



TOWN OF
VICTORIA PARK



COVID-19 Response Working Group Notes – 4 February 2021



WE'RE OPEN
VIC PARK

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1 Opening

Meeting opened 1.02pm

Acknowledgement of country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaadijin, moort, wer boodja ye-ye.

I acknowledge the traditional custodians of this land and respect past, present and emerging leaders, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

2 Attendance

Mayor	Mayor Karen Vernon
Deputy Mayor	Deputy Mayor Bronwyn Ife
Councillor	Cr Claire Anderson
Chief Community Planner/Local Recovery Coordinator	Natalie Martin Goode
Chief Executive Officer	Anthony Vuleta
Chief Operations Officer	Ben Killigrew
A/Chief Financial Officer	Stuart Billingham
Manager Place Planning	David Doy
Manager Community Development	Paul Gravett
Manager Stakeholder Relations	Roz Ellis
Economic Development Support Officer	Adrian Borthwick
Minute Secretary	Christy Neems
Presenters	Lisa Tidy - Place Leader, Economic Development
Observers	Nil
Apologies	Michael Cole

3 Actions from previous meetings

Action	Responsible Officer	Status
Lisa Tidy to draft EM portal blurb and provide CAT Matrix for Christy Neems to post on Councillor Portal.	Lisa Tidy /Christy Neems	In progress
Lisa Tidy to request Park Centre footfall and trends data from Hawaiian Group and provide information to CRWG if obtained	Lisa Tidy	In progress
Lisa Tidy and Roz Ellis to draft social media/communications piece on Town of Vic Park's mobility rating of 2 nd in Western Australia.	Lisa Tidy / Roz Ellis	In progress
Restart Vic Park business grants – Lisa Tidy to work with Roz Ellis to draft a series of social media and communications updates tracking one grant recipient through the implementation of their initiative.	Lisa Tidy / Roz Ellis	In progress
David Doy to research alternate sources and equitable funding allocation options to support grant funding and report back to CRWG on findings.	David Doy	In progress

4 COVID Action Taskforce update

Outcome

The CRWG were provided with a COVID Action Taskforce update.

- National household saving is down which is a sign of confidence in consumer spending, Job Keeper applications are down 4% in Vic Park, working age population eligible for Job Seeker is up 5.6%, Youth Allowance applications have increased which may be attributed to population and age factors.
- Online shopping trends show an uptick in transactions during COVID lock down in 2020 and are now tracking at similar levels to pre-COVID 2020.
- Local spending shows business average daily revenue is up 21% from December 2020 except for Welshpool and transaction volumes have increase while dollar value is down.
- Parking occupancy across the town is up with more bays filled compared to December 2020 with a 5% increase in patrons visiting the town.
- Mobility Report – Visitations to Retail and Recreation businesses in Vic Park were 14% higher in visitations for Jan 2021 than Jan 2020., showing that patrons are moving through the town in the recreation and retail space. City of South Perth have also had a spike which may be the result of their capitol works projects on the South Perth foreshore and school holidays attracting people to the area.
- Pedestrian footfall for December 2020 is up 5.3% which is similar to 2015 levels. January 2021 data recorded 186,000 patrons which is the highest ever pedestrian footfall recorded for a January.
- COVID lockdown 1st February – 5th February social recovery update; emergency relief services still taking appointments with counselling services transferred to phone or online appointments.
- The Haven is operating a take-away meal service and food hampers during the lock down period. St Mary's Outreach Monday meal service and Star St's food hampers on Wednesdays have been suspended. Both these latter services are operated by volunteer.

Actions

Lisa Tidy to draft EM portal blurb and provide CAT Matrix for Christy Neems to post on Councillor Portal.

Lisa Tidy to request Park Centre footfall and trends data from Hawaiian Group and provide information to CRWG if obtained

Lisa Tidy and Roz Ellis to draft social media/communications piece on Town of Vic Park's mobility rating of 2nd in Western Australia.

5 Communications update

The CRWG are provided with a Communications update.

Outcome

- The Lord Mayor's appeal will be announced.
- Communications and content will be prepared to coincide with the Premier's announcement on the current lock down restrictions; on the re-opening of the Town's out-centers including Leisure Life; domestic violence awareness and Ranger and children's safety with the students returning to school.

6 Recovery Action Plan update

The CRWG were provided with a Recovery Action Plan update.

Outcome

- Economic Impact Assessment to go to March OCM for noting.
- 29 Restart Vic Park Business Grants have been allocated to date with all economic development grants exhausted. Small business grants continue to be received.
- Night Markets Trial/Pilot – CRWG endorsed funding to trial night markets. Street Hassle have been engaged to deliver the pilot program.
- Gallipoli Street Local Centre upgrade is in progress, with internal teams including UFS and strategic projects collaborating on the delivery.
- Street Meet n Greet program continues to be rolled out increasing connectivity between neighbours and increasing neighbourhood safety outcomes. 11 smaller 'meet n greets' have been held across the town, 4 larger scale celebrations and 3 larger scales celebrations pending.

Actions

Lisa Tidy to work with Roz Ellis to draft a series of social media and communications updates tracking one grant recipient through the implementation of their 'Restart Vic Park business grant' initiative.

7 Presentations

Nil

8 Items for discussion

8.1 Additional items for the CAP

Reporting officer	Lisa Tidy
Attachments	Nil

Purpose of the item

To provide an update on an additional item for inclusion in the CAP.

Outcome

CRWG are made aware of the additional action.

Discussion points

There is one additional item which has been judged as a low risk action for inclusion in the CAP:

- COVID-19 digital recovery program for non-profits/community organisations.

Next steps

This action will be included in the next version of the CAP that goes to an OCM. As it has been judged as a low risk item, expenditure on the projects may occur before it goes to OCM.

The CRWG are provided with information on the project proposal.

Outcome

- Project proposal involves engaging a digital training company to train 2-3 staff members from 5 local community organisations on digital technologies to help improve their online and social media presence. The program is expected to run for approximately 10 months including evaluation.
- The project team are requesting \$20,000 to implement the project.
- The project outcomes will be reported on in the COVID Action Taskforce report presented to OCM, as part of current reporting procedure.
- CRWG endorse the project.

9 General business

- Discussion on the reallocation of COVID funds for community and place grants is deferred until next CRWG meeting.

Actions

David Doy to research alternate sources and equitable funding allocation options to support grant funding and report back to CRWG on findings.

10 Close

Meeting closed at 2:41pm