective? [Manager's Report: to be answered by managers using	applies to
performance review of staff and achievement of team KPIs as data]	
Impact on Council/organisational support of cultural development	
Since adoption of the Cultural Development Plan, has the budget for	Increased/same/decreased
cultural activities	

Increased/same/decreased
Increased/same/decreased
Yes/No
Yes/No
Yes/No
Increased/same/decreased
Increased/same/decreased

### **Evaluating Activities**

Activities carried out under the Cultural Development Plan will follow an eight-step planning process, which will help to determine the sorts of activities that should be undertaken to best meet the intended outcomes (objectives) and allow the outcomes of these activities to be accurately measured.

### Eight stages of an activity

Goal	Objective	Evidence	Theory of Change	Activity Plan	Evaluation Plan	Document	Outcome
Goal from the	The Intended	What we	Wanting this	Decide on the	Measuring	Record the	Analyse,
organisation	Outcome. A	know about	intended	project	the outcome.	project,	reflect and
strategic	measurable	the objective:	outcome,	activity	How much	(photos,	assess the
plan. Long	milestone	where we are	and knowing	(outputs)	change, by	publications,	outcome/s
term 'desired	to reach in	now, what we	this evidence	considering	when and for	video,	against the
future' in any	the life of the	know abut	we will do	resources,	whom;	commentary)	objective/s
policy domain	project that	the problem,	this activity	(inputs),	selection of	and the	that address
e.g. cultural,	addresses	and the		relationships	methodology	evaluation	the goal
economic, etc	the goal	solution		and risks		data	

### WhiteBox Planning and Evaluation Tool

The City has been working with the Cultural Development Network to develop a planning and evaluation tool to assist staff in selecting appropriate activities to meet intended outcomes, determining the inputs (resources required to deliver the activity) and outputs (tangible outcome of the activity) and providing guidance for assessment of whether the activity achieved its intended outcome.

The methodology and supporting digital platform called "Whitebox" uses Culture Counts as its assessment tool, currently being used by City of Perth officers. The outcomes have been measured

and validated using this methodology by CDN during trials with local governments and cultural institutions.

The following template is an example of the methodology used to map the engagement process for each activity. A Question Template will be provided to assist in creating surveys.

Objective #1: ..... Objective #2: ..... How will you know you have achieved your objective (intended outcome)? What will you measure?

The best way to find out the outcome of the activity is to ask those who participated.

Interview question template. Outcome measure – methodology

[Insert from outcomes question template]

Outcome measure – methodology

[Insert from outcomes question template]

The structure of the question could change according to the outcome being measured i.e. the question could have a post-event and pre-event component.

Apart from the outcome, in comparison to the objective, what else do you want to know? (i.e. demographics)

.....

Who will you ask?

When will you ask it?

How will you ask?

Evaluation methodologies

- □ Quantitative data surveys (online or paper-based)
- □ Quantifying qualitative data survey etc. cultural outcome
- □ Qualitative interviews, focus groups Social outcome
- □ Participant observation
- □ Expert/s opinions
- □ Most Significant Change
- □ Arts-based using creative responses
- $\Box$  Mixed methods
- □ Other

Further information on evaluating activities and detailed templates are available from the Arts, Culture and Heritage team.

Plan and Indicative Ten-Year Resourcing Schedule

Resourcing for the Cultural Development Plan will be planned and approved in the City of Perth Annual Budgeting process, and through a detailed project plan and business case for each initiative. Activities scheduled to begin in the 2019/20 financial year can be accommodated in the 2019/20 budget (draft at May 2019).

begin earlier should the opportunity and resourcing arise. Note that FTE resources are not explicitly costed, but are allocated based on existing unit FTE resourcing levels as at May 2019. This is because the activities are a mix of BAU, .0% for Cultural Development Plan activities are outlined in this appendix to assist in future financial planning. Budgets in black text indicate the activity can be accommodated within external sources of resourcing (financial or otherwise) are identified below. Longer term requirements will be re-forecasted and refined during the document review process (see Appendix 3), noting that longer-term initiatives may business cases attached to the activity. Budgets in red text indicate that the activity will need to be funded through an increase, or reprioritisation of current unit funding. Potential projects and capital works. This will be reviewed in line with Appendix 3. Fully annotated budget can be found in the Exel Spreadsheet CM 122885/19. Subject to the above, resourcing requirements ±1 current unit funding levels and/or have approved

# 5.1 Social Domain - Cultural Activities Resourcing

Rof	Snacific Activity	Outouts Timetabl	Timetahle	Vear One	Vear Two	Voar	Vear Four	Vear Five	Voar Siv	Voar	Vear	Vear Nine	Vear Ten	ETF	Opportunities to
										3				1	
				19/20	20/21	Three	22/23	23/24	24/25	Seven	Eight	27/28	28/29	Resources	Augment
						21/22				25/26	26/27				Resources through
															Partnership?
1.1	Deliver localised support to a	-anti-social	Short-Term	MKT	Within	Yes, key sectors:									
СВР	wide range of local businesses	behaviour		\$630,000	\$630,000	\$630,000	\$630,000	\$630,000	\$630,000	\$630,000	\$630,000	\$800,000	\$1,000,000	Existing	-Private businesses
1.5.4	4 and cultural organisations to	decreased in areas												Workforce	-Cultural
	activate Perth City spaces,	of activations												Plan	Organisations
	(including City of Perth-owned	-Supported												ACH (lead)	-Precinct Groups
	spaces) focusing on areas of	activities reflect the												MKT	-MRA
	high anti-social behaviour,	cultural												CMS	-PTT
	through projects that involve	demographic of												BSS	
	the local community.	Perth					_							CAS	
1.2	Work with and support	-Increased footfall	Short-Term	ACH	ACH	ACH	ACH	ACH						Within	Yes, key sectors:
	property owners to activate	-Increased		\$8,000	\$8,000	\$8,000	\$8,000	\$8,000						Existing	-Private property
	vacant shop fronts with a	stavs/lingering												Workforce	owners
	variety of cultural	Juncased nublic		BSS	Dian	-Precinct Groups									
	programming throughout the	nercention of		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	ACH (lead)	-Activate Perth
	year, targeting areas of high	cofoty and vibrancy													-"Fill This Space"
	vacancy rates and high	שובול מווח מוחומוורל													
	antisocial behaviour.													MKI	
														EDU	
														PPM	
														DAI CAS	
1.3	Through partnerships with key	-Number of	Medium-term	N/A	N/A	N/A	MKT	MKT	MKT	MKT	MKT	Nil	MKT	Within	Yes, key sectors:
	content owners (for example,	downloads/site					\$100,000	\$25,000	\$25,000	\$10,000	\$10,000		\$50,000	Existing	-State Gov
	Tourism WA, Western	visits												Workforce	-Museums &
	Australian Museum, Museum	-high level of												Plan	Galleries
	for Perth, etc.)	intogration with													-Universities
	create/distribute digital maps														
	for guidance throughout Perth	other digital map					_							MKI (co-lead)	
	City in top ten languages (local													EDU	

# Appendix 4: Implementation I

## INTERPRETING THE RESOURCING SCHEDULE:

	Various	Yes, key sectors: -Lottery West/Healthway -DLGSCI -Community Groups	Yes, key sectors: -State Library -OMI
DAI CMS	Within Existing Workforce Plan MKT (co-lead) Comms (co- lead) ACH CMS	Within Existing Workforce Plan MKT (lead) ACH CMS LIB	Within Existing Workforce Plan LIB (lead)
	ĨZ	MKT \$3,051,000	N/A (cost captured at 3.11)
	ĪŽ	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	IN	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	ĨZ	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	ÏZ	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	Ĩ	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	ĪZ	MKT \$3,051,000 ACH \$50,000	N/A (cost captured at 3.11)
	Ĩž	MKT \$3,051,000 ACH \$50,000	N/A (cost captured at 3.11)
	ĨŽ	MKT \$3,051,000 ACH \$100,000	N/A (cost captured at 3.11)
	īz	MKT \$3,051,000 ACH \$50,000	N/A (cost captured at 3.11)
	Short-term	Short-Term	Ongoing
resources (eg. parking, parks, etc.)	-Presence of multi- culturalism in marketing and communications reflective of current Perth demographic	-number and quality of events -Event impact reporting and attendance -Increased public perception of safety and vibrancy	-number of loans -number or queries resolved -number of physical / e-resources.
and visitor) for cultural experiences (eg. Aboriginal and Torres Strait Islander history, public art, built heritage, etc).	tural g and interest ng diverse e in City of Perth d ons, both as an ind Perth as a	Create a year-round program of cultural activities for youth and families, non-alcohol based spaces and performances.	Continue to build and provide access to foreign language resources in digital and physical formats.
	1.4	1.5	1.6

5.2 E	5.2 Environmental Domain - Cultural Activities Resourcing	- Culturul Acur	ILLES NESUL	זו רוויא											
Ref	Specific Activity	Outputs	Timetable	Year One 19/20	Year Two 20/21	Year Three 21/22	Year Four 22/23	Year Five 23/24	Year Six 24/25	Year Seven 25/26	Year Eight 26/27	Year Nine 27/28	Year Ten 28/29	FTE Resources	Opportunities to Augment Resources through Partnership?
2A.1.a	a Develop a Heritage Strategy for built and intangible heritage that articulates the direction for heritage conservation and activation in Perth City, feeds into the Interpretation Program (Activity 2B.2), and identifies key strategic partnerships to support its implementation. The Heritage Strategy will be informed by the City Planning Strategy, new City Planning Strategy, new City Planning scheme No. 3 and existing/future Local Planning Policies.	-inclusion of Aboriginal and Torres Strait Islander cultural significance, endorsed by the community -commitments agreed and endorsed by key stakeholders -key strategic initiatives, such as upper floor activation, have a clear roadmap for implementation	Short-term	ĪZ	Ē	īz	Ī	ACH \$10,000	ĨZ	Ĩ	Z	Nil	ACH \$10,000	Within Existing Workforce Plan ACH (lead) CPU DAU City Architect EDU	Yes, key sectors: -National Trust -DPLH -Precinct Groups
2A.1.b	<ul> <li>b Activate and leverage the unique and ever evolving history of Perth City as a key cultural asset through implementation of the Heritage Strategy (Activity 2A.1.a).</li> </ul>	-built and intangible heritage in Perth City is visible, activated and a strong part of Perth's cultural identity and tourist offering -% uptake of adaptive reuse grants	Ongoing	Resourcing as per Heritage Strategy	ar age egy	Resourcing as per Heritage Strategy	TBD ACH (lead) CPU EDU EDU	Yes, key sectors: -National Trust -DPLH -Precinct Groups							
2A.2	Develop a long-term cultural infrastructure plan to integrate with the State Government's plan, starting with an audit of existing and projected supply and demand of cultural infrastructure and creative spaces in the Perth City.	-plan informs and is informed by informing strategies (CPS, Infrastructure, social, etc.) -plan integrates with and supports the State Government's plan -plan reflects the needs and aspirations of the community	Short-term	Ξ	ACH \$90,000	TBD	<b>Within Existing</b> Workforce Plan ACH (lead) CPU EDU CMS PPM	Yes, key sectors: -DLGSCI -OGA -DPLH -Capital Cities LG's -Committee for Perth							
2A.3.a	a Review/amalgamate the City of Perth Public Art Strategy and Public Art Masterplan into	-effective Public Art Framework developed and	Short-term	Nil	ACH <b>\$25,000</b>	Nil	Nil	Nil	Nil	АСН <b>\$25,000</b>	IZ	Nil	Nil	Within Existing Workforce Plan ACH (lead)	Yes, key sectors: -PPAF -DLGSCI

	Γ	Pa	age 343		
-Other WA LG's	Yes, key sectors: -PPAF -DLGSCI -Private investment -Precinct Groups	Yes, key sectors: -PPAF -DLGSCI -Private investment -Precinct Groups		Yes, key sectors: -DLGSCI -DLPH -Perth Theatre Trust -WAVE	Opportunities to Augment
CDU CPU PPAF PAAP	Within Existing Workforce Plan ACH (lead) CDU PPAF PAAP	Within Existing Workforce Plan ACH (lead) CDU DAU SPM CPU DAI DAI	Within Existing Workforce Plan CPU (co-lead) ACH (co-lead) CDU PPAF PAAP	Within Existing Workforce Plan CPU (lead) ACH CDU EDU EDU Parks CPP CMS	FTE Resources
	Nil	ACH \$25,000	TBD	CPU <b>TBD</b>	Year Ten 28/29
	ĨZ	ACH \$25,000	TBD	CPU TBD	Year Nine 27/28
	IN	ACH \$40,000	TBD	CPU <b>TBD</b>	Year Eight 26/27
	Public Art Reserve (Capital) \$200,000	ACH \$25,000	TBD	CPU TBD	Year Seven 25/26
	IN	ACH \$25,000	TBD	CPU <b>TBD</b>	Year Six 24/25
	Public Art Reserve (Capital) <b>\$200,000</b>	ACH \$25,000	TBD	<b>TBD</b>	Year Five 23/24
	Nil	ACH \$25,000	TBD	TBD TBD	Year Four 22/23
	Public Art Reserve (Capital) <b>\$200,000</b>	ACH <b>\$25,000</b>	TBD	CPU <b>TBD</b>	Year Three 21/22
	A/A	ACH \$40,000	Nil	TBD TBD	Year Two 20/21
	N/A	ACH \$40,000	Nil	CPU <b>TBD</b> Pending outcomes of discussion with State Gov	Year One 19/20
	Medium- term	Short-term	Short to Medium- term	Short-term	Timetable
used across the organisation and by key external stakeholders	-Public art commissions are good investments, being well- considered, cohesive and reflecting Perth's cultural identity	-the community's view on the place of murals and street art in Perth City, and their management, is reflected in a clear policy, supported by guidelines, processes and operational initiatives	-Effective contributions scheme that gets private and public buy-in for a range of cultural investments -public/private collaboration engendered	-an achievable plan that draws on cultural mapping, City Planning Strategy, Heritage Plan, and key partnerships to meet its aims.	Outputs
a comprehensive, concise and action-oriented Public Art Framework.	Execute the Public Art Framework, including the commissioning of engaging, high quality public art, including performance and ephemeral artwork.	Implement a comprehensive Mural and Street Art Framework and Policy.	Investigate suitable planning mechanisms, for example, a Cultural Contributions Incentives Scheme (which may include developer and City of Perth contributions) as part of the preparation of the new Planning Scheme, for the delivery of cultural infrastructure within Perth city. Cultural infrastructure may include, but is not limited to, public art and heritage conservation works.	In partnership with the State Government, develop a plan for the Concert Hall Precinct, linking the Concert Hall with other areas of Perth City. Natural Environment	Specific Activity
	2A.3.b	2A.4	2A.5	2A.6 CBP 2.3.2	Ref

	Γ	Page 344		
Resources through Partnership?	Yes, key sectors: Universities State Gov	Yes, key sectors: Universities State Gov History Heritage Private Building Owners Community Etc.	Yes, key sectors: -Community Groups -UWA/Universities -King's Park -Funding organisations	Yes, key sectors: -State Gov -Private developers -SWLSC -Inner city councils, Etc.
	Within Existing Workforce Plan Parks (lead) ACH CPU CDU SU	Within Existing Workforce Plan ACH (lead) Parks CDU MKT SU SU	Within Existing Workforce Plan MKT (lead) Parks ACH CMS WAC SU	Within Existing Workforce Plan CDU (lead) ACH Parks CPU EDU
	N.	TBD	TBD	N/A
	N	TBD	TBD	N/A
	IIN	TBD	TBD	N/A
	II.	TBD	TBD	N/A
	II.	TBD	TBD	N/A
	Parks \$100,000	TBD	TBD	N/A
	Parks \$100,000	ACH \$90,000	TBD	N/A
	Parks \$100,000	N/A	TBD	N/A
	Parks <b>\$100,000</b>	A/A	Nil	N/A
	Parks <b>\$100,000</b>	N/A	N/N	N/A (Budget as per project plan)
	Medium- term	Medium to Long-term	Short-term	Long-term
	-Have up to date management plans and actively implement them -Detailed Interpretation strategies for each	-built, intangible and natural history and heritage is accessible, engaging and a visible part of Perth City's cultural identity and tourist offering -hidden wetlands and historic waterways and foreshore lines are part of the Interpretation Program links with existing foreshore interpretation plans -media coverage -footfall/lingering	-An annual or biannual event feasibility determined -Issues such as waste management, management, environmental sustainability, natural heritage, etc. explored	-arts and cultural heritage are an essential element of the Riverfront Masterplan - the connection, accessibility and usage of the Swan River between Elizabeth Quay and
	Review and develop conservation plans for parks of heritage significance, linking with the Interpretation Plan (Activity 2B.2). e.g. Queens Gardens Stirling Gardens	Develop and implement a comprehensive strategic Interpretation Program for built, intangible, and natural history and heritage throughout Perth City.	Research and consider a natural heritage "green" activation, event, or festival in partnership with key internal and external stakeholders	Design, develop and implement a Riverfront Masterplan that includes arts and culture as essential elements.
	2B.1	2B.2	2B.3	2B.4 CBP 6.2.1

	Page 345
Yes, key sectors: -State Gov -King's Park	Yes, key sectors: -State Gov -King's Park
Within Existing Workforce Plan SU (co-lead) ACH CDU CDU	Within Existing Workforce Plan CDU (co-lead) ACH (co-lead) Parks
TBD	BSS <b>\$300,000</b>
TBD	BSS <b>\$300,000</b>
TBD	BSS <b>\$300,000</b>
TBD	BSS \$300,000
TBD	BSS <b>\$300,000</b>
Budget TBD pending outcomes of plan and planting policy	BSS \$300,000
N/A	BSS <b>\$300,000</b>
Medium- term	Short- term
-Plan encourages increased -Plan encourages and results in community involvement and education (eg. Planting events) Biodiversity Management Plan identifies how to include biodiverse plantings and interpretation that supports indigenous and other heritage. -Biodiversity Plan enhances existing and biodiversity	-achievable, and -achievable, and realistic City of Perth contributions identified -partnerships developed
Establish a biodiversity management plan and planting policy that draw on Perth's natural heritage, as defined in the BURRA Charter.	Consult with the State Government to identify potential contributions to the Wildflower Capital WA initiative, <i>Wildflower Way</i> .
2B.5	2B.6

-			Page 346	
Opportunities to Augment Resources through Partnership?	Yes, key sectors: -DLGSCI -Perth Festival -UWA/Universities -CACWA -Private investment	Yes, key sectors: -Private companies	N/A	Yes, key sectors: Universities Private Community
FTE Resources	Within Existing Workforce Plan ACH (lead) EDU EDU	Within Existing Workforce Plan ACH (co-lead) EDU (co-lead) BSS	Within Existing Workforce Plan ACH (lead) BSS MKT MKT	<b>Within Existing</b> <b>Workforce Plan</b> ACH (lead) EDU PPM
Year Ten 28/29	ACH \$75,000	TBD	BSS \$1,555,500 \$390,000	TBD
Year Nine 27/28	ACH <b>\$75,000</b>	TBD	BSS \$1,555,500 \$390,000	TBD
Year Eight 26/27	ACH \$75,000	TBD	BSS \$1,555,500 \$390,000	TBD
Year Seven 25/26	ACH <b>\$75,000</b>	TBD	BSS \$1,555,500 \$390,000	TBD
Year Six 24/25	ACH <b>\$75,000</b>	TBD	BSS \$1,555,500 \$390,000	АСН <b>\$25,000</b>
Year Five 23/24	АСН <b>\$75,000</b>	TBD	BSS \$1,555,500 \$291,000	АСН <b>\$50,000</b>
Year Four 22/23	ACH <b>\$75,000</b>	TBD	BSS \$1,555,500 \$291,000	ACH <b>\$100,000</b>
Year Three 21/22	ACH <b>\$75,000</b>	л. Г	BSS \$1,555,500 \$291,000	ACH <b>\$180,000</b> Capital: <mark>\$75,000</mark>
Year Two 20/21	ACH <b>\$100,000</b>	N/A	BSS \$1,555,500 \$200,100	АСН <b>\$200,000</b>
Year One 19/20	ACH <b>\$100,000</b>	N/A	BSS \$1,555,500	ACH \$180,000 EDU \$20,000
Timetable	Ongoing	Medium- term	Ongoing	Short-term
Outputs	-mentorship, networking and professional development of creative practitioners and businesses attained -Annual event attendance -Positive feedback on Annual Community Perception Survey	-Options generated, scoped, assessed, and implemented -increase in cultural production	-Appropriate, sustainable annual budget identified -Effective strategic partnerships developed, including with thriving neighbourhood precinct groups. -Increased levels of arts and cultural activation across Perth City -robust assessment and outputs/ outcomes evaluation	-Key partnerships support a vibrant and productive cultural hub -Foot traffic, visitation -number of professional networking event participants
Specific Activity	In partnership with other key stakeholders, deliver an annual program of professional and sector development for cultural/creative industries (eg. REMIX).	Investigate and implement a City of Perth match-funding program for philanthropy and corporate partnerships that encourages new creative work and cultural entrepreneurship.		Partner with State to provide and/or facilitate cooperative workspace and hubs for the creative sector and community (including CaLD communities) in underused spaces (Eg. Northbridge Piazza, Gasworks).
Ref	3.1	3.2	ç. Ç	3.4

		Page 347			
Yes, key sectors: CACWA State Government Philanthropists Angel Investors		Yes, key sectors: State Gov Private Industry	Yes, key sectors: State Gov Fed Gov International institutions	Yes, key sectors: State Gov Private Industry Philanthropy International institutions	Yes, key sectors: State Gov Local Gov Tourism industry WAITOC
Within Existing Workforce Plan ACH (lead) BSS EDU CPU DAI DAI	1 Additional/ Reprioritised FTE and/or grants budget required in years 7-10 ACH (lead) EDU EDU	Within Existing Workforce Plan ACH (lead) MKT BSS	Within Existing Workforce Plan ACH (lead) EDU	Within Existing Workforce Plan ACH (lead) EDU PPAF	Within Existing Workforce Plan EDU (lead) ACH MKT
TBD	ACH \$25,000	TBD	ACH \$30,000 \$30,000 EDU \$15,000	ACH <b>\$10,000</b>	TBD
TBD	ACH \$50,000	TBD	ACH \$30,000 \$30,000 EDU \$15,000	ACH <b>\$10,000</b>	TBD
TBD	ACH \$200,000	TBD	ACH \$30,000 \$30,000 \$20,000 \$20,000	ACH <b>\$10,000</b>	TBD
ACH \$120,000	ACH \$200,000	TBD	ACH \$30,000 \$30,000 EDU \$20,000	ACH <b>\$10,000</b>	TBD
N/A	N/A	TBD	ACH \$30,000 \$30,000 EDU \$20,000	ACH <b>\$10,000</b>	TBD
A/N	N/N	TBD	ACH \$30,000 \$30,000 EDU \$20,000	ACH <b>\$20,000</b>	TBD
N/A	N/A	TBD	ACH \$30,000 \$30,000 \$15,000 \$15,000	ACH <b>\$20,000</b>	TBD
N/N	N/A	TBD	ACH \$30,000 \$30,000 EDU \$15,000	ACH <b>\$150,000</b> <b>\$70,000</b>	TBD
A/N	N/A	TBD	ACH \$30,000 \$20,000 EDU \$15,000	ACH <b>\$10,000</b>	TBD
N/N	N/A	Nil	ACH \$30,000 EDU \$12,000	Nil	Nil
Long-term	Long-term	Short-term	Ongoing	Short-term	Ongoing
-Number of established Arts & Cultural start- ups/businesses -New businesses lasting/longevity – beyond 12 months -Diversifying once established -Ratio of number of enquiries to number of resulting established businesses	-A film-friendly culture developed in Perth City -Key partnerships established to support film in Perth City -Infrastructure considered as part of the cultural infrastructure plan (Activity 2.2)	-Agreed approach with State and Stakeholders determined -increased public access to live WA music considered -increased promotion of WA music industry considered	-Tailored approach for cultural exchange explored for each Sister City relationship -partnerships developed locally and internationally	-Opportunities identified and assessed according to best fit and cost/benefit analysis	-opportunities identified -high level of integration with key stakeholders
Identify and address barriers to arts and cultural businesses in Perth City.	Identify opportunities to support the local screen sector and implement the "Film Perth" report recommendations.	Partner with State Government and key music stakeholders to investigate contemporary music industry development focused on shared objectives.	Leverage Sister City relationships by connecting local cultural institutions with international counterparts, to develop cultural exchange and local capacity of cultural workers (Eg. Art Taipei).	ldentify and pursue a significant opportunity to put Perth's arts sector on the international radar (eg. Art Basel Cities, World Cities Culture Forum).	In collaboration with stakeholders, investigate opportunities to improve the city's cultural tourism offering and publicise and promote
3.5	3.6	3.7	8. R	9.6 E	3.10

Etc.	Yes, key sectors: Universities Government
	<b>Within Existing</b> <b>Workforce Plan</b> LIB (lead) ACH EDU CMS CMS
	LIB \$888,160
	Ongoing
-positive relationships built	-number and quality of programs held -attendance to programs -attendee feedback (survey) -collaboration/ partnerships with businesses, academic institutions and government agencies
this offering to visitors. (Refer to 5.5 on cultural brand).	Provision of programs and services to assist individuals to increase their knowledge and skills, to change their attitudes and behaviours, and to access information and increase awareness of what is happening in their community.
	3.11

		Page 349		
Opportunities to Augment Resources through Partnership?	Yes, -varied	Yes, key sectors: -State Gov -Universities -SWALSC -Whadjuk Working Party -PPAF	Yes, key sectors: -State Gov -Fed Gov	Yes, key sectors: -Cultural organisations -Perth Festival -Fringe World -UWA -DLCSI -PLCSI -Private businesses -Precinct Groups
FTE Resources	Within Existing Workforce Plan CMS (lead) ALL Units	Within Existing Workforce Plan ACH (lead) CMS DAI DAI	Additional 1 FTE or contractor may be required in years 9 and 10 ACH (lead) CMS MKT LIB CDU PPAF HAA PPAF PPM	Within Existing Workforce Plan ACH (co-lead) MKT (co-lead BSS HAA
Year Ten 28/29	Resourcing as per RAP	ACH <b>\$30,000</b>	ACH \$220,000 \$280,000	ACH <b>\$50,000</b> MKT <b>\$750,000</b>
Year Nine 27/28	Resourcing as per RAP	N	ACH \$200,000 (Capital)	ACH <b>\$50,000</b> MKT <b>\$750,000</b>
Year Eight 26/27	Resourcing as per RAP	ĪZ	ACH/CMS \$60,000	ACH <b>\$50,000</b> MKT <mark>\$750,000</mark>
Year Seven 25/26	Resourcing as per RAP	ĪZ	ĪZ	ACH \$50,000 MKT \$750,000
Year Six 24/25	Resourcing as per RAP	ACH \$30,000	ĪZ	ACH \$50,000 MKT \$750,000
Year Five 23/24	Resourcing as per RAP	ĪZ	ĪŽ	ACH <b>\$60,000</b> MKT <mark>\$750,000</mark>
Year Four 22/23	Resourcing as per RAP	ĪZ	ACH/CMS \$200,000	ACH <b>\$70,000</b> MKT <mark>\$750,000</mark>
Year Three 21/22	Resourcing as per RAP	ĨŇ	ACH/CMS \$150,000	ACH <b>\$80,000</b> MKT <mark>\$900,000</mark>
Year Two 20/21	Resourcing as per RAP	ACH <b>\$30,000</b>	ACH \$25,000	ACH \$100,000 MKT \$750,000
Year One 19/20	Resourcing as per RAP	ACH \$30,000	ACH \$220,000	ACH <b>\$60,000</b>
Timetable	Ongoing	Short-term	Ongoing/ Long-term	Short-term
Outputs	-Implement the City of Perth's Reconciliation Action Plan -Engage and strengthen working relationships with Aboriginal peoples -Build visibility and representation of Aboriginal culture in cultural activities, facilities and events	-detailed, user- friendly and accurate Cultural Map produced -endorsement of the map by the Aboriginal and Torres Strait Islander communities	-robust community consultation -high levels of collaboration/ partnership -inclusive, accessible events and initiatives -public perception surveys -Attendance/ awareness across broad, multi- cultural demographics	-feasibility study for year-round arts festivals conducted -key partnerships delivering increased value for money year round
Specific Activity	Celebrate and make visible Aboriginal and Torres Strait Islander cultures through community-led initiatives.	In consultation with the community and key stakeholders undertake to plot significant cultural stories, particularly of the Aboriginal and Torres Strait Islander communities, spatially across Perth City in a Cultural Mapping project.	Celebrate key historic milestones through partnerships, events and strategic projects that acknowledge cultural diversity and multiple histories (Eg. WA Bicentennial, Town Hall 150 <sup>th</sup> anniversary).	Create local community arts & cultural activation at strategic spaces throughout Perth City through year-round, high quality arts festivals and events (Eg. winter season, leveraging key strategic arts partnerships).
Ref	4.1	4.2	б. 4	4.4

		r		Page 350	1	
Mathematical and second seco		Yes, key sectors: -State Library -Collecting Institutions -PPAF -Private donations	Yes, key sectors: -National Trust -State Gov -Cultural institutions	Yes, key sectors: -Universities -Lost Perth -State Records Office -State Library -DLGSCI -Cultural institutions -Community -PPAF -Heritage Perth	Yes, key sectors: -MRA -Private businesses -Buskers Guild	Yes, key sectors: -Museum of Freedom and Tolerance
Current and build of a first control         Control         Contro         Control         Control		Within Existing Workforce Plan ACH (lead) PPM	Within Existing Workforce Plan ACH (lead) PPM CMS CMS LIB MKT Comms DAI IT	Additional 0.5FTE or contractor required in year 2 ACH (lead) DAI IT MKT Comms	Within Existing Workforce Plan ACH (co-lead) CSU (co-lead) BSS HAA MKT	Within Existing Workforce Plan
Image: manual sector		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$35,000	ACH \$80,000	ACH \$100,000	ĪZ	BSS <b>\$75,000</b>
Technology of any control interval provide access to and control interval provide access to and conding provide control interval provide access to and		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$35,000	ACH \$80,000	ACH \$100,000	īz	BSS <b>\$75,000</b>
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Newlops and markfair the City beekings and constituencessed         Cumber operation (Ferth's cutural provide access to and dentity and cocial history.         Cumber constructions         Cumber constructions<		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$65,700	ACH \$80,000	ACH \$25,000	ĨZ	BSS <b>\$75,000</b>
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Immer and quality of arts         - numer and quality of arts         - numer and quality of arts         - numer and quality of arts           Develop and maintain the City of PertrY's unique of occumenting preserving and documenting preserving and documenting preserving and documenting preserved in provide access to and dentity and social history.         - Nort-term/ ramework         Ach (xquisitio)           Pertry's unique of documenting preserving and documenting preserved in conserved in conserved in conserved in conserved in provide access to and preserving and collections in conserved in conserved in conserved in provide access to and preserving preserving and collections in conservation infusion spaces and online.         Soundo Soundo Soundo Soundo Soundo spaces and online.         Ach collections is second preserving soundo spaces and online.         Ach collections is second preserving soundo spaces and online.         Soundo Soundo Soundo spaces and online.           Work to ensure Perth City's cutural assets practice solid cutural assets practice assity accessible in conservation limits prostible within conservation limits accessible in conservation limits practice assity accessible in conservation limits prostible within conservation limits accessible as accessible as accessible as accessible as accessible in conservation assity accessible in conservation by th public, and digital platforms accessible as accessible as accessible as accessible as accessible as accontrip by the ching proferimation conservating access		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$72,700 Capital: \$50,000 (Storage solution)	ACH \$80,000	ACH \$100,000	ACH \$10,000	BSS <b>\$75,000</b>
Tumber and quality of arts         Tumber and quality of arts           Develop and maintain the City of Pertri's cultural Collections preserving a commitment to preserving and documenting preserving and documenting preserving and documenting preserving and documenting preserving and documenting preserving and documenting conserved in accordance with best practice         Short-term/ Orgoing terms/ conserved in accordance with best practice           Provide access to and pertri's unlaue cultural provide access to and dedicated City of Perth-owned entries cultural collections in dedicated City of Perth-owned entries and online.         Collection as accordance with best practice         Short-term/ Orgoing digital platforms as accordance with best practice           Work to ensure Perth City's are cultural assets (public art, bertiage and history, etc.) are outiveral assets (public and digital platforms as accessible assets possible within conservation limits         Dongoing pertor accessible assets           Develop a robust Busking by the public, and linked to place through the "Finding a digital formary, virality brite attri' project.         Dong virality digital formars, discordance formation and ambiance in conservation limits           Develop a robust Busking brite through the "Finding brite througing program.         Dong virality accessible assets accessible assets           Develop a robust Busking brite through the "Finding a commissioning program.         Dong virality accessible and digital formarke formations reflect         Short-term           Develop a robust Busking brane through the cultural brane through the cultural commissioning program.         Dong virality accessible and with in contularotal cul		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$100,800 Capital: \$50,000 (Storage solution)	ACH \$80,000 Capital: \$50,000 (Display solution)	ACH \$100,000	ACH <b>\$15,000</b>	BSS <b>\$75,000</b>
Image         -number and quality of arts           Develop and maintain the City through a commitment to preserving and documenting preserving and documenting developed         -collections           Perth's cultural Collections         Management through a commitment to preserving and documenting developed         -collections are developed           Provide access to and nengagement with the City of perth's unique cultural         -collection and developed         -collection and developed           Provide access to and nengagement with the City of perth's cultural Collections in conserved in accordance with perth's cultural collections in theirtage buildings, art, cultural heritage buildings a conservation inmits           Develop a robust Busking by the public, and linked to place through the "Finding by the public, and linked to place through the "Finding by the public, and linked to place through the "Finding a trevised briev, and with arth or publical cultural heritage building a conting program.		ACH \$200,000 Capital: (Acquisitio ns reserve budget): \$60,000 (Renewal): \$74,800	ACH \$80,000 Capital: \$50,000 (Display solution)	∀/N	ACH \$30,000	BSS \$75,000
Develop and maintain the City of Perth's Cultural Collections through a commitment to preserving and documenting Perth's unique cultural identity and social history.         Nork to ensure Perth City's cultural collections in dedicated City of Perth-owned spaces and online.         Work to ensure Perth City's cultural assets (public art, heritage buildings, art, cultural heritage and history, etc.) are easily accessible in engaging digital formats, discoverable by the public, and linked to place through the "Finding Perth" project.         Develop a robust Busking Framework, including a revised policy, guidelines, and street performance commissioning program.         Leverage Sister City relationships and work in partnership with local cultural commutity and under performance		Short-term/ Ongoing	Short-term/ Ongoing	Long-term	Short-term	Short-term
	-number and quality of arts events increased	-Collection Management Framework developed -collections are managed and conserved in accordance with best practice	-collection Interpretation and Engagement framework developed -collections as accessible as possible within conservation limits	-"Finding Perth" digital platforms delivered -online traffic and visitation -footfall/lingering to publically accessible assets	-increased street performance quality; enhanced vibrancy, vitality and ambiance in Perth City -minimise busking complaints -footfall/lingering	-cultural celebrations reflect demographics of Perth
4.5 4.9 4.9		Develop and maintain the City of Perth's Cultural Collections through a commitment to preserving and documenting Perth's unique cultural identity and social history.	Provide access to and engagement with the City of Perth's Cultural Collections in dedicated City of Perth-owned spaces and online.	Work to ensure Perth City's cultural assets (public art, heritage buildings, art, cultural heritage and history, etc.) are easily accessible in engaging digital formats, discoverable by the public, and linked to place through the "Finding Perth" project.	Develop a robust Busking Framework, including a revised policy, guidelines, and street performance commissioning program.	Leverage Sister City relationships and work in partnership with local cultural community groups across
		4.5	4.6	4.7	4.8	4.9.a

	Page 3	351	
-OMCI -Community Groups/Orgs	Yes, key sectors: -Chung Wah Association	Yes, key sectors: -Brookfield -Cathedral Square -etc	Yes, key sectors: -State Gov -Fed Gov
ACH (lead) EDU BSS CMS LIB MKT HAA	Within Existing Workforce Plan EDU (lead) ACH MKT BSS LIB LIB	<b>Within Existing</b> <b>Workforce Plan</b> MKT (lead) ACH EDU SPM	Within Existing Workforce Plan MKT (lead) ACH CMS HAA HAA
	BSS \$75,000 MKT \$40,000	MKT \$900,000 \$350,000	MKT \$250,000
	BSS \$75,000 MKT \$40,000	MKT \$900,000 \$100,000	MKT \$250,000
	\$75,000 \$75,000 \$40,000	MIKT \$900,000	MKT \$250,000
	Short-term/ Ongoing	Short-term/ Ongoing	Ongoing
-guidelines developed to assist external organisations and groups to deliver community cultural events in Perth City -Key cultural diversity days celebrated: (see Appendix 2: Evidence for suggested list of days)	-robust community consultation -high levels of collaboration/ partnership -inclusive, accessible events and initiatives and initiatives -public perception surveys -Attendance/ awareness across broad, multi- cultural demographics	-Sense of inclusion and respect for a wide, multi-cultural demographic, beyond Christmas -engaging experience -footfall/lingering -public perception survey	-Attendance/ awareness across broad, multi- cultural demographics -high levels of collaboration/ partnership -# of diverse cultural experiences
Perth's broad cultural demographics, to make multiculturalism visible, through notable celebrations for a wide variety of cultural days.	Leverage Sister City relationships to deliver activations that celebrate Chinese New Year.	Deliver a Christmas/New Year- season experience that is representative and inclusive of Perth's multicultural community; a more diverse offering that is meaningful for a wide demographic.	Ensure that Australia Day long weekend events are inclusive and acknowledge cultural diversity and multiple histories.
	4.9.b	4.10	4.11

		Page :	352 I		l
Opportunities to Augment Resources through Partnership?	N/A	N/A	N/A	Various	Yes, key sectors: -DLCSCI -Tourism WA
FTE Resources	Within Existing Workforce Plan S&P (advise/ coordinate) All Units	Within Existing Workforce Plan ACH (lead) GOV PPAF PAAP	Within Existing Workforce Plan ACH (lead) BSS GOV S&P S&P	Within Existing Workforce Plan S&P (co-lead) GOV CMS	Within Existing Workforce Plan ACH (co-lead) MKT (co-lead) EDU
Year Ten 28/29	N/A (Costs built into each initiative)	ACH \$5,000	ĪZ	Ĩ	\$25,000
Year Nine 27/28	N/A (Costs built into each initiative)	ACH \$5,000	īz	ĪZ	EDU \$25,000
Year Eight 26/27	N/A (Costs built into each initiative)	ACH \$5,000	ĨZ	Ĩ	EDU \$25,000
Year Seven 25/26	N/A (Costs built into each initiative)	ACH \$5,000	Ĩ	Ĩ	EDU \$25,000
Year Six 24/25	N/A (Costs built into each initiative)	ACH \$5,000	ĨŽ	Ĩ	EDU \$25,000
Year Five 23/24	N/A (Costs built into each initiative)	ACH \$5,000	Z	Ĩ	EDU \$25,000
Year Four 22/23	N/A (Costs built into each initiative)	ACH \$5,000	ĨŽ	Ĩ	EDU \$25,000
Year Three 21/22	N/A (Costs built into each initiative)	ACH \$5,000	Ĩ	Ĩ	EDU \$25,000
Year Two 20/21	N/A (Costs built into each initiative)	ACH \$5,000	Ī	Ĩ	EDU <b>\$25,000</b> MKT <mark>\$350,000</mark>
Year One 19/20	N/A (Costs built into each initiative)	ACH \$5,000	Ĩ	Ĩ	EDU \$25,000
Timetable	Ongoing	Short-term	Short-term	Short-term/ Ongoing	Short-term/ Ongoing
Outputs	-Stakeholder engagement framework used for all initiatives	-Effective, cohesive and active reference group established, with clear Terms of Reference ability of reference group to contribute to Council decision- making -relevant issues are within the scope of the reference group to advise upon	-Heritage Perth review completed -PPAF review completed -Arts/Major Events Sponsorships review completed	-stakeholder feedback and perception surveys -# of meetings per year -% of collaborative projects	-website traffic -social media stats -community perception survey -cultural tourism increased
Specific Activity	Using the IAP2 Framework, increase community consultation to drive decision- making for current and prospective cultural projects and initiatives.	Establish a cultural reference group convened by the City of Perth, with representatives from the community, the cultural sector and government.	In consultation with the cultural reference group, review and develop the City of Perth's investment in strategic partnerships that will deliver on cultural commitments and drive cultural development in Perth.	Play an active role in developing partnerships with other relevant agencies to meet cultural commitments.	Partner with Tourism WA, WAITOC, and other stakeholders to promote cultural activities, developing a cultural "narrative/brand" that reflects Perth's authentic cultural identity, which will shape the flow of engaging information on the cultural life of Perth for Perth's varied and transient community and
Ref	5.1	5.2	5.3	5.4	5.5

6         Perture with factor interval method         Discretion interval method         Indentifying interval method         Indentifying interval method         Indentifying interval method         Indentifying interval method         Indentifying method         Indentifying method </th <th>Г</th> <th>1</th> <th></th> <th>Page 353</th>	Г	1		Page 353
Destruction         Destruction         Solution         Solution         Null         Null <th< td=""><td>Yes, key sectors: State Gov PTT</td><td>N/A</td><td>N/A</td><td>Yes, key sectors: -NLGCF -WALGA</td></th<>	Yes, key sectors: State Gov PTT	N/A	N/A	Yes, key sectors: -NLGCF -WALGA
Returne with the State         contribution         Subtribution         Number         Num	Within Existing Workforce Plan MKT (co-lead) ACH (co-lead)	Within Existing Workforce Plan ACH (co-lead) MKT (co-lead) Comms (co-lead)	Within Existing Workforce Plan ACH/GOV (Various Interdependent Units)	Within Existing Workforce Plan ACH/GOV
Description         Note-controlection         Source-minity         Note         Not	ĪZ	N/A	N/A	ACH/GOV <b>\$5,000</b>
Description       Sport-term/       N/A       Ni       Ni       Ni       Ni       Ni         Thereter Trust to deliver Thereter Trust to deliver Thereter Trust to deliver anound key veetural activations       Nore-term/       Sport-term/       N/A       Ni       Ni       Ni       Ni       Ni         Antimal Contraction	īz	N/A	N/A	ACH/GOV \$5,000
Farther       continued       Short-territy       N/A       NI	Ī	N/A	N/A	ACH/GOV \$5,000
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Partner with the State         co-funded         Short-term/ coveranter and Pertn         Nil         Nil           Theater Trust to deliver ongoing cultural activations         activation approach erverage the New, activation approach         Display         Noi         Nil         Nil           Interact Trust to deliver amonglays in the Perth         weessite the New, weessite traffic         Short-term/ Short-term/         NiA         NiA         NiA         NiA           Interact Cultural Centre.         website staffic         Short-term/ Short-term/         NiA         NiA         NiA         NiA           Interact Cultural Centre.         website suffic         Short-term/ Short-term/         NiA         NiA         NiA         NiA           Interst in cultural Centre.         website suffic         Short-term/ Short-term/         NiA         NiA         NiA         NiA           Variation with the City         mode of perth on cultural intervation with the City         and support potential         NiA         NiA         NiA         NiA         NiA           ACH policies reviewed        ffective policies         Short-term/ Short-term/         NiA         NiA         NiA         NiA         NiA           ACH policies reviewed        ffective policies         Short-term/ Shorterm/         NiA         NiA <td< td=""><td>Ż</td><td>N/A</td><td>A/A</td><td>ACH/GOV \$5,000</td></td<>	Ż	N/A	A/A	ACH/GOV \$5,000
Partner with the State       -co-funded       Short-term/       N/A       Nii         Government and Petch       -co-funded       Short-term/       N/A       Nii         Theater Trust to deliver       -everage the New       Ongoing cultural activations       Museum in         around key events and       -everage the New       Ongoing       N/A       N/A       N/A         Cultural Centre       -website staffic       Short-term/       N/A       N/A       N/A         Maintain and continue to       -website staffic       Short-term/       N/A       N/A       N/A         Invest in cultural content on       -social media stats       Ongoing       Ongoing       A       N/A       N/A         and support       orther truston       -social media stats       Ongoing       A       N/A       N/A         way the cltip       and support       Programm.       -community       A       N/A       N/A         and support programs.       -effective policies       Short-term/       N/A       N/A       N/A         and support programs.       -effective policies       Short-term/       N/A       N/A       N/A         and support programs.       -effective policies       Short-term/       N/A       N/A	īz	N/A	N/A	ACH/GOV \$5,000
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Partner with the State Government and Perth Theatre Trust to deliver ongoing cultural activations around key events and campaigns in the Perth Cultural Centre. Maintain and continue to invest in cultural content on the City's websites with accessible information on cultural offerings, and two- way channels of communication with the City of Perth on cultural initiatives and support programs. ACH policies reviewed regularly, with community input, in line with the Cultural Development Plan. City of Perth Council and Administration displays Cultural Leadership.	Short-term/ Ongoing	Short-term/ Ongoing	Short-term/ Ongoing	Short-term/ Ongoing
	-co-funded activation approach -leverage the New Museum in programming	-website traffic -social media stats -community perception survey -Access across both visitperth.com.au and perth.wa.gov.au	-effective policies -community is engaged and input informs policy settings -no overdue review dates	Cultural leadership training implemented for all new Councillors and Executive -City of Perth Council and Administration displays Cultural Leadership
5.6 5.9	Partner with the State Government and Perth Theatre Trust to deliver ongoing cultural activations around key events and campaigns in the Perth Cultural Centre.	Maintain and continue to invest in cultural content on the City's websites with accessible information on cultural offerings, and two- way channels of communication with the City of Perth on cultural initiatives and support programs.	ACH policies reviewed regularly, with community input, in line with the Cultural Development Plan.	City of Perth Council and Administration displays Cultural Leadership.
	5.6	5.7	5.	5.9

Description	Year One 19/20	Year Two 20/21	Year Three 21/22	Year Four 22/23	Year Five 23/24	Year Six 24/25	Year Seven 25/26	Year Eight 26/27	Year Nine 27/28	Year Ten 28/29
Total within current levels of operating expenditure	\$9,059,660	\$9,067,660	\$9,052,660	\$8,822,660	\$8,677,660	\$8,544,660	\$8,514,660	\$8,564,660	\$8,654,660	\$9,014,660
Total within current levels of capital expenditure	\$264,800	\$160,800	\$332,700	\$100,290	\$325,700	\$113,100	\$295,000	\$95,000	\$295,000	\$95,000
Total Additional Operating Expenditure	<del>\$</del>	\$1,520,100	\$1,741,000	\$1,661,000	\$1,471,000	\$1,545,000	\$1,850,000	\$1,730,000	\$1,670,000	\$1,975,000
Totals Additional Capital Expenditure	<mark>∿</mark> ≻	\$100,000	\$125,000		\$ <del>`</del>	<mark>ب</mark> ہ	<b>☆</b>	<del>ې</del>	\$-	<b>ب</b> ې
								-		
Grant Total Operating Expenditure	\$9,059,660	\$10,587,760	\$10,793,660	\$10,483,660	\$10,148,660	\$10,089,660	\$10,364,660	\$10,294,660	\$10,324,660	<b>\$10,989,660</b>
Grand Total Capital Expenditure	\$264,800	\$1,620,100	\$457,700	\$100,290	\$325,700	\$113,100	\$295,000	\$95,000	\$295,000	\$95,000
FTE Resources (above current levels)	0	0.5	0	0	0	0	1	1	2	2
Notes:										

Figures have not been adjusted for CPI
 The amounts shown in this document, reflect only the City's contribution to the activity, not necessarily the full activity cost (which may include funding from external sources not accounted for here).
 As per page 29 of the Cultural Development Plan:

### TOTALS

Notes:

The City of Perth's overarching commitment is to deliver a range of cultural development activities that will deliver on stated objectives (outcomes), based on evaluation and evidence. The activities may change and vary depending on which most effectively demonstrate delivery on desired outcomes; the commitment to outcomes will remain constant, in line with the City's Strategic Community Plan 2029. (See Appendix 3 for more detail). This means that there is flexibility to decrease or increase activities and corresponding budgets, as long as the City is delivering on the stated objectives. There is also the option to source additional funding from external sources, should internal funding sources be insufficient to meet the requirements of the plan.

FILE REFERENCE:	P1037646#04
REPORTING UNIT:	Properties
RESPONSIBLE DIRECTORATE:	Construction and Maintenance
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	10 May 2019
ATTACHMENT/S:	Attachment 6.9A – Hames Sharley Concept
	Design
	Confidential Attachment 6.9B – Tender
	Evaluation Matrix
	Attachment 6.9C – Proposed Facility Location
	(Confidential Attachments are circulated to
	Commissioners under separate cover)

### Council Role:

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

### Legislation / Strategic Plan / Policy:

Legislation	Part 4 of the Local Government (Functions and General) Regulations 1996
Integrated Planning and Reporting Framework Implications	Strategic Community Plan / Corporate Business Plan Goal 2 - An exceptionally well designed, functional and accessible city
<b>Policy</b> Policy No and Name:	9.6 - Budget Variations

### Purpose and Background:

Public toilets provide an essential service that facilitates residents and visitor access to the wide range of cultural, economic and recreational activities on offer in the city of Perth. They are classed as essential components of city infrastructure.

The Public Toilet Plan 2017-2027 outlines how the City of Perth will ensure an adequate network of public toilets to meet community need, demand from increasing visitor numbers and the overall vision for the city.

As referred to in the plan, a public facility near the Old Swan Brewery, the Blue Boat House and Eliza statue was identified as a priority, and a bespoke design befitting of its prominent location was developed by Hames Sharley Architects (see Attachment 6.9A).

This design was selected after a design competition process with the involvement of the City of Perth's Architect in the selection process and the final discussion.

Upon the selection of the preferred concept design, Properties liaised with the Department of Lands and Heritage (DLPH) regarding *Local Government (Functions and General) Regulations 1996* Section 18 requirements, and involved the local stakeholders in the area in the discussion of the chosen location.

Discussions were then held with both the architects and the engineers involved with the project to provide the most cost-effective solution to the construction of this facility.

### BACKGROUND

Many visitors use the car park on "Quarry Point" as it is approximately halfway between the Blue Boat House and the Old Swan Brewery. There has been an increase over the past few years of visitors to this area, with tour buses as well as self-driven visitors stopping here for photo opportunities. The closest public facility is located at the Narrows Gardens which is 2.4 kilometres away.

Visitors have been utilising Zafferano's restaurant facilities located within the Old Swan Brewery. With the increase in pedestrian traffic numbers, the manager of this restaurant has raised several complaints, as these visitors are disrupting his regular business and the patronage to it. He has documented occasions of verbal abuse and vandalism from members of the public as well as additional costs associated with the additional usage of his toilet facility. The construction of the proposed facility, with appropriate signage at strategic locations, will allow visitors to the area the respite they need, without exhausting the current business facility's capacity.

Officers from the City of Perth have met with stakeholders within the area to discuss the lack of facilities in this location. While it was initially thought the facility could be installed closer to the Old Swan Brewery building, the infrastructure and flora in the area did not allow for a safe excavation process.

Residents were also not supportive of a public facility in this location. After this consultation and various site assessments, the location on Quarry Point was deemed the most suitable due to its strategic location between the attractions, it being a relatively clear level area without any existing flora being impacted, and adjacent car park.

The facility has been designed to be the City of Perth's first 'stand-alone' toilet facility utilising solar power and tank infrastructure to provide the required utilities. Its bespoke design is fitting for the area, as well as being a robust, simple built form.

The facility can be constructed as 'public works' meaning a Development Approval is not required. Officers have spoken to the DPLH and confirmed there is no requirement for *Local Government (Functions and General) Regulations 1996* Section 18, and construction can commence once budget approval is granted.

Following a lengthy consultation process with the stakeholders and designers to determine a concept, discussions were then held with the engineers and architects to obtain the "most cost effective" solution to the proposed facility.

This final design solution then underwent the public Tender process, and the tendered prices received from that process range from \$278,275.67 though to \$397,580.00.

### **Details:**

The preferred contractors price was \$364,800.00 (a 10% construction contingency is recommended) which brings the total project value to \$401,280.

### Project Budget

PJ 12233 – Provision of Public Toilets – Various sites currently has \$219,673.57 remaining in the budget which is insufficient to meet the projects construction tendered price.

To meet the requirements of the tendered price, it is recommended that the additional funds (\$181,606.43) are transferred from account PJ 11878 – Pedestrian Walkways which is identified as having surplus funds to successfully deliver this project.

Upon final approval by relevant authorities (Department of Biodiversity, Conservation and Attractions and Western Australia Planning Commission), a report to the CEO will be prepared for the appointment of the preferred contractor under delegated authority.

### **Stakeholder Engagement**

The City of Perth has undertaken extensive consultation with key stakeholders, including the appropriate regulatory bodies, internal Units, business owners and residents regarding the construction of this public toilet facility.

### **Financial Implications:**

ACCOUNT NO:	PJ 12233
BUDGET ITEM:	Provision of Public Toilets – Various Sites
BUDGETED AMOUNT:	\$500,000.27
AMOUNT SPENT TO DATE:	\$280,326.70
PROPOSED COST:	\$401,280.00
BALANCE REMAINING:	\$-181,606.43
ANNUAL MAINTENANCE:	\$20,000.00
ESTIMATED WHOLE LIFE COST:	\$400,000.00

All figures quoted in this report are exclusive of GST.

### Comments:

An additional budget of \$181,606.43 is required to fund the construction of the public toilet facility in the vicinity of Mounts Bay Road.

# SKETCH DESIGN REV

Page 359

spared for the City of Perth



www.hamessharley.com.au

ACHITECTURE ARCHITECTURE INTERIORS URBAN DESIGN PLANNING LANDSCAPE

- + Prominent Perth location
- + Landmark on a journey Mounts Bay Road
  - + Public amenity Swan River Foreshore
    - + Cycle / Walk / Stop 'third place'
- + Engage sense of place texture/form
  - + Shelter from the elements
- + Detailed & Robust

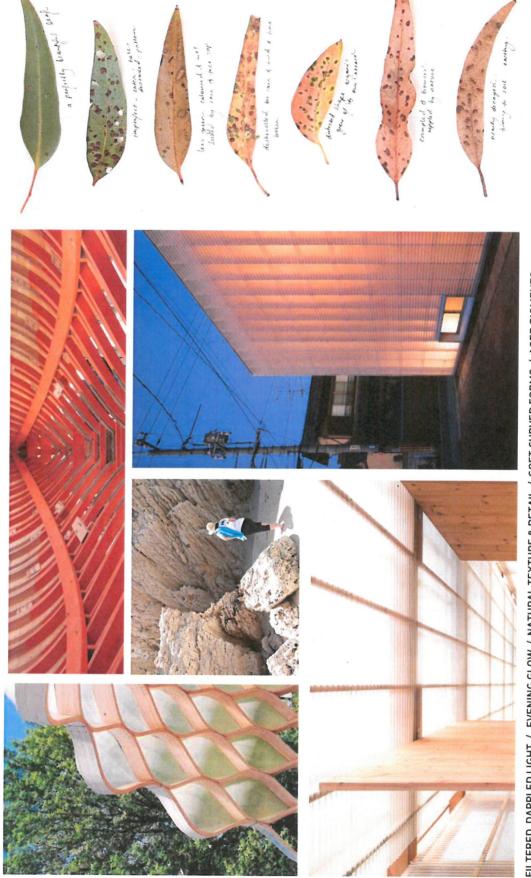
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SKETCH DESIGN REV1



atmosphere/form



FILTERED. DAPPLED LIGHT / EVENING GLOW / NATURAL TEXTURE & DETAIL / SOFT CURVED FORMS / AGED PIGMENTS

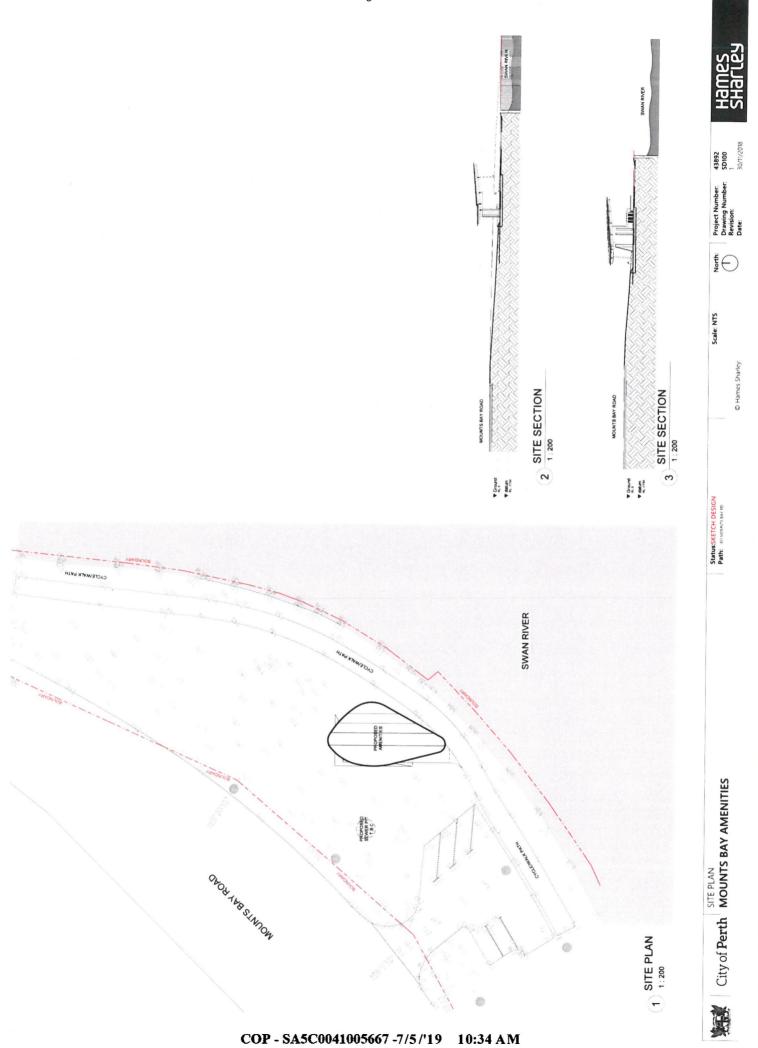
4 HAMES SHARLEY

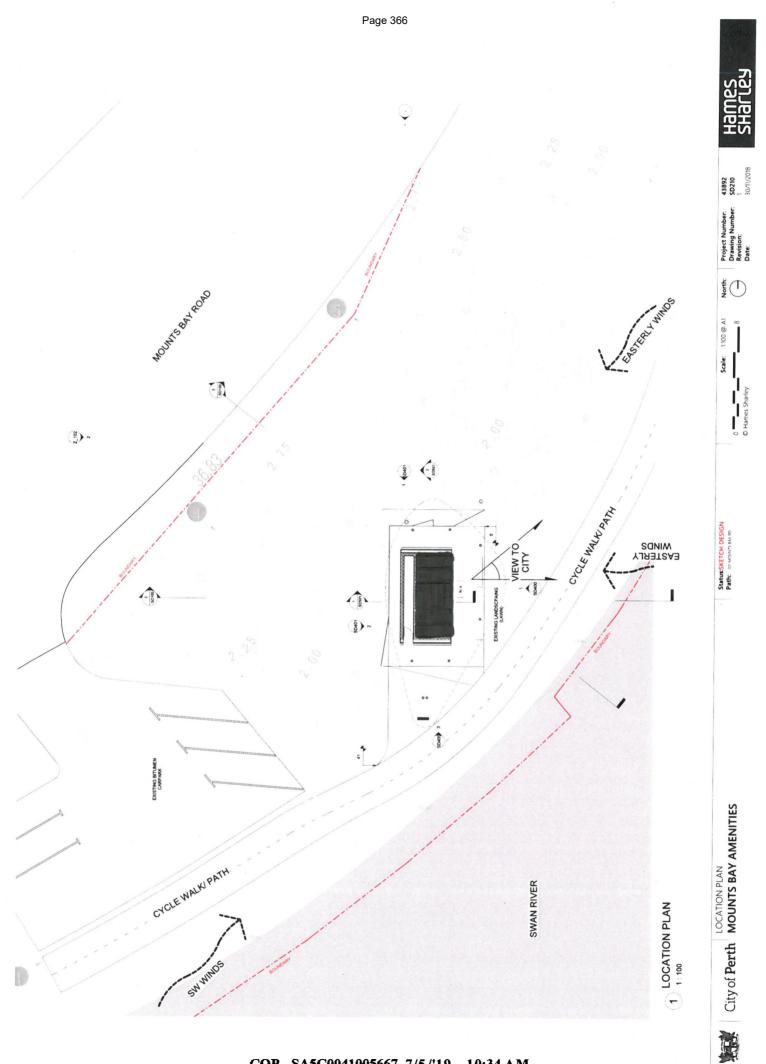


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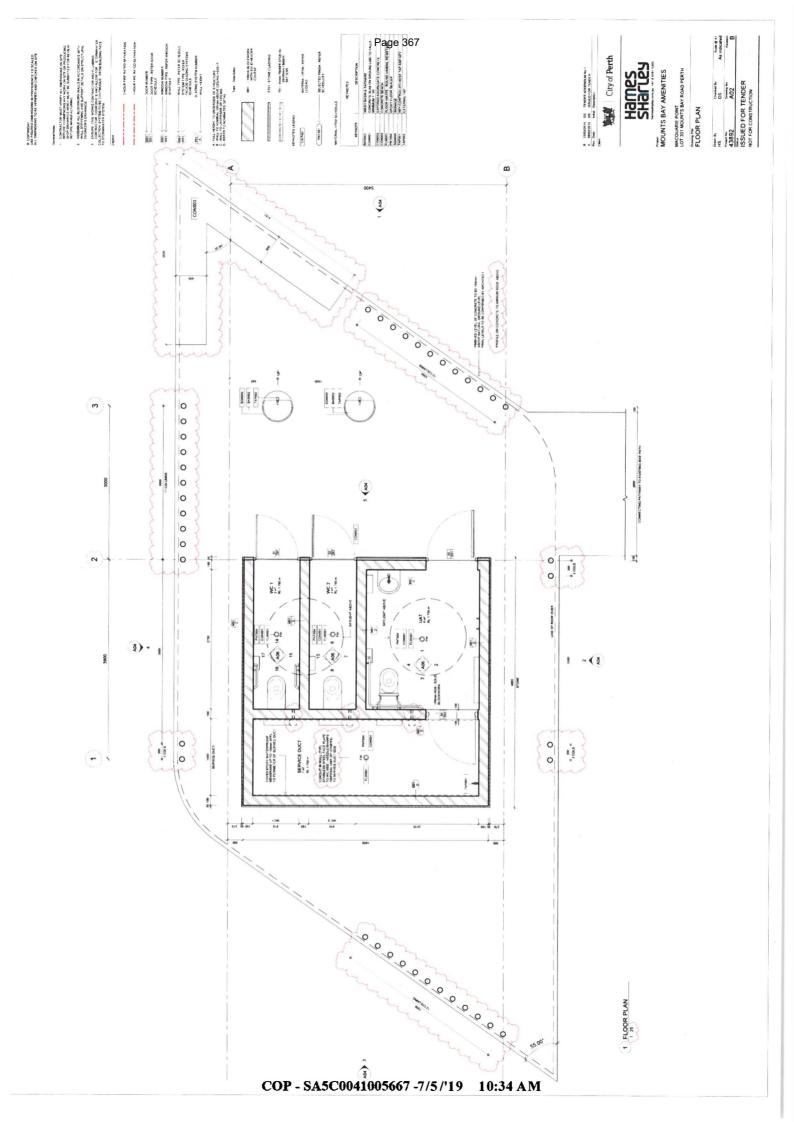
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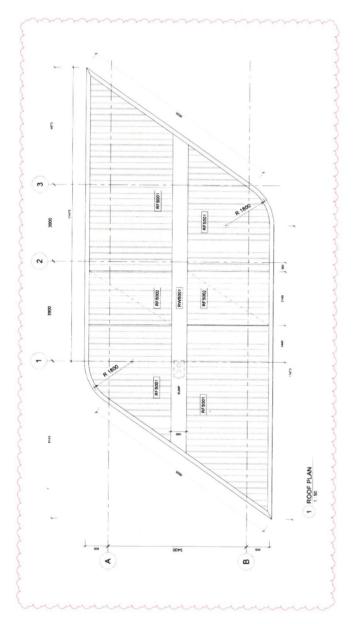


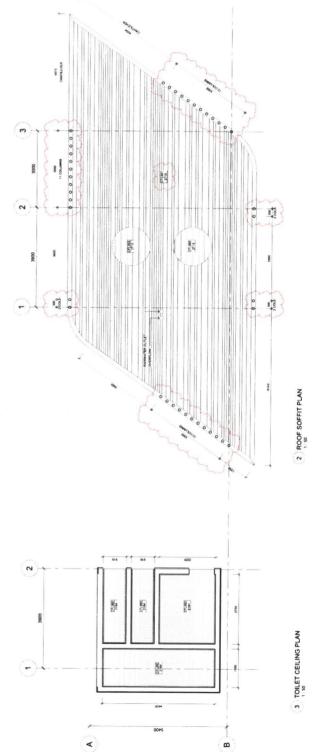


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City of Perth

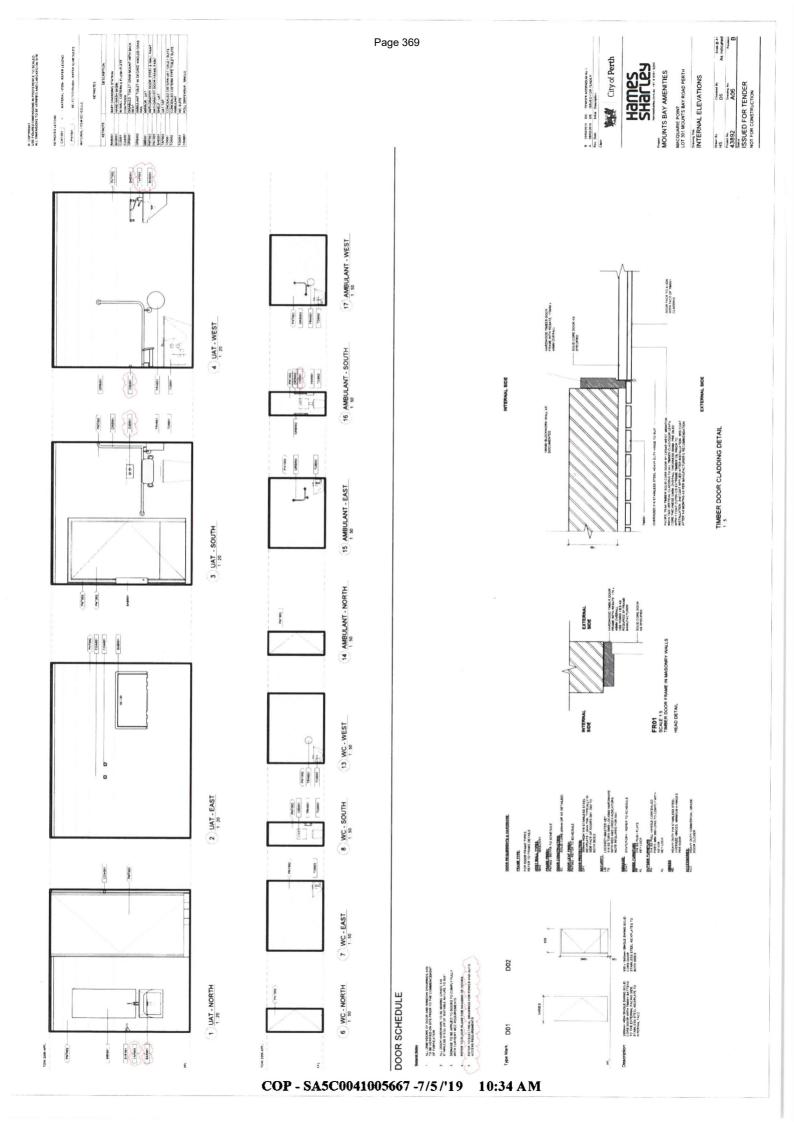
Hames Sharley

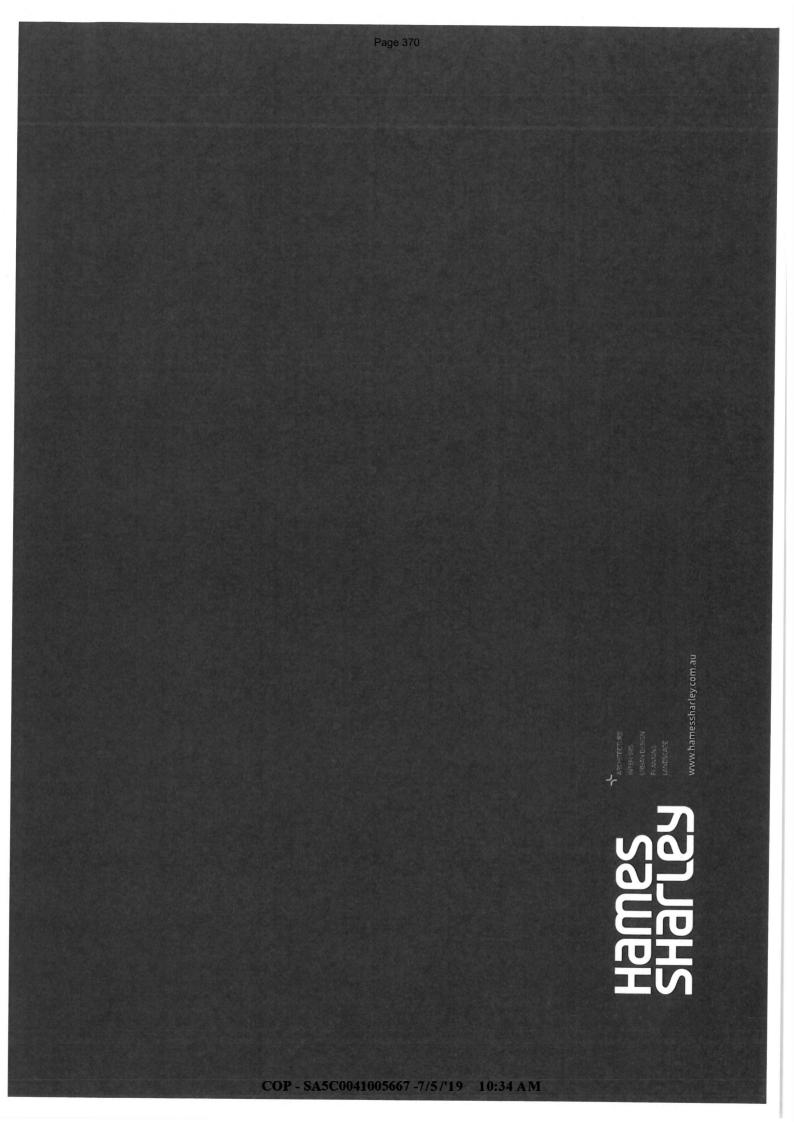
MOUNTS BAY AMENITIES

MACQUARIE POINT LOT 301 MOUNTS BAY ROAD PERTH

ROOF PLAN

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# CONFIDENTIAL ATTACHMENT 6.9B ITEM 6.9 – – PROPOSED PUBLIC TOILET FACILITY ON MOUNTS BAY ROAD – TENDER EVALUATION MATRIX

# FOR THE AGENDA BRIEFING SESSION

# 21 MAY 2019

# DISTRIBUTED TO COMMISSIONERS UNDER SEPARATE COVER

old Swan

Location

# Blue Boathouse location

Proposed location of Public toilet facility



# AgendaFinancial Statements and Financial Activity Statement for theItem 6.10Period Ended 31 March 2019

FILE R	EFERENCE:		P1014149-25
REPO	RTING UNIT:		Finance
RESPO	ONSIBLE DIRECTORATE:		Corporate Services
REPO	RT AUTHOR DISCLOSURE	OF INTEREST:	Nil
DATE:			8 May 2019
ΑΤΤΑ	CHMENT/S:		Attachment 6.10A – Financial Statements and Financial Activity Statement for the period ended 31 March 2019
<u>Coun</u>	icil Role:		
	Advocacy		incil advocates on its own behalf or on behalf of to another level of government/body/agency.
X	Executive	Council e.g. a	al direction setting and oversight role of the adopting plans and reports, accepting tenders,
	Legislative	5 1	ations, setting and amending budgets. hting local laws, town planning schemes and
	Quasi-Judicial	directly affect character arise natural justice town planning other permits,	ouncil determines an application/matter that ts a person's right and interests. The judicial es from the obligation to abide by the principles of e. Examples of Quasi-Judicial authority include g applications, building licences, applications for /licences (eg under Health Act, Dog Act or Local er decisions that may be appealable to the State e Tribunal.
	Information	For the Counci	il/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	Section 6.4(1) and (2) of the <i>Local Government Act 1995</i> Regulation 34(1) of the <i>Local Government (Financial Management) Regulations 1996</i>
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 8 - A city that delivers for its community
<b>Policy</b> Policy No and Name:	N/A

# **Details:**

The Financial Activity Statement is presented together with a commentary on variances from the revised budget.

# Comments:

The Financial Activity Statement commentary compares the actual results for the 9 months to 31 March 2019 with the original budget approved by Council on **3 July 2018**, and amended on **28 August 2018**, **27 November 2018 and 26 February 2019**.

# Page 375 FINANCIAL ACTIVITY STATEMENT FOR THE NINE MONTHS TO 31 MARCH 2019

# **REPORT OF VARIANCES TO BUDGET**

This report compares the actual performance for the nine months to 31 March 2019 to the 2018/19 Budget adopted by Council on 3 July 2018 and amended by Council on 28 August 2018, 27 November 2018 and 26 February 2019.

# **Operating Revenue**

- Parking revenue for the year to date was \$56.2 million, which was \$147,00 above the budget. The variance relates mainly to Kerbside, Open Air and Undercover Car Parks performing above budget.
- Fines and costs were \$7.2 million, being \$188,000 or 2.7% above budget for the period. The November budget review reflected reduced revenue expectations due to the planned impact of the IPMS implementation. The project is behind schedule and the actual performance for the period October to January was therefore above expectation. The February budget review has been adjusted to consider the year to date performance. Fines and Costs for the month of March only were \$135,000 below budget.
- Investment Income and Interest was \$647,000 over the budget mainly due to the performance of the Colonial Share index balanced fund to March.

# **Operating Expenditure**

- Employee costs for the year to date were \$58.1 million being 0.8% or \$462,000 above the budget. This was mainly due to the cumulative effect of top up payments for prior financial years to LGIS for workers compensation. Employee Costs for the month of March only were \$12,000 below budget.
- Materials and Contracts were \$2.8 million under the budget. This was mainly due to timing variances in Contractors and Consultants, Fees and Charges and Maintenance.
- Depreciation and Amortisation was under the budget by \$76,000.
- Loss on Disposal of assets was \$997,000 above budget due to the timing of the capital nature of Work in Progress projects.

# **Investing Activities**

• Capital expenditure was \$5.1 million under budget for the year to date as detailed below.

# Page 376 FINANCIAL ACTIVITY STATEMENT FOR THE NINE MONTHS TO 31 MARCH 2019

# **REPORT OF VARIANCES TO BUDGET**

Capital expenditure Variance	for the period	to March 201	9	
Details	Revised Budget 2018/19		Year to Date	
		Actual	Budget	Variance
Integrated Parking Management and Enforcement System	3,900,000	468,231	991,644	(523,412)
Smart Cities Federal & Enhancements	2,409,042	1,296,320	1,804,957	(508,637)
Lighting - Council House Upgrades	1,741,053	68,354	88,398	(20,043)
Wellington Square Enhancement	1,726,158	258,787	724,208	(465,421)
Digital Workplace Enhancements	1,487,734	459,410	577,424	(118,014)
Concert Hall Structural Repairs	1,300,000	878,419	791,565	86,854
East End Revitalisation	1,167,000	359,433	489,348	(129,915)
2-Way Street projects	1,004,773	272,249	392,639	(120,391)
HRIS System Review and Implementation	912,199	609,497	656,635	(47,138)
Telemetric irrigation control system	835,664	144,793	600,000	(455,207)
St Georges Terrace (Irwin — Victoria St) Lighting - Upgrade	794,841	54,153	173,892	(119,739)
Lighting - End of useful life replacement	659,161	256,845	316,114	(59,269)
Footpath - Adelaide Terrace - Both - Hill St To Victoria Ave	600,000	365,567	401,500	(35,933)
Riverbank - Claisebrook Cove Boat Section	581,749	409,712	581,249	(171,538)
Fleet and Plant Replacement Transport - Streets, Roads, Bridges	446,356	89,771	159,856	(70,085)
Projects with no planned and actual spend in the period	4,804,157	-	-	-
All other projects	23,640,293	11,292,625	13,628,524	(2,335,899)
TOTAL	48,010,179	17,284,166	22,377,952	(5,093,787)

# **Financing Activities**

• Transfers to Reserves were under the budget by \$15 million mainly due to timing differences. Transfers have been budgeted on a linear basis, however the transfer to the Parking Levy reserve of \$19 million for example will not be made until June 2019.

# Page 377 FINANCIAL ACTIVITY STATEMENT FOR THE NINE MONTHS TO 31 MARCH 2019

# **REPORT OF VARIANCES TO BUDGET**

• Transfers from Reserves were under the budget by \$6.5 million due to timing differences.

# Amounts sourced from Rates

• Rates revenue raised was \$1.4 million or 1.5% above the budget due to higher than budgeted interim rates.

		P	31 MARCH 201	
	Revised		Revised Budget	
	Budget	Actual YTD	YTD	Variance YTD
	2018/19	31-Mar-19	31-Mar-19	31-Mar-19
Proceeds from Operating Activities	\$	\$	\$	\$
Operating Revenue				
Parking Fees	73,891,792	56,206,392	56,059,055	147,336
Fines and Costs	9,286,683	7,217,296	7,029,575	187,720
Investment Income and Interest	4,794,547	4,551,449	3,904,284	647,165
Community Service Fees	1,672,835	1,177,885	1,222,572	(44,687)
Rubbish Collection	9,443,099	9,262,690	9,310,894	(48,204)
Rentals and Hire Charges	5,044,547	4,474,766	3,849,730	625,036
Recurrent Grants	1,479,982	1,349,338	854,795	494,544
Contributions, Donations and Reimbursements	958,090	682,784	702,934	(20,151)
Other Income	4,627,789	3,880,435	3,923,930	(43,495)
Distribution from TPRC	580,000	0	0	0
	111,779,365	88,803,035	86,857,769	1,945,265
Less: Operating Expenditure				
Employee Costs	77,325,391	58,052,587	57,590,671	(461,916)
Materials and Contracts	53,574,352	34,176,427	37,022,100	2,845,673
Utilities	3,146,760	2,271,357	2,283,354	11,997
Insurance Expenditure	982,923	736,816	743,090	6,274
Depreciation and Amortisation	34,615,228	25,821,976	25,897,758	75,782
Interest Expenses	969,957	771,703	770,773	(930)
Loss on Disposal of Assets	1,626,642	1,626,454	628,818	(997,636)
Expense Provisions	622,947	458,296	465,255	6,959
Other Expenditure	24,433,660	18,482,624	18,467,831	(14,793)
	197,297,860	142,398,242	143,869,651	1,471,410
Add back Depreciation	(34,615,228)	(25,821,976)	(25,897,758)	(75,782)
(Loss) / Profit on Disposals	(1,626,642)	(1,626,454)	(628,818)	997,636
	161,055,990	114,949,811	117,343,075	2,393,263
Net Surplus/(Deficit) from Operations	(49,276,625)	(26,146,777)	(30,485,305)	4,338,529
Investing Activities				
Capital Grants	1,894,780	1,069,002	808,826	260,176
Capital Expenditure	(48,010,179)	(17,284,166)	(22,377,952)	5,093,787
Proceeds from Disposal of Assets/Investments	1,516,025	919,139	1,138,057	(218,918)
Sub-total Investing Activities	(44,599,374)	(15,296,025)	(20,431,069)	5,135,044
Financing Activities				
Repayment of Borrowings	(7,448,608)	(6,821,343)	(6,821,343)	0
Transfers to Reserves	(40,649,178)	(1,986,464)	(17,092,773)	15,106,309
Transfer from Reserves	37,997,955	22,026,003	28,524,492	(6,498,489)
Sub-total Financing Activities	(10,099,831)	13,218,196	4,610,376	8,607,820
Add: Opening Funds	30,455,893	28,442,492	30,455,893	(2,013,401)
Net Surplus/(Deficit) before Rates	(73,519,937)	217,886	(15,850,106)	16,067,992
Amount Sourced from Rates	91,030,358	92,473,440	91,072,005	1,401,435
Closing Funds	17,510,421	92,691,326	75,221,899	17,469,426

# CITY OF PERTH FINANCIAL ACTIVITY STATEMENT for the period ended 31 MARCH 2019

# CITY OF PERTH CURRENT POSITION AS AT THE END OF THE PERIOD 31 MARCH 2019

Description	Revised Budget 2018/19	Actual YTD 31-Mar-19	Revised Budget YTD 31-Mar-19	Variance YTD 31-Mar-19
Current Assets	\$	\$	\$	\$
Cash and Cash Equivalents	12,286,390	31,689,500	23,703,614	7,985,886
Deposits and Prepayments	8,787,964	6,454,126	6,292,348	161,778
Money Market Investments - Municipal Funds	4,471,710	56,074,772	50,467,294	5,607,477
Money Market Investments - Restricted Funds	103,602,530	77,919,731	75,527,757	2,391,973
Trade and Other Receivables	12,211,455	15,181,532	13,338,878	1,842,654
Inventories	822,095	924,627	1,238,815	(314,188)
Total Current Assets	142,182,144	188,244,287	170,568,706	17,675,581
Current Liabilities				
Trade and Other Payables	18,947,077	17,922,362	19,321,942	(1,399,580)
Employee Entitlements	9,417,195	11,009,111	12,593,715	(1,584,604)
Provisions	500,092	178,781	497,108	(318,327)
Borrowings	7,448,608	5,991,878	5,991,878	0
Total Current Liabilities	36,312,972	35,102,132	38,404,642	(3,302,510)
Working Capital Position Brought Forward	105,869,172	153,142,155	132,164,064	20,978,091
Deduct Restricted Cash Holdings	(103,602,530)	(77,919,731)	(75,527,757)	(2,391,973)
Add Current Liabilities not expected to clear	(100,002,000)	11,477,023	12,593,715	(1,116,692)
Add Current Borrowings	7,448,608	5,991,878	5,991,878	(1,110,002)
Current Funds Position Brought Forward	9,715,250	92,691,326	75,221,899	17,469,426

Net Cash on Hand	\$	\$	\$	\$
Cash On Hand	12,286,390	31,689,500	23,703,614	7,985,886
Money Market Investments	108,074,240	133,994,502	125,995,052	7,999,450
Overdraft	0	0	0	0
Funds on Hand	120,360,630	165,684,002	149,698,666	15,985,336
Analysis of Funds on Hand				
Reserves	103,602,530	77,919,731	75,527,757	2,391,973
Provisions	9,917,287	11,187,892	13,090,822	(1,902,930)
General Funds	6,840,813	76,576,380	61,080,086	15,496,294
Funds on Hand	120,360,630	165,684,002	149,698,666	15,985,336

# **EXPLANATORY NOTES – FINANCIAL ACTIVITY STATEMENT**

# BACKGROUND

- Regulation 34 of the Local Government (Financial Management) Regulations 1996 was amended effective from 1 July 2005.
- The amendment prescribes a monthly Financial Activity Statement (FAS) reporting the sources and application of funds, as set out in the Rate Setting Statement which is included in the Annual Budget.

# PURPOSE

- The FAS reports the actual financial performance of the City in relation to its adopted budget, which has been structured on financial viability and sustainability principles.
- The FAS is intended to act as a guide to Council of the impact of financial activities and the reasons for major variances to the annual budget estimates.

# PRESENTATION

- Regulation 34 prescribes the minimum detail to be included in the FAS. These are listed below.
  - Annual Budget estimates, and approved revisions to these, are to be included for comparison purposes.
  - Actual amounts of income and expenditure to the end of the month of the FAS.
  - Material variances between the comparable amounts and commentary on reasons for these.
  - The net current assets at the end of the month to which the FAS relates.
- An explanation of the composition of the net current assets at the end of the month to which the FAS relates; less committed and restricted assets.
- Councils are given the option of adopting a format which is considered most appropriate to their needs. These options are listed below.
  - According to nature and type classification,
  - by program, or
  - by business unit.
- It is recommended that while the information presented by cost objects (programs and activities) or by cost centres (business units) are useful for expense allocation and cost centre accountability purposes, they are less informative and difficult to comprehend in matters of disclosure and less effective in cost management and control.
- The FAS has therefore been presented in the format using nature and type classification as the most meaningful disclosure to the Council and public.

# FORMAT

- The FAS is formatted to align with the Rate Setting Statement.
- The first part deals with operating income and expenditure, excluding rate revenue.
- The next classification is the amount spent on capital expenditure and debt repayments.
- The classification 'Financing Activities' provides a statement of sources of funds other than from operating or rates revenue, which are usually associated with capital expenditure.
- Attached to the FAS is a statement of 'Net Current Assets' for the budget and actual expenditure to the end of the month to which the FAS relates.
- Opening and closing funds represent the balance of 'Net Current Assets', not including any funds which are committed or restricted.
- "Committed assets" means revenue unspent but set aside under the annual budget for a specific purpose.
- "Restricted assets" means those assets the uses of which are restricted, wholly or partially, by regulations or other externally imposed requirements", e.g. reserves set aside for specific purposes.
- To avoid duplication in calculating 'Closing Funds on hand', certain balances, such as provisions and borrowings, are also deducted.
- The total Closing Funds on hand are to be taken into account when calculating the amount to be raised by rates each year.
- The classification "Net Cash on Hand" represents the balances of funds held in cash or invested and the analysis into those funds reserved, carried forward or remaining unspent at the end of the month to which the FAS relates.



CITY of PERTH

# **CITY of PERTH**

# **Financial Report**

For the 9 months ended 31 March 2019

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# CITY OF PERTH MUNICIPAL

# Statement of Comprehensive Income for the 9 months ended 31 March 2019

	(By Progra	m)			
Not	*Budget 2018/2019	Revised Budget YTD	Actual YTD 31/03/2019	YTD Varia	mce
OPERATING REVENUE	\$	\$	\$	\$	%
General Purpose Funding Rates	91,205,599	92,116,605	93,538,840	1,422,235	1.5%
General Purpose Funding Other	4,763,533	3,760,016	4,388,088	628,072	16.7%
Law, Order, Public Safety	97,871	65,361	63,026	(2,335)	-3.6%
Health	886,434	1,073,994	1,149,071	75,077	7.0%
Education and Welfare	1,987,870	1,422,979	1,406,020	(16,959)	-1.2%
Housing	1,086,624	806,216	841,528	35,312	4.4%
Community Amenities	12,820,109	11,252,621	11,055,432	(197,189)	-1.8%
Recreation and Culture	1,736,788	1,418,750	2,355,340	936,590	66.0%
Transport	84,690,064	64,836,956	65,366,323	529,367	0.8%
Economic Services	1,067,654	888,853	761,288	(127,565)	-14.4%
Other Property and Services	675,094	287,424	351,521	64,097	22.3%
Total Operating Income	201,017,640	177,929,775	181,276,477	3,346,702	1.9%
<b>OPERATING EXPENDITURE</b>					
Governance	(8,388,979)	(6,110,593)	(5,860,638)	(249,955)	4.1%
General Purpose Funding	(2,177,904)		(1,211,459)	(21,894)	1.8%
Law, Order, Public Safety	(5,857,753)	(4,531,212)	(4,586,694)	55,482	-1.2%
Health	(1,800,788)	(1,286,802)	(1,216,640)	(70,162)	5.5%
Education and Welfare	(3,859,097)	(3,169,956)	(3,069,881)	(100,075)	3.2%
Housing	(656,634)	(543,299)	(533,889)	(9,410)	1.7%
Community Amenities	(31,520,532)	(19,189,120)	(18,716,375)	(472,745)	2.5%
Recreation and Culture	(32,865,760)	(27,702,851)	(27,791,217)	88,366	-0.3%
Transport	(84,244,158)	(58,909,463)	(57,628,667)	(1,280,796)	2.2%
Economic Services	(16,965,145)	(13,649,218)	(13,219,101)	(430,117)	3.2%
Other Property and Services	(9,888,529)	(6,914,967)	(6,937,227)	22,260	-0.3%
Total Operating Expenditure	(198,225,279)	(143,240,833)	(140,771,788)	(2,469,045)	1.7%
NET FROM OPERATIONS	2,792,361	34,688,942	40,504,689	5,815,747	16.8%
<b>GRANTS/CONTRIBUTIONS</b>					
For the Development of Assets					
- General Purpose Funding	60,000	103,298	103,298	2	0.0%
- Recreation and Culture	375,000	142,847	142,847	-	0.0%
- Transport	377,165	562,681	820,995	258,314	45.9%
- Economic Services	657,247	2	-	-	0.0%
Total Grants/Contributions	1,469,412	808,826	1,067,140	258,314	31.9%
<b>DISPOSAL/WRITE OFF OF ASSETS</b>					
Gain/(Loss) on Disposal of Assets 2	(1,663,015)	(628,818)	(1,626,456)	(997,638)	158.7%
Change in net assets resulting from operations					
efore significant items	2,598,758	34,868,950	39,945,373	5,076,423	14.6%
SIGNIFICANT ITEMS					
Distribution from TPRC	580,000	_	-	21	0.0%
Initial Recognition of Assets	500,000	1.20	1,862	1,862	
Change in net assets resulting from operations	.=	-	1,002	1,002	0.0%
fter significant items	3,178,758	34,868,950	39,947,235	5,078,285	14.6%
* 2018/2019 Budget adopted by Council on 3 Ju		57,000,750	59,971,433	3,010,203	14.0%

\* 2018/2019 Budget adopted by Council on 3 July 2018

# Page 383 CITY OF PERTH MUNICIPAL

# Statement of Comprehensive Income for the 9 months ended 31 March 2019

(By Nature or Type)

	(Dy I	ature or Type)				
		*Budget	Revised	Actual YTD		
	Note	2018/2019	Budget YTD	31/03/2019	YTD Vari	ance
<b>OPERATING REVENUE</b>		\$	\$	\$	\$	%
Rates		90,190,099	91,072,005	92,473,440	1,401,435	1.5%
Grants and Contributions for Non Capital Purposes		2,104,830	1,557,729	2,032,122	474,393	30.5%
Fees and Charges		102,135,208	80,148,532	80,946,126	797,594	1.0%
Interest and Investment Income		4,767,575	3,904,284	4,551,449	647,165	16.6%
Other Revenue		1,819,928	1,247,226	1,273,340	26,114	2.1%
Total Revenue from Operating Activities		201,017,640	177,929,775	181,276,477	3,346,702	1.9%
OPERATING EXPENDITURE						
Employee Costs		(78,297,999)	(57,590,671)	(58,052,587)	461,916	-0.8%
Materials and Contracts		(52,144,397)	(37,022,100)	(34,176,427)	(2,845,673)	7.7%
Utilities		(3,242,445)	· ,	(2,271,357)	(11,997)	0.5%
Depreciation and Amortisation		(36,371,570)	(25,897,758)	(25,821,974)	(75,784)	0.3%
Interest		(961,020)	(770,773)	(771,703)	930	-0.1%
Insurance		(861,507)	(743,090)	(736,816)	(6,274)	0.8%
Expenses Provision		(622,947)	(465,255)	(458,296)	(6,959)	1.5%
Other Expenses from Ordinary Activities		(25,723,394)	(18,467,831)	(18,482,628)	14,797	-0.1%
Total Expenses from Ordinary Activities		(198,225,279)	(143,240,833)	(140,771,788)	(2,469,045)	1.7%
Change in Net Assets from Ordinary Activities before						
Capital Amounts		2,792,361	34,688,942	40,504,689	5,815,747	16.8%
GRANTS/CONTRIBUTIONS						
Grants and Contributions- Capital	-	1,469,412	808,826	1,067,140	258,314	31.9%
NET OPERATING SURPLUS		4,261,773	35,497,768	41,571,829	6,074,061	17.1%
<b>DISPOSAL/WRITE OFF OF ASSETS</b>	2	(1,663,015)	(628,818)	(1,626,456)	(997,638)	158.7%
SIGNIFICANT ITEMS						
Distribution from TPRC		580,000	-	-	-	0.0%
Initial Recognition of Assets			-	1,862	1,862	0.0%
ange in net assets resulting from operations				,	,	
er capital amounts and significant items	-	3,178,758	34,868,950	39,947,235	5,078,286	14.6%
* 2018/2019 Budget adopted by Council on 3 July 2018				92		

2018/2019 Budget adopted by Council on 3 July 2018

# Page 384 CITY OF PERTH MUNICIPAL

Statement of Financial F			
	Note	31/03/2019	30/06/2018
CURRENT ASSETS		\$	\$
Cash and Cash Equivalents	11	31,689,500	20,842,973
Deposits/Prepayments	4	6,454,126	1,737,175
Investments	3, 11	133,994,502	112,708,017
Trade and Other Receivables	5	12,269,599	10,118,755
Rates Receivable	1	<b>2,9</b> 11,933	606,839
Inventories		924,627	1,072,442
TOTAL CURRENT ASSETS		188,244,287	147,086,201
NON CURRENT ASSETS			
Investments	3	6,684,946	6,601,314
Trade and Other Receivables	5	60,494	62,649
Property, Plant and Equipment	8	723,278,169	730,211,561
Infrastructure	8	367,831,823	377,221,243
Capital Work in Progress	8	54,045,306	49,042,894
TOTAL NON CURRENT ASSETS		1,151,900,738	1,163,139,661
TOTAL ASSETS		1,340,145,025	1,310,225,862
CURRENT LIABILITIES			
Trade and Other Payables	6	17,922,362	21,199,331
Employee Benefits	7	11,009,111	10,505,607
Provisions	7	178,781	612,044
Loan Liability	9	5,991,878	7,448,608
TOTAL CURRENT LIABILITIES	-	35,102,132	39,765,590
NON CURRENT LIABILITIES			
Employee Benefits	7	1,480,878	1,480,878
Loan Liability	9	10,318,521	
TOTAL NON CURRENT LIABILITIES		11,799,399	15,683,134 17,164,012
TOTAL LIABILITIES		46,901,531	56,929,602
NET ASSETS		\$1,293,243,494	\$1,253,296,260
EQUITY			
Accumulated Surplus		735,859,154	675,673,431
Asset Revaluation Reserve	10	477,005,440	477,204,390
Reserves	10	80,378,900	100,418,439
TOTAL EQUITY		\$1,293,243,494	\$1,253,296,260

# Statement of Financial Position as at 31 March 2019

	CITY OF PERTH MUNICIPAL	HL)		
Statement of Changes in Equity for the 9 months ended 31 March 2019	in Equity for the 9 1	months ended	31 March 2019	
	Accumulated Surplus	Asset Revaluation Reserve	Reserves Cash/investment Backed	Total Equity
	649	69	\$	69
Balance at 1 July 2017	659,485,259	612,865,897	93,205,998	1,365,557,154
Change in net assets resulting from operations	(112, 260, 894)	,		(112,260,894)
Transfer to Cash Backed Reserves	(33,413,115)		33,413,115	
Transfer from Cash Backed Reserves	26,200,674	'	(26, 200, 674)	
Transfers to Asset Revaluation Reserve	(4, 365, 967)	4,365,967	*	
Transfers from Asset Revaluation Reserve	140,027,474	(140,027,474)	J	I
Balance at 30 June 2018	\$675,673,431	\$477,204,390	\$100,418,439	\$1,253,296,260
	Ę	e	1	
	A	0	69	649
Balance at 1 July 2018	675,673,431	477,204,390	100,418,439	1,253,296,260
Change in net assets resulting from operations	39,947,235	I		39,947,235
Transfer to Cash Backed Reserves	(1,986,464)	'	1,986,464	*
Transfer from Cash Backed Reserves	22,026,003		(22,026,003)	1
Transfers to Asset Revaluation Reserve	(411,712)	411,712		1
	610,662	(610,662)		28
Balance at the end of the reporting period	\$735,859,154	\$477,005,440	\$80,378,900	\$1,293,243,494

4

# Page 386 CITY OF PERTH MUNICIPAL Statement of Cash Flows for the 9 months ended 31 March 2019

Statement of Cash Flo	iws for in			2019	
	Note	*Budget 2018/2019	YTD Actual 31/03/2019	YTD Varia	tion
Cash Flows from Operating Activities		\$	\$	\$	%
Receipts					
Rates		89,209,455	92,897,723	3,688,268	4.1%
Fees and Charges		102,068,853	79,822,385	(22,246,468)	-21.8%
Interest		4,767,575	<b>4,0</b> 71,937	(695,638)	-14.6%
Other		1,819,928	1,671,570	(148,358)	-8.2%
		197,865,811	178,463,615	(19,402,196)	-9.8%
Payments					
Employee Costs		(78,378,106)	(57,413,316)	20,964,790	26.7%
Materials and Contracts		(56,252,703)	(41,820,698)	14,432,005	25.7%
Interest		(961,020)	(915,481)	45,539	4.7%
Other		(29,966,325)	(26,281,111)	3,685,214	12.3%
		(165,558,154)	(126,430,606)	39,127,548	23.6%
Net Cash Flows from Operating Activities	12	32,307,657	<b>52,0</b> 33,009	19,725,352	-61.1%
Cash Flows from Investing Activities					
Proceeds from Disposal of Assets		1,516,025	919,139	(596,886)	-39.4%
Proceeds from Disposal of Investments		1	215,908,166	215,908,166	0.0%
Purchase Land and Buildings		(11,459,765)		11,459,765	-100.0%
Purchase Infrastructure Assets		(20,265,755)	(182,606)	20,083,149	<b>-99</b> .1%
Purchase Plant and Mobile Equipment		(14,378,763)	(1,379,241)	12,999,522	90.4%
Purchase Office Furniture and Equipment		(10,184,778)	(19,330)	10,165,448	-99.8%
Work in Progress		-	(15,034,014)	(15,034,014)	0.0%
Purchase of Investments		-	(237,278,286)	(237,278,286)	0.0%
Net Cash Flows from Investing Activities		(54,773,036)	(37,066,172)	17,706,864	-32.3%
Cash Flows from Financing Activities					
Repayment of Borrowings		(7,448,608)	(6,821,343)	627,265	8.4%
		(7,448,608)	(6,821,343)	627,265	8.4%
Cash Flows from Government and Other Parties					
<b>Receipts from Appropriations/Grants</b>					
Recurrent		3,262,399	1,633,892	(1,628,507)	-49.9%
Capital		1,469,41 <b>2</b>	1,067,140	(402,272)	-27.4%
		4,731,811	2,701,032	(2,030,779)	-42.9%
Net Increase (Decrease) in Cash Held		(25,182,176)	10,846,526	36,028,702	-143.1%
Cash at 1 July 2018		151,411,889	20,842,973	(130,568,916)	-86.2%
Cash at 31 March 2019	11	126,229,713	31,689,500	(94,540,213)	-74.9%

\* 2018/2019 Budget adopted by Council on 3 July 2018

# MUNICIPAL

#### Notes to the Balance Sheet for the 9 months ended 31 March 2019

#### 1 Rates Receivable

3

	Actual YTD 31/03/2019	2017/18 YTD 31/03/2018
	S	\$
Outstanding Amount at 30 June 2018	606,839	323,913
Rates Levied for the Year	92,202,121	89,503,615
Late Payment Penalties	192,722	124,328
Ex Gratia Rates	7,436	7.377
Rates Administration Fee	355,540	356,832
Rates Instalment Interest	355,351	352,218
Back Rates	263,883	(106.055)
Bins Levy	108,653	116,551
	94,092,545	90,678,779
Amount Received during the Period	91,180,612	89,713,357
Outstanding Amount at 31 March 2019	\$2,911,933	\$965,422

#### 2 Gain/(Loss) on Disposal/Write off of Assets

		Annual Budget	Actual YTD 31/03/2019
Land and Buildings		\$	\$
Proceeds on Disposal		-	-
Less: Carrying amount of assets sold/written off		-	168,291
	(Loss) on Disposal/Write Off	-	(168,291)
Infrastructure			
Proceeds on Disposal		-	-
Less: Carrying amount of assets written off		1,917,040	1,479,830
(Loss) on Write Off	Γ	(1,917,040)	(1,479,830)
Plant and Mobile Equipment			
Proceeds on Disposal		1,516,025	919,139
Less: Carrying amount of assets sold/written off		1,262,000	892,433
Profit on Disposal /Write Off		254,025	26,706
Gain/(Loss) on Disposal/Write off of Assets		(\$1,663,015)	(1,626,456)
Investments			
Current		31/03/2019	30/06/2018
Short Term Cash Investments *		\$	S
Call Funds		-	19,384,434
Bank/Term Deposits	-	128,500,000	88,000,000
Managed Funds		5,494,502	5,323,583
Total Current Investments		\$133,994,502	\$112,708,017

\* Short Term Cash Investments as stated in Note 11.

Non Current Investments	31/03/2019	30/06/2018
	\$	S
Mortgage Backed Securities (MBS)	2,459,169	2,481,033
	2,459,169	2,481,033
Equity in Local Government House	10,000	10,000
Equity in Mindarie Regional Council	450,285	450,285
Equity in Tamala Park Regional Council	3,765,492	3,659,996
	\$6,684,946	\$6,601,314

# MUNICIPAL

# Notes to the Balance Sheet for the 9 months ended 31 March 2019

# 4 Deposits/Prepayments

	31/03/2019	30/06/2018
	\$	S
Prepaid Insurance	635,705	-
Prepaid Parking Bay Licence Fees	4,445,578	113,564
Other	1,372,843	1,623,611
	\$6,454,126	\$1,737,175

## 5 Trade And Other Receivables

	31/03/2019	30/06/2018
Current	\$	S
Emergency Services Levy (ESL)	585,082	114,563
Accrued Interest and Investment Income	1,571,714	1,092,202
Accrued Income	1,803,116	1,767,763
Modified Penalties/Fines and Costs	8,201,489	7,886,627
Debtors - General	,201,105	7,000,027
Australian Taxation Office - GST Refundable		1,024,489
Other Debtors	3,997,402	2,216,562
	16,158,803	14,102,206
Less: Provision for Doubtful Debts	(3,889,204)	(3,983,451)
New Course (	\$12,269,599	\$10,118,755
Non Current		
Pensioners' Rates Deferred	60,494	62,649
	\$60,494	\$62,649

# 6 Trade And Other Payables

	31/03/2019	30/06/2018
Current	\$	S
Trade Creditors	4,550,902	15,035,282
Emergency Services Levy	3,180,566	10,000,202
Interest Payable on Loans	88,089	231,867
Accrued Expenses - Operating	3,255,913	2,471,480
Accrued Expenses - Capital	826,740	396,625
Advances Received for Recoverable Works	72,901	96,738
Income Received / Raised in Advance	1,907,805	1,083,716
Australian Taxation Office - GST Payable	217,394	
Other Creditors	3,822,052	1,883,623
	\$17,922,362	\$21,199,331

# MUNICIPAL

# Notes to the Balance Sheet for the 9 months ended 31 March 2019

## 7 Employee Benefits

Current	31/03/2019	30/06/2018
	\$	s
Leave Entitlements		4
Annual Leave	4,886,849	4 200 04 -
Self Funded Leave		4,792,212
Long Service Leave	168,707	163,543
	5,854,691	5,435,598
ecognition of Employees- Presentations	98,864	114,254
Non Current	\$11,009,111	\$10,505,607
Annual Leave		
	379,099	379,099
ong Service Leave	1,101,779	1,101,779
	\$1,480,878	\$1,480,878

## Provisions

	31/03/2019	30/06/2018
Current	\$	\$
Workers Compensation	178,781	612.044
	178,781	\$612,044

# 8 Property, Plant and Equipment and Work in Progress

	31/03/2019	30/06/2018
Land - fair value	\$	\$
Less: Accumulated Depreciation	418,170,435	418,170,435
Dess. Accumulated Depreciation	(8,722,511)	(8,224,622
	409,447,924	409,945,813
Buildings - at fair value		
Less: Accumulated Depreciation	465,053,392	461,389,957
	(197,971,071)	(190,281,759)
	267,082,321	271,108,198
Leasehold Improvements - at fair value	654,500	654,500
Less: Accumulated Depreciation	(108,647)	(94,569)
	545,853	559,931
Infrastructure Assets - at cost/fair value		
Less: Accumulated Depreciation	603,668,068	601,956,718
bess. Accumulated Depreciation	(235,836,245)	(224,735,475)
	367,831,823	377,221,243
Plant and Mobile Equipment - at cost/fair value	49,044,859	10 0 11 100
Less: Accumulated Depreciation	(33,915,971)	48,244,193
	15,128,888	(32,299,077) 15,945,116
Office Furniture and Franciscus ( ) (a to )	10,120,000	13,943,110
Office Furniture and Equipment - at cost/fair value	47,768,359	47,137,143
Accumulated Depreciation	(16,695,176)	(14,484,640)
	31,073,183	32,652,503
Promotion Directory 1 D		
roperty, Plant and Equipment	1,091,109,992	1,107,432,804
Vork in Progress - at cost	54,045,306	49,042,894
	54,045,306	49,042,894
otal Property, Plant and Equipment and Work in Progress	\$1,145,155,298	\$1,156,475,698
C.	\$1,140,100,470	31,130,473,098

# MUNICIPAL

# Notes to the Balance Sheet for the 9 months ended 31 March 2019

# 8 Property, Plant and Equipment and Work in Progress - Movement at Cost

	Balance 30/06/2018 \$ 418,170,435	Acquisitions Actual YTD 31/03/2019 \$	Transfers Actual YTD 31/03/2019 \$	Initial Recognition of Assets Actual YTD 31/03/2019 \$	Disposals/ Write off/ Actual YTD 31/03/2019 \$	Revaluation Actual YTD 31/03/2019	Balance 31/03/2019 \$
Buildings	461,389,957		4,113,435		-	-	418,170,435
Leasehold Improvements	654,500		-,115,455		(450,000)		465,053,392
Infrastructure Assets	601,956,718	182,606	4,472,355	4,500	(2,948,111)		654,500 603,668,068
Plant and Mobile Equipment	48,244,193	1,379,241	1,245,832		(1,824,407)	-	49,044,859
Office Furniture and Equipment Work in Progress	47,137,143	19,330	630,095	-	(18,209)	2	47,768,359
WOIK III FTOGRESS	49,042,894	15,701,129	(10,698,717)		-	-	54,045,306
	\$1,626,595,840	\$17,282,306	(237,000)	4,500	(5,240,727)	-	\$1,638,404,919

## 9 Loan Liability

0	31/03/2019	30/06/2018
Current	s	S
Loans - Western Australian Treasury Corporation	5,991,878	7,448,608
Non Current		
Loans - Western Australian Treasury Corporation	10,318,521	15,683,134

## 10 Reserve Funds

Purpose of Reserve Fund	Balance 30/06/2018	Transfer from Accumulated Surplus	Transfer to Accumulated Surplus	Balance 31/03/2019
	\$	\$	S	S S S S S S S S S S S S S S S S S S S
Refuse Disposal and Treatment	3,758,149	84,429	(17,307)	3,825,27
Concert Hall - Refurbishment and Maint.	5,502,176	101.096	(1,234,028)	4,369,24
Asset Enhancement	30,621,651	683,202	(1,393,611)	29,911,242
Street Furniture Replacement	358,479	3,636	(271,197)	90,91
Parking Levy	21,222,806	77,270	(17,825,290)	3,474,78
Art Acquisition	399,275	8,627	(39,941)	367,96
Heritage Incentive	608,930	13,996	(55,541)	622.92
Parking Facilities Development	23,919,144	525,278	(1,230,582)	23,213,84
Employee Entitlements	1,924,579	43,616	(1,200,002)	1,968,19
David Jones Bridge	341,959	7,715		349,67
Bonus Plot Ratio	655,680	14,911	-	670,59
PCEC Fixed Plant Replacement	5,007,286	113,984	-	
Enterprise and Initative	5,477,133	294,790	-	5,121,27
Public Art	621,192	13,914	(14,047)	5,771,92
	100,418,439	1,986,464	(22,026,003)	621,05
Asset Revaluation	477,204,390	411,712	(610,662)	80,378,90
	\$577,622,829	\$2,398,176	(\$22,636,665)	477,005,44 \$557,384,34

The Asset Revaluation Reserve is a non cash backed reserve and cannot be used ,except for adjustments to fixed assets on their revaluation, disposal or write off

# MUNICIPAL

# Notes to the Balance Sheet for the 9 months ended 31 March 2019

#### 11 Cash Reconciliation

	31/03/2019	30/06/2018
Cash and Cash Equivalents	\$ 31,689,500	\$ 20,842,973
Short Term Cash Investments	133,994,502 \$165,684,002	<u>112,708,017</u> \$133,550,990

# 12 Reconciliation of Net Cash Provided By Operating Activities to Operating Surplus

	31/03/2019	30/06/2018
	S	S
Change in Net Assets Resulting from Operations	39,945,373	11,846,488
Adjustment for items not involving the movement of Funds:		,,
Depreciation	25,821,974	34,706,879
Doubtful Debts	(94,247)	312,664
(Gain)/Loss on Disposal/Write off/Contribution of Assets	1,626,456	1,717,911
	67,299,556	48,583,942
Revenues Provided By : Government Grants		
Government Grants	(2,701,032)	(5,028,039
Change in Operating Assets and Liabilities	(2,701,032)	(5,028,039
Add Back		
Add Dack		
Decrease in Inventories	147.016	
Decrease in Deposits and Prepayments	147,815	- 98,131
Decrease in Deferred Debtors	2,155	98,131
Decrease in Accrued Income	2,133	1,405,487
Increase in Income Received /Raised in Advance	800,252	373,519
Increase in Accrued Interest Payable	000,202	75,420
Increase in Accrued Expenses	784,433	73,420
Increase in Provisions	70,241	530,691
increase in Trade and Other Payables	10,241	3,367,298
Deduct		5,507,298
Decrease in Trade and Other Payables	(5,147,991)	
Decrease in Accrued Interest Payable	(143,778)	-
ncreases in Deferred Debtors	(1+3,178)	(1( 000)
Decrease in Accrued Expenses	-	(16,293)
ncrease in Inventories		(1,293,063)
ncrease in Trade and Other Receivables	(3,846,826)	(153,803)
ncrease in Prepayments	(4,716,951)	(1,457,099)
ncrease in Accrued Income		-
ncrease in Accrued Interest and Investment Income	(35,353)	-
	(479,512)	(386,685)
let Cash Provided by Operating Activities	(12,565,515)	2,543,603
a spending routines	\$52,033,010	\$46,099,506

#### Page 392 MUNICIPAL

# Notes to the Balance Sheet for the 9 months ended 31 March 2019

## 13 Ratios

	31/03/2019	30/06/2018
1 Current Ratio		
Current Assets minus Restricted Assets		
Current Liabilities minus Liabilities	3.14	1.24
associated with Restricted Assets		
2 Debt Ratio		
Total Liabilities		
Total Assets	3.50%	4.35%
3 Debt Service Ratio		
Debt Service Cost	1	
Available Operating Revenue	8.63%	7.33%
4 Rate Coverage Ratio		
Net Rate Revenue		
Operating Revenue	51.60%	44.79%
5 Outstanding Rates Ratio		
Rates Outstanding		
Rates Collectable	3.09%	0.67%
6 United Cash to Unseid Coult Dat		
6 Untied Cash to Unpaid Creditors Ratio Untied Cash		
Unpaid Trade Creditors		
Chipan Hade Creditors	19.29	2.37
7 Gross Debt to Revenue Ratio		
Gross Debt		
Total Revenue	9.00%	11.45%
8 Gross Debt to Economically Realisable Assets Ratio		
Gross Debt		
Economically Realisable Assets	1.68%	2.48%

Restricted Assets includes reserve funds and tied contributions not utilised at 31.03.2019

FILE REFERENCE:	P1036562-9
REPORTING UNIT:	Finance
RESPONSIBLE DIRECTORATE:	Corporate Services
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	7 May 2019
ATTACHMENT/S:	A detailed list of payments made under delegated authority for the month ended 30 April 2019 can be accessed by the Commissioners via the Council Hub. Members of the public can access the list of payments on request.

# Council Role:

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
X	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	Regulation 13(1) of the Local Government (Financial Management) Regulations 1996	
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 7 - An open and engaged city	
<b>Policy</b> Policy no and name:	N/A	

# Comments:

Payments for the month of April 2019 included the following significant items, but exclude payroll and payroll taxation payments to the Deputy Commissioner of Taxation:

- \$711,834.69 to The Western Australian Treasury for the Perth Library and Public Plaza loan;
- \$330,000 to DESA Australia Pty Ltd for The Smart Cities CCTV precinct works;
- \$321,064.24 to The Brand Agency for creative development and strategic media planning related to marketing campaigns and event activities;
- \$275,779.53 to MMM (WA) Pty Ltd for the Claisebrook Cover (boat section) Riverwall replacement; and
- \$255,216.41 to Mindarie Regional Council for landfill tipping.

# AgendaThirdPartyTravelContribution–ActingCoordinatorItem 6.12Sustainability toAttendBrisbaneClimateRealityLeadershipCorpsTraining andMentorDevelopmentProgram

FILE REFERENCE:
REPORTING UNIT:
RESPONSIBLE DIRECTORATE:
REPORT AUTHOR DISCLOSURE OF INTEREST:
DATE:
ATTACHMENT/S:

# P1032967

Sustainability Planning and Development Direct Financial Interest 9 May 2019 N/A

# **Council Role:**

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	5.83 of the Local Government Act 1995
Integrated Planning and Reporting Framework Implications	<b>Strategic Community Plan</b> Goal 7 - An open and engaged city
<b>Policy</b> Policy No and Name:	12.7 – Staff Conference Attendance and Expenses 10.1 – Code of Conduct

# **Details:**

At its meeting held on 17 May 2016, Council resolved:

Motions of which Previous Notice has been Given "That travel being paid for by a third party comes to council for approval."

The contribution to travel as determined in the *Local Government Act 1995* includes airfares and accommodation incidental to a journey. It is estimated that the travel costs (return flight to Brisbane) will total approximately \$715.00.

The Acting Coordinator Sustainability has been invited by the Climate Reality Project to mentor trainees at the Climate Reality Leadership Corps training event in Brisbane, Queensland over four days in June 2019. Involvement will include participation in a one-day Mentor Development Program prior to the commencement of the three-day training event.

The event provides trainees with a strong understanding of climate science as well as the critical communications, strategy and advocacy skills necessary to mobilise communities and catalyse solutions to the impacts of climate change.

# **Financial Implications:**

There are no financial implications to the City of Perth arising from this report.

# Comments:

The Climate Reality Project is a US non-profit organisation headquartered in Washington DC. The organisation was founded by former US Vice President and 2007 Nobel Peace Prize Laureate Al Gore. Climate Reality's mission is 'to catalyse a global solution to the climate crisis by making urgent action a necessity across every level of society'.

The Acting Coordinator Sustainability has been selected to be one in three mentors that will join Mr Al Gore, Chair of the Climate Reality Project, on stage to discuss climate change communication and advocacy within the community.

The Acting Coordinator Sustainability was a participant in the training event in 2014 and as such has been invited to return as mentor to support a new cohort of trainees and will gain skills in facilitation and design thinking through the Mentor Development Program.

Participation in the Mentor Development Program is aligned with professional development of the Acting Coordinator Sustainability and is supported by the Administration.

Agenda	Homeless Connect Perth 2019 Event Partnership
Item 6.13	

FILE REFERENCE:	P1023236-5
REPORTING UNIT:	Community Services
RESPONSIBLE DIRECTORATE:	Community and Commercial Services
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	14 May 2019
ATTACHMENT/S:	N/A

# Council Role:

	Advocacy	When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.
$\boxtimes$	Executive	The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
	Legislative	Includes adopting local laws, town planning schemes and policies
	Quasi-Judicial	When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.
	Information	For the Council/Committee to note.

# Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 1 - A city for people
<b>Policy</b> Policy No and Name:	18.8 – Provision of Sponsorship and Donations

# Purpose and Background:

At its meeting held **29 January 2008**, as an initiative of the Council of Capital City Lord Mayors, Council supported the concept of the Homeless Connect Perth event to be implemented as part of a national program in partnership with business and the community. The successful inaugural Homeless Connect Perth event was held on 26 November 2008 at the Citiplace Community Centre.

Eleven successful Homeless Connect Perth events have since been held by the City in partnership with Volunteering WA. The event has become an annual event with the 2015 event held at Russell Square, the Hellenic Community Centre, and the RUAH Homeless Day Centre in Northbridge.

At its meeting held **11 October 2016**, Council approved a three-year partnership with Volunteering WA for the implementation partnership of the ninth, tenth and eleventh annual Homeless Connect Perth.

Volunteering WA are seeking an extension to the existing partnership agreement for a further one year to deliver the 2019 Homeless Connect Perth event, whilst working collaboratively throughout 2019 with the City of Perth, Western Australian Ending Homelessness Alliance and Shelter WA to determine a future model for Homeless Connect Perth. The homelessness services sector has recognised the need to change service delivery across all sectors to ensure improvements to accessibility of services needed most. Future developments to Homeless Connect Perth will consider alignment to the greater strategic goals of the WA Alliance to End Homelessness' 10-year Plan to End Homelessness; shifting from 'managing homelessness' to 'ending homelessness'.

# **Details:**

The Homeless Connect Perth event is based on a one-stop-shop model of service provision to people experiencing or at risk of homelessness. It was developed in San Francisco in 2004 and is being held in cities around the world.

The aims of Homeless Connect are to:

- 1. improve access to services and support into accommodation options for people experiencing homelessness in Perth and surrounds
- 2. engage and increase the collaborative involvement of the homelessness sector; including business, the not-for-profit community, and individual volunteers that work together to create solutions to homelessness
- 3. improve the systemic barriers faced by the sector to encourage opportunities for collaboration and sharing of best practice among Perth's homeless service providers
- 4. direct private, corporate and foundation funds and in-kind support to augment efforts to increase housing support options and to build service capacity for people experiencing homelessness in Perth and surrounds.

Homeless Connect Perth 2019 is a free event to be held in November at Russell Square, in Northbridge. It brings together government, businesses, community groups and volunteers to provide more than 100 free essential services to people experiencing homelessness or at risk of homelessness for a day. The range of services available on the day include:

- accommodation assistance
- support and counselling services
- legal advice
- employment options
- family and youth support
- physical and mental health support
- personal maintenance including; haircuts, showers and personal hygiene items
- footwear and clothing
- identification and family connection services
- budget/financial counselling
- other services.

# **Homeless Connect Perth 2018**

At the Homeless Connect Perth 2018 event, held on Wednesday 14 November 2018, it was estimated that:

- Over 2,000 guests were provided with assistance and support on the day.
- 485 Volunteers were recruited and assisted with the delivery of Homeless Connect 2018. This included general and specialist volunteers working in the donations warehouse in the lead up to the event, assisting with the pre-event setup and post event clean-up and on the day to deliver the event. A total of 3,395 volunteer hours, valued at \$140,000.
- Over 90 service providers were in attendance from all levels of government and not for profit agencies provided over 4,500 instances of assistance and support. Examples of support services included podiatry (\$39,975 worth), refreshments, youth services, housing, hairdressing (457 haircuts), legal services, optometry (valued at \$20,000), medical assistance, dental treatments, birth certificates (250 issued), Centrelink assistance and Medicare assistance.
- More than 900 main meals were serviced for lunch in addition to over 1,000 coffees, 1,300 freshly squeezed orange juice and 1,500 breakfast rolls.
- 191 boxes of targeted donations, including sleeping bags, toiletry/hygiene packs, shoes, clothing, underwear, children's toys and household items were received from over 50 corporate and community organisations and distributed at the event.
- A total of \$465,204 in-kind support was provided by various community and not for profit organisations, government departments, corporate organisations and businesses.
- A total of \$141,920 cash contributions, including the City's \$82,497 contribution, were received.

# **Partnership Request**

Volunteering WA are seeking an extension to the existing partnership agreement for a further 1 year to deliver the 2019 Homeless Connect Perth event in November 2019. The partnership request includes financial assistance of \$83,000 (excl. GST) and in-kind sponsorship of up to \$5,500 (excl. GST).

The total value of event is projected to be \$600,000. Over 75% of this amount is provided as in-kind support from community and not for profit organisations, government departments, corporate organisations and businesses. The remaining 25% would be made up of donations and the City of Perth's contribution.

The City of Perth, Western Australian Ending Homelessness Alliance, and Shelter WA will work collaboratively throughout 2019 to determine a future model for Homeless Connect Perth that considers alignment to the State's Homelessness Strategic and the Alliance's 10-year Plan to End Homelessness.

# Past Contributions

The City of Perth has supported the event with funding since 2008. Previous support for the event is shown in the following table.

Year	City of Perth implementation contribution (\$)	Other costs meet by the City (including, waste, traffic management, advertising and parking) (\$)	Total (\$)
2008	60,000	8,594	68,594
2009	60,000	31,622	91,622
2010	65,000	5,324	70,324
2011	65,000	3,126	68,126
2012	68,500	4,621	69,621
2013	69,700	8,563*	78,263
2014	77,000**	5,748	82,748
2015	79,350***	4,500	83,750
2016	81,000	3,539	84,539
2017	\$81,567	\$3,289	\$81,567
2018	\$82,497	\$3,715	\$86,212
2019	\$83,000	Up to \$4,500	\$88,500
(proposed)			

\*A one-off repair cost of \$3,560 incurred for electrical cable spiking in Russell Square, Northbridge.

\*\* A one-off contribution of \$5,000 for the Homeless Connect Perth Review and Feasibility Study.

\*\*\* Includes \$1,350 for the traffic management costs relating to the event road closure and an additional \$6,000 for warehouse costs.

# **Partnership Recognition**

Subject to funding, at the Homeless Connect Perth 2019 event, the City of Perth's logo will be displayed on all marketing material associated with the event as well as in an extensive social media campaign. The following acknowledgments of support will be provided:

- City of Perth logo and acknowledgement to be included on the Homeless Connect website
- outdoor banner provided by City of Perth located next to podium for the opening ceremony
- City of Perth representative is invited to give an address at the opening ceremony
- logo and acknowledgement of support in Volunteering WA's newsletter with 1000+ distribution
- logo and acknowledgement of support in Volunteering WA's Annual Report distributed to Volunteering WA members across the state, politicians and key community groups
- extensive social media acknowledgement of support.

# **Financial Implications:**

ACCOUNT NO:	PJ 1075 70110
BUDGET ITEM:	Homeless Connect Perth
BUDGETED AMOUNT:	\$87 <i>,</i> 500
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$87 <i>,</i> 500
BALANCE REMAINING:	\$0
ANNUAL MAINTENANCE:	\$N/A
ESTIMATED WHOLE LIFE COST:	\$N/A

All figures quoted in this report are exclusive of GST.

# **Comments:**

The Homeless Connect Perth partnership between the City of Perth and Volunteering WA has strengthened connections between Local, State and Federal Government agencies, and the corporate and community sectors that provide free services to people currently experiencing or at risk of homelessness.

Homelessness is complex issue that requires a collective community approach; where volunteers, community goodwill and corporate donations support people experiencing and at risk of homelessness.

There is a foreseeable risk that this event will not able to continue this year due to lack of funding from the City. The continued sponsorship for the Homeless Connect Perth event this year will allow the time required for the City to work with Volunteering WA, Shelter WA and the WA Alliance to End Homelessness to prepare a new proposal on how future Homeless Connect Perth events will align to the strategic direction and goals of the sector to end homelessness in WA by 2028.

# AgendaConfidential Item - Request for Surrender of Lease AgreementItem 6.14- Shop 5, City Station Concourse, Perth - City of Perth (Landlord)<br/>to Maple Forest Pty Ltd (Tenant)

FILE REFERENCE:	P1015419-2
REPORTING UNIT:	Properties
RESPONSIBLE DIRECTORATE:	Construction and Maintenance
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	10 May 2019
ATTACHMENT/S:	Confidential Attachment 6.14A – Lease: City Station Shop 5 - Maple Forest Pty Ltd

In accordance with Section 5.23 (2)(e)(ii) of the *Local Government Act 1995*, this item is confidential and will be distributed to the Elected Members under separate cover.

# CONFIDENTIAL ATTACHMENT - 6.14A ITEM 6.14 - REQUEST FOR SURRENDER OF LEASE AGREEMENT – SHOP 5, CITY STATION CONCOURSE, PERTH – CITY OF PERTH (LANDLORD) TO MAPLE FOREST PTY LTD (TENANT)

# FOR THE AGENDA BRIEFING SESSION

21 MAY 2019

DISTRIBUTED TO COMMISSIONERS UNDER SEPARATE COVER