



TOWN OF
VICTORIA PARK

Restart Vic Park

Moving beyond COVID-19

COVID-19 Response Strategy



WE'RE OPEN
VIC PARK



Contents

01

Vision & Mission

02

Overview

03

What we know

04

What we'll do

05

Survive

06

Revive

07

Thrive

08

How we'll do it



WE'RE OPEN
VIC PARK



Our vision

The Town of Victoria Park: A dynamic place for everyone



Our mission

We will communicate with, empower and support the community and promote social, economic and environmental sustainability to create our vision.

Overview

The Town of Victoria Park's COVID-19 Response Strategy outlines Council's overall approach to responding and recovering from the COVID-19 pandemic.

The aim of this strategy is to detail how the Town will facilitate the recovery of its community following the COVID-19 pandemic.

The strategy will seek to:

- define Council's goals through three impact phases
- identify Council's priority in achieving those goals
- outline how priorities will be implemented.



What we know

Globally, COVID-19 is resulting in serious and widespread illness, deaths and the disruption of society's normal functions. The pandemic has had, and continues to have, serious global, national, state and local implications, made more challenging by the complexity of its on-going nature.

As a result, COVID-19 has affected the world unlike anything we've seen in modern times. There have been border closures, shutting down of arts and sports, rapid and large-scale adoption of remote working arrangements, social distancing, 'stay at home' orders, closure of public places and trading restrictions that have seen many businesses physically close their doors.

During these unusual, uncertain and trying times, the Town has been diligent in doing its part to help stop the spread by following guidance and advice from the Government of Western Australia. However the impacts of this pandemic are much more than ending its spread – even when life returns to 'normal' there will be long-lasting impacts on life as we know it and our own community here in Victoria Park.

Unlike a natural disaster where impacts can be seen in the physical and built world, this pandemic will largely affect our social and economic ecosystems. Social distancing measures, even after they're lifted, will continue to impact our interactions and it may take much longer than the reopening of trading for the economy to fully recover.

In a typical emergency, local government is responsible for managing recovery affecting the community by:

- assisting recovery at a personal, community, economic and environmental level
- ensuring that recovery activities are community-led
- ensuring that available government and non-government support to affected communities is targeted
- assisting communities to rebuild in a way that enhances social, economic and environmental values where possible
- improving resilience of the relevant communities.
- ensuring that lessons learned through the recovery process are captured and available to managers of future recovery processes.

Understanding the challenges of COVID-19 and its distinct difference to traditional emergencies, this strategy outlines the Town's goals for each of the impact phases, in the short, medium and long term, with a focus on social and economic outcomes.



What we'll do

During these unprecedented times, we have been guided by our Strategic Community Plan 2017-2032, along with its vision and mission, to set strategic goals and initiatives that will help us get through to emerge stronger from this pandemic. In setting these goals and initiatives we commit to:



Reflect

Reflect on the impacts on our community and local economy.



Learn

Learn from decisions made, both good and bad.



Grow

Grow as a community, aiming for a better, brighter future.

Our goals and initiatives

The goals and initiatives identified by the Town have been categorised into three phases.



Survive

This is the short-term, immediate crisis response phase. It focuses on providing relief to the community and surviving the pandemic.



Revive

This phase focuses on medium term initiatives and is dedicated to guiding the Town through recovery from the pandemic.



Thrive

The third and final phase captures the long-term view and focuses on coming out of the pandemic situation together.



Survive

This is the short-term, immediate crisis response phase. It focuses on providing relief to the community and surviving the pandemic.

S1. Maintain the social fabric of our community

In a time of uncertainty, restrictions and the dissolution of normal life, we are committed to maintaining the community's social fabric and responding to its new and emerging needs.

S1.1	Lead through crisis by making clear decisions and communicating about them early, simply and often.
S1.2	Bring the community together in working through adversity so that no one gets left behind.
S1.3	Assist local groups in providing for the unique needs of the vulnerable, and newly vulnerable in our communities.

How we'll know we've succeeded

Our community understands the rules, observes safety measures and is helping each other get through this time of crisis.

S2. Maintain our local economy

In a time of financial instability and the threat of economic decline, we are committed to instilling confidence in, and maintaining the local economy.

S2.1	Make it easy for local businesses to stay open through promotion, support and guidance.
S2.2	Champion local businesses as they explore new and creative ways to continue serving the community.
S2.3	Invest in the local economy by providing financial relief to our sporting and community groups, ratepayers and local businesses.

How we'll know we've succeeded

Our local businesses feel supported and able to stay open, and we are doing our part to give back while easing financial burden on our community.



Revive

This phase focuses on medium term initiatives and is dedicated to guiding the Town through recovery from the pandemic.

R1. Reconnect our local community

As social restrictions are lifted and our public places come back to life, we are committed to reconnecting our local community to positively move towards a new future.

R1.1	Stimulate social activity and create opportunities for connection and interaction.
R1.2	Inspire optimism about the future and prioritise public safety.
R1.3	Support a community-led approach to allow recovery to start from sideways and bottom-up.

How we'll know we've succeeded

Our community feels safe in reintegrating back into social life and is optimistic about its future. There are many opportunities to interact through community events and the reopening of public places.

R2. Reactivate the local economy

As rules relax, businesses open their doors and people return to work, we are committed to reactivating the local economy by doing our part in helping get people back on their feet.

R2.1	Invest in the local economy by creating new opportunities.
R2.2	Make it easy for local businesses to adapt and evolve.
R2.3	Position the Town as a leading place to engage and do business.

How we'll know we've succeeded

Business is picking up and people are investing back into the local economy. New and existing businesses find it easy to work with the Town.



Thrive

The third and final phase captures the long-term view and focuses on coming out of the pandemic situation together.

T1. Re-imagining the community

The 'new normal' is now taking shape, it is a time for reflection, learning - but more importantly, growth. In this time, we are committed to leading the community in thinking big and embracing this new world.

T1.1	Celebrate big wins, small wins and everything in between.
T1.2	Grow stronger together by learning from our past and moving forward.
T1.3	Empower our community to remain active, curious and united.

How we'll know we've succeeded

The community is engaged, positive and actively participating in shaping our new plan for the future. We have moved past the crisis but have looked back to reflect and learn from each other and have moved into a brighter future.

T2. A new and revived local economy

Businesses are flourishing; people from far and wide are exploring what the Town has to offer. In this time, we are committed to strengthening our local economy by supporting diversity, growth and innovation.

T2.1	Look after the stability of our local economy.
T2.2	Be open to different possibilities, opportunities, people and views.
T2.3	Become a hub for innovation, where new ideas can be pursued and explored.

How we'll know we've succeeded

New and existing businesses are opening up in the Town because new ideas are embraced and welcome. The Town of Victoria Park is a leading destination, where businesses and people go out of their way to come to work, play and live.



How we'll do it

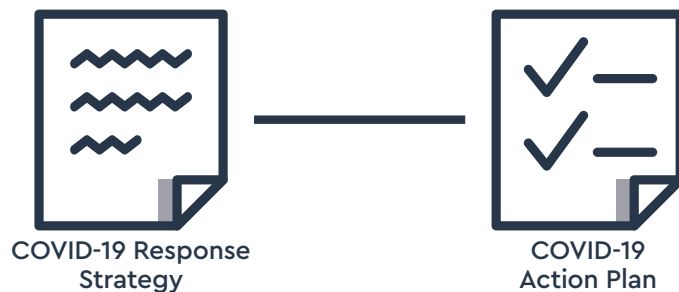
To ensure there is appropriate oversight in implementing the COVID-19 Response Strategy, a COVID-19 Response Working Group has been established to oversee the development and delivery of a COVID-19 Action Plan.

1 Identify

Guided by the set strategic initiatives, the Town will identify actions that contribute towards achieving the social and economic goals in each of the impact phases. These actions will be documented in the COVID-19 Action Plan (CAP) as a supplement to this strategy.

Overseen by the COVID-19 Response Working Group (CRWG), the development of the CAP will come from actions already in Council-adopted plans and strategies and any new actions identified as a result of emerging opportunities.

An ever-evolving and agile document, the CAP is not intended to be set in stone, but rather, be a guiding document that will lead the Town towards achieving the strategic goals set out in this strategy.



How we'll do it

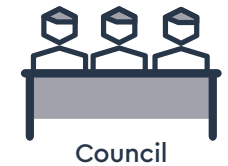
2 Deliver

Once the CAP has been developed, the Town will operationalise and lead the delivery of actions contained. This includes thinking outside the box, leveraging on the community's strengths, and using a partnership approach, to ensure that actions are delivered in the most efficient and appropriate way. In conducting its on-the-ground delivery of the CAP, the Town will be required to liaise with the CRWG to ensure it has appropriate support, tools and resources to deliver on Council's strategic goals.

3 Report

With Council responsible for setting the strategic direction and overseeing the Town's performance, the CRWG will be responsible for reporting to Council regularly on its progress towards achieving the set goals for each impact phase. The CRWG will also serve as a conduit to Council to enact movement into different phases, identify any need to reassess or amend the strategy, and refer any other matters as it sees fit.

To ensure the CRWG maintains oversight of action delivery and can sufficiently inform Council, relevant officers will be required to report and present to the CRWG on its progress in implementing the CAP on a regular basis.



Council



COVID-19 Response
Working Group



TOWN OF
VICTORIA PARK



COVID-19 Action Plan

Edition One

The COVID-19 Action Plan is a dynamic document overseen by the COVID-19 Response Working Group (CRWG).

It details the actions and projects that the Town will implement to achieve the objectives of the COVID-19 Response Strategy.

The COVID-19 Action Plan will continue to be updated as the recovery process evolves and new actions and projects are identified.

Ideas for projects and actions are drawn from a variety of sources, including:

- Council's pre-adopted plans and strategies where actions can be reimagined as a recovery project.
- Community feedback, including the Restart Vic Park Community Impact Survey.
- Elected Members, the CRWG and Town staff.
- A proposed Economic Impact and Opportunity Assessment.
- The future Business Advisory Group.

Legend for deliverables

Source



Reimagined project for COVID-19



New project for COVID-19

Focus



Economic



Social

Status



This represents an ongoing action that the Town will deliver






















This represents an action that has been delivered



This represents an action that is in progress



Action	Description	Source	Budgeted	Timeframe	Status	Focus
#StillOpenForBusiness campaign	<p>Digital marketing campaign promoting businesses who have shifted to an online delivery of sales or services. Business could sign up to an online business directory housing their business details and how they were doing things a little differently during the response phase of COVID-19.</p> <p>The directory was promoted widely across the Town's social media channels and residents and businesses were encouraged to use the #StillOpenForBusiness hashtag.</p>		2019/20 Budget	2019/20		
Business support 'one stop shop'	A one stop shop for businesses containing key information for businesses during COVID-19. This includes Town business support and advice and guidance from government agencies or organisations.		No budget needed	2019/20		
One-on-one business support	One-on-one business support provided over the phone, for businesses struggling with adapting to COVID-19. The Town engaged Business Foundations to provide this service.		2019/20 Budget	2019/20		
Community outreach	Procurement of a non-government outreach provider to support the Town's most vulnerable and homeless during and after COVID-19.		2019/20 and 2020/21 Budget	2020/21		
Success Series – COVID-19 series	Free online series of workshops designed to build the capacity the Town's groups and services.		2019/20 Budget	2019/20		 
COVID-19 community funding program	<p>A specific COVID-19 community funding round to support not-for-profits and charitable organisations.</p> <p>The Community donation/community funding program would be accessible via an expression of interest for applications up to \$10,000.</p>		2019/20 Budget	2019/2020		

















Action	Description	Source	Budgeted	Timeframe	Status	Focus
Pop up performers outside local cafes/ restaurants	Roving performers within local centres, encouraging people back to businesses and fostering a sense of community.		2019/20 Budget	2019/20		
Expansion of roll out of Draft LPP 41 - Exemption from Development Approval for Changes of Use within the Albany Highway Precinct	Remove development approval requirement (including the need to comply with car parking requirements) for changes of use for various retail, food and service industry land uses.		No budget needed	2019/20		
Localised online business platform	Online business platform that allows businesses to communicate with one another, sharing their ideas, knowledge and projects, and allows the Town to better communicate with the business community.		2019/20 and 2020/21 Budget	2019/20		
Place-based tourist map	A tourist map highlighting all the key features and places to visit within the Town. Will be promoted broadly to intra and interstate markets, potentially resulting in increased visitation and spending in the local economy.		2019/20 and 2020/21 Budget	2019/20		
Simplified trading permit in the South-East corridor	Reducing red tape and allowing mobile food vendors to operate across boundaries easier at approved local government events.		No budget needed	2020/21		
Business packs with key support information	Packs containing information for businesses on Town initiatives and State and Federal information. Used to disseminate key information to the business community.		No budget needed	2020/21		





















Action	Description	Source	Budgeted	Timeframe	Status	Focus
Free Trade Area relaxation	Make alfresco dining easier by implementing self-regulation of the Free Trade Area and removing fees during COVID-19 recovery.		No budget needed	2019/20		
Concept design for Old Spaces New Places Project no.3 (Victoria Park Town Centre)	Through the Old Spaces New Places program the Town has committed to preparing a concept plan to establish an urban open space in the Victoria Park end of Albany Highway. Investing in the public realm in this area adds value, incentivises development and supports the local economy. It also provides free and equitable space for the community in a heavily urban environment. Concept planning will be completed in 2020 and 2021.		2020/21 Budget	2020/21		 
Upgrade to portions of Goodwood Parade, Griffiths Street and Stiles Avenue in Burswood Station East	As a part of the new planning framework for the Burswood Station East Precinct it has been identified that upgrades to the public realm and local streets are required to create a safe, pleasant public places that suit the needs of the local community and prompt future redevelopment. Broad concept designs have been developed for different street types to help shape what the future of the streets and public realm should look like. The 'urban avenues' are the main streets within Burswood Station East, including parts of Goodwood Parade, Stiles Avenue and Griffiths Street. Detailed design to occur in 2020 and 2021 with construction to follow.		2020/21 Budget	2020/21-2023/24		
G.O. Edwards Master Plan - stage 5	G.O. Edwards is an important local place for residents and workers of Burswood South, and a major landmark and attraction for the Town as a whole. The final stage of the redevelopment of this park and the adjacent laneway, ROW 59, will help to attract further development in Burswood South (which is able to grow significantly) as well as business development.		2020/21 Budget	2020/21		 
















Action	Description	Source	Budgeted	Timeframe	Status	Focus
Administer the Community, Urban Forest and Place Grant Program and Sponsorship program	The Town offers a range of grants and sponsorship opportunities that can lead to great place outcomes. The Town offers Community Grants, Place Grants and Arts Season Grants to community groups and these initiatives regularly deliver great outcomes for the neighborhoods within the Town.		2020/21 Budget	2020/21		 
McCallum Park active area	McCallum Park and Taylor Reserve are two highly visible parks located next to each other on the Swan River foreshore. Currently, aside from their waterfront location there is little that would encourage people to use the space. Leading on from the completion of the concept design and some river wall works, detailed design of the 'active area' will occur in 2020 and 2021 with construction to follow pending budget approval.		Mixed internal/external	2020/21-2022/23		 
Albany Highway and Laneways - street lighting upgrade	Inadequate lighting in some areas within Vic Park neighbourhoods creates conditions for opportunistic night time crime as well as an increase in the perceived danger in some areas. Investing in safer experience for pedestrian in the Albany Highway town centres will support visitation and the growth of the night time economy.		2020/21 Budget	2020/21		
Update the Integrated Movement and Network Strategy to align with a movement and place approach	The Town must have a coordinated and clear vision for the future of its network of paths, streets and roads. This vision must balance the movement function of the transport network while recognising that the public realm is the most critical element to the functionality of the Town's places, liveability for residents and prosperity for local businesses.		2020/21 Budget	2020/21-2021/22		

















Action	Description	Source	Budgeted	Timeframe	Status	Focus
Albany Highway Cycle Lanes (Mackie Street to Oswald Street)	Albany Highway is identified as a key cycling route and this project will commence transforming Albany Highway into a more bike friendly destination. Research by the Heart Foundation shows that cycling-friendly main streets are more economically productive while providing significant health outcomes.		2020/21 Budget	2020/21		 
Right of Way 59 Upgrade	Right of Way 59 runs adjacent to G.O. Edwards Park and a number of key development sites. Concurrent with the delivery of G.O. Edwards Stage 5, an upgrade to formalise parking, provide a footpath and lighting is to be delivered. This will promote future development and activation of the location.		2020/21 Budget	2020/21		
Rutland Avenue principal shared path	Filling in the missing regional path link will improve safety and convenience for commuters, cyclists and walkers and encourage less car use. The new path will also provide areas to plant trees between the path and the railway reserve.		Mixed internal/external	2020/21		 
Bolton Avenue lighting upgrade	Bolton Avenue is the entry street into Burswood Park and Crown Perth and requires a renewal and upgrade of existing aged lighting.		2020/21 Budget	2020/21		 
Miller Street and Shepperton Road intersection upgrade	This project is a significant transformation of the Miller and Shepperton intersection. Detailed design is to occur in 2020 and 2021 with construction to follow pending budget.		Mixed internal/external	2022/23		














Action	Description	Source	Budgeted	Timeframe	Status	Focus
Christmas in Vic Park	<p>The Town will take a consolidated approach to promoting and delivering Christmas events and activations in the Town, to foster a sense of community and encourage people back out into their local centres.</p> <p>This includes developing a Christmas event list that will showcase all Christmas related events throughout the Town to community, and looking at working in partnership with agencies such as Burswood Park Board and local primary schools to support them in their Christmas events.</p>		2020/21 Budget	2020/21		 
Implement the Street Meet 'n' Greet program	Support structures for existing and new community members to connect and be included in the neighbourhood, which will lead to a safer community and more vibrant neighbourhoods.		2020/21 Budget	2020/21		
Urban Forest implementation (across the Town)	Implementation of the Urban Forest Strategy will improve the walkability of the Town's streets and liveability of our neighbourhoods. Improved streets and increased canopies has a range of positive flow-on effects to the local economy and the overall prosperity of the Town's neighbourhoods, and the shared delivery and success of implementation has significant social benefits as we recover from the COVID-19 pandemic.		2020/21 Budget	2020/21		 
COVID-19 Business Grants	COVID-19 Business Grants provide an opportunity for local businesses to develop and deliver their ideas for improving resilience and supporting the broader community, with the Town as a support.		Recovery Budget	2020/21		
COVID -19 Art Grants	COVID-19 Art Grants provide an opportunity for local artists to build the capacity of the community through community-based art projects.		Art Reserve	2020/21		









Action	Description	Source	Budgeted	Timeframe	Status	Focus
Invest Vic Park website	A dedicated investment website that provides a consolidated investment presence for the Town. The website contains information for businesses, developers and investors looking to invest in Vic Park. It will operate as a reminder that Vic Park is open for business and the strengths and opportunities that exist.		2019/20 Budget	2019/20		
Facilitate the creation of Town Teams or place-based organisations for each of the Town's neighbourhoods	Place-based groups are positive and proactive organisations that include businesses, landowners and residents working collaboratively with local government to improve a place or area. While the Town would not run or govern a place-based group, it can help connect likeminded people who want to see improvements in their place.		No budget needed	2019/20		 
Archer Street and Mint Street upgrade	This design project will result in a vision for a major transformation of Archer and Mint Streets, and will complement the future METRONET station upgrade and level crossing removal at Carlisle Station. This work will also prompt redevelopment of the area and will coincide with planning framework updates. Detailed design will occur in 2020 and 2021 with construction to follow pending budget.		Mixed internal/external	2019/20-2023/24		
Adaptive re-use of Edward Millen House	In 2006, the Town of Victoria Park was gifted the Edward Millen site from the State Government. The Town has undertaken maintenance works and hosted a small number of community events on the site, however the age and disrepair of the house has led to its closure. The Town is investigating the right use for the house that brings a mix of commercial and community uses to the site, while also meeting the heritage requirements for its restoration.		Mixed internal/external	2019/20-2023/24		 




























Action	Description	Source	Budgeted	Timeframe	Status	Focus
Upgrade Burswood Road and Teddington Road	There is a need to rejuvenate this important streetscape to attract investment in redevelopment and attract more people to Burswood South as customers and residents. The Streetscape Improvement Plan will address undergrounding power, greening and shading, creating people-friendly footpaths and spaces, parking, vehicle access from side streets and people access through to G.O. Edwards Park. Concept planning to occur in 2020 and 2021, with detailed design to follow in future years.		2020/21 Budget	2020/21-2023/24		
Implement Edward Millen Park Masterplan	The Town has prepared a masterplan for the park to support the adaptive reuse of Edward Millen House while also improving the amenity of the adjacent public space. The masterplan looks to improve the day to day passive use of the site, including walking paths and children's playgrounds, while increasing the appeal of the park as a regional attractor. Detailed design will occur in 2020 and 2021 with construction follow.		Mixed internal/external	2019/2020-2023/24		 
Zone 1 - Perth Football Club - community facility/grandstand	Delivery of a concept plan for the future development including Perth Football Club facilities, a grandstand structure and community use spaces.		Mixed internal/external Federal Government contribution: \$4 million West Coast Eagles contribution: \$1 million	2021/22		 


















Action	Description	Source	Budgeted	Timeframe	Status	Focus
Prepare Town Centre Precinct Plan(s)	Prepare Town Centre Precinct Plan(s) for Albany Highway to guide updates to the Local Planning Scheme and Local Policy Framework.		2020/21 Budget	2020/21-2021/22		
Prepare the John Macmillan Precinct Plan	To ensure the Town has a community driven plan for the park and green space, assets, facilities, landowners and services within the Macmillan Precinct, a masterplan is to be developed to guide the future of this important location.		2020/21 Budget	2020/21-2021/22		
Partner with neighbouring local governments and Tourism WA to deliver and maintain the Visit Perth platform and schedule of campaigns	The recent collaboration between inner city local governments to expand the Visit Perth website and collaboratively prepare supporting campaigns provides the opportunity for tourism-related exposure and activity, as well as local business promotion.		2020/21 Budget	2019/2020		
Prepare the new Local Planning Scheme no.2 in accordance with the Local Planning Strategy	The Town's Town Planning Scheme no.1 has been highly successful in setting the planning rules for private development, but it is now out of date and requires a major overhaul in order to respond to contemporary issues, design expectations and updated State Government and community expectations.		2020/21 Budget	2020/21-2022/23		



Action	Description	Source	Budgeted	Timeframe	Status	Focus
Update the Parking Management Plan and include a Parking Benefit Strategy	The Town has adopted a dynamic parking management approach based on the supply and for its parking bays. The Town's Parking Management Plan requires a review having been prepared in 2012 and a Parking Benefit Strategy should be included in the review to guide the expenditure of parking revenue.		2020/21 Budget	2020/21-2021/22		
2021 Art Season event	Opportunity for the Town to showcase its local art offering providing opportunities for community to become engaged and active participants of their own community.		2020/21 Budget	2020/21		
Development of a Town Youth Plan	Development of a Town-wide five year plan that addresses the needs of young people within the community to encourage growth, employment and sustainability.		2020/21 Budget	2020/21		
Disability Access and Inclusion Plan delivery	Delivery of the Town's DAIP in recognition that people with disability are among the most vulnerable and high risk cohort impacted by COVID-19.		2020/21 Budget	2019/2020-2021/22		
My Tours	Development of walking tours within the Town of significant streets, cultural sites and art works to create a sense of community pride, connection and knowledge.		2019/20 Budget	2019/2020		
NAIDOC Week event	The Town will host a long table dinner that celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander people.		2020/21 Budget	2020/21		
Playtime in the Park	A series of family-based events that are held in local communities to encourage connection, health and social engagement.		2020/21 Budget	2020/21		
Success Series	A series of social and economic training opportunities for local service providers, community groups and organisations related to topics such as grant writing, online platform development and marketing.		2020/21 Budget	2020/21		 



Action	Description	Source	Budgeted	Timeframe	Status	Focus
Twilight Series	A series of three free all-age live community concerts to support a healthy, engaged and active community. Facilitated in partnership with HealthWay WA.		2020/21 Budget	2020/21		
Youth Week event	The Town will host a community event that provides an opportunity for young people to express their ideas and act on issues that affect their lives.		2020/21 Budget	2020/21		
Volunteer platform development	Development of an online volunteer management platform to manage existing volunteers and create opportunities for the Town to attract new volunteers.		2020/21 Budget	2020/21		
Prepare the Local Planning Strategy	The draft Local Planning Strategy will outline where growth in population, and therefore development, can occur within the Town. There will be extensive community engagement on the Strategy once the Town has received consent from State Government to commence the advertising process.		2020/21 Budget	2019/20-2021/22		
Economic Impact and Opportunities Assessment	There is yet to be a complete analysis of the impact of COVID-19 on the local economy, as well as an assessment of potential opportunities that may arise from the situation. A consultant driven assessment will provide a unique opportunity to examine a number of sources of information to look at the extent of the initial impact of COVID-19 on local businesses, and then look at the opportunities and initiatives that may arise as we move into the recovery phase.		Recovery Budget	2020/21		





TOWN OF
VICTORIA PARK



**WE'RE OPEN
VIC PARK**

#LOVEVICPARK

Administration:

Town of Victoria Park,
99 Shepperton Road,
Victoria Park WA 6100

Mail:

Locked Bag No. 437,
Victoria Park WA 6979

Website: victoriapark.wa.gov.au

Telephone: (08) 9311 8111

Email: admin@vicpark.wa.gov.au