



TOWN OF
VICTORIA PARK



COVID-19 Response Working Group Notes – 12 November 2020



WE'RE OPEN
VIC PARK

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1 Opening

Meeting open: 1:36pm

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 Executive Officer	Anthony Vuleta
Chief Operations Officer	Ben Killigrew
Minute Secretary	Christy Neems
Manager, Community	Paul Gravett
Presenters	Lisa Tidy – Place Leader, Economic Development Tracy McQue – Place Leader, Strategic Projects David Doy – Manager, Place Planning
Observers	Nil
Apologies	Natalie Martin-Goode – Chief Community Planner Michael Cole – Chief Financial Officer Rebecca Waghorne – Senior Communications and Engagement Advisor

3 Actions from previous meetings

Action	Responsible Officer	Status
COVID Action Taskforce to develop a Project Matrix which can be used to determine the level of risk with a project with the intention that 'high risk' project proposals go to CRWG for approval.	COVID Action Taskforce	In progress

4 COVID Action Taskforce update

The CRWG are provided with an update on consumer spending and economic development across the Town.

Outcome

Job Keeper applications may decrease September, October and November. The Town will continue to monitor the impact of job keeper applications on spending in the town.

Online shopping is holding steady and local spending is up with an increase in the amounts (A\$) per transaction and transaction volume up.

Pedestrian footfall trends indicate similar levels to those experienced within the same time period in 2019. There is a recommendation for additional pedestrian counters to be installed across the Town. Current pedestrian counter locations will be reviewed and additional pedestrian counters will be allocated as part of the Town's ICT strategy.

Property market analysis indicates that Perth's listing and selling days for rental and sales has decreased. REIWA data shows housing prices continue to increase.

Building approvals and development for median value builds and developments has increased.

A community think tank was held in October with 19 community members and service providers attending. Three concerns highlighted in discussions were housing stress, youth unemployment and access to the provision of mental health and counselling services.

Agencies and service providers will continue to monitor the impact of changes to the provision of job seeker and job keeper on the community.

Burglaries and theft is down compared to this time in 2019.

Kensington Police are looking to increase officer numbers and visual presence within the Town over the Christmas period and 114 new CCTV's have been installed across the Town.

The Town's 'Street Meet and Greet' program will continue with additional operational funds being made available. This includes;

- the distribution of an updated flyer with new funding amounts to all households in the Town;
- Social media post, VIBE article, and newspaper ad specifically about Social Recovery funding promoting the new funding amounts
- Email to past hosts promoting the new funding amount, to be sent when the above goes out

The Town has engaged RooForce following positive community engagement results as part of the pilot program.

5 Communications update

The CRWG are provided with a communications update.

Outcome

Communication for the COVID-19 Action Plan continues to be rolled out including;

- website: victoriapark.wa.gov.au/RestartVicPark which includes the Strategy, the Plan and a range of support information
- digital advertising including Facebook, Google and e-News
- social media: good news stories continue to be released fortnightly on a Wednesday
- traditional media including slide screens and newspaper advertising
- A COVID-19 Recovery Grant recipient will be featured on the cover of December VIBE Magazine

Upcoming communications include;

- Christmas; this year many service areas have come together to form a working group to present a Town-wide approach to celebrating the festive season in Vic Park.
- It aims to promote the many activities and offerings available in the Town via an online Christmas Hub. The platform will encourage involvement from community and local businesses.

6 Recovery Action Plan update

The CRWG are provided with an update on COVID Recovery initiatives being rolled out by the Town.

Outcome

The Town's Industry Roundtables were a success with attendance from local hospitality, retail and allied health businesses. Key themes highlighted from discussions included;

- the impact of COVID on business and factoring the 'new' normal into business planning
- communicating with local business owners and recommendations on how the Town can effectively engage with local businesses on economic development initiatives
- recommendation for the Town to initiate informal networking sessions for local businesses

The Town will commission an Economic Impact and Opportunity Assessment to realise the impact of COVID on the Town's economic landscape and capitalise on economic development opportunities.

The Town have received 10 applications for the \$1,000 grants with four approved and 4 rejected.

A progress update on the allocation of the \$8,000 Restart Vic Park grants is to be communicated in the COVID Action Plan quarterly report.

Business have been utilising the \$1,000 grants to apply for assistance in developing websites and phone applications to enhance their online presence.

The City of Perth have implemented a grants program and have approved grants requesting monetary assistance to enhance the visual aesthetics of shop fronts, facades and lighting.

The Town's Business Packs have arrived and will be distributed to local businesses.

Actions

Economic Impact and Opportunity Assessment to be brought to February OCM for noting.

Lisa Tidy to liaise with Natasha Horner and/or Governance to set aside time for elected members to deliver Business Packs to local businesses.

7 Presentations

Nil

8 Items for discussion

8.1 Preparing for a second wave- COVID budget

Reporting officer

Lisa Tidy

Purpose of the item

To discuss using the COVID-19 Action Plan budget for implementing initiatives in the case of a second wave in WA.

Outcome

Agreement on the use of the budget.

Discussion points

- Work is underway in preparing a plan for how the Town will engage with businesses and the community in the event of a second wave.
- There is likely to be a number of initiatives that are implemented if there is a second lockdown, however there won't be budget to deliver these.

Next steps

Budget will be set aside in the case that it does need to be expended.

The CRWG discuss COVID operational expenditure and operating scenarios if Western Australia experiences a second wave of COVID.

Outcome

Recommendation that operating funds are made available by Council if required immediately if a second wave of COVID was announced.

A second wave is defined when restrictions detailing a complete lock-down are announced by the state government.

Actions

Lisa Tidy to liaise with the communications team to discuss re-launching the narrative to reflect the current COVID phase - Revive.

8.2 Additional actions for the CAP

Reporting officer Lisa Tidy

Purpose of the item

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

Outcome

CRWG are made aware of the additional actions to be included in the CAP.

Discussion points

There are three additional items which have been judged as low risk actions for inclusion in the CAP:

- Shop local campaign
- COVID-19 event costs
- Maker-spaces exploration project

Next steps

These actions will be included in the next version of the CAP that goes to an OCM. As they have been judged as low risk items, expenditure on these projects may occur before they go to OCM.

The CRWG are provided with a presentation on the Maker-spaces exploration project.

Outcome

The exploration project will assess the feasibility of co-locating local artists/creatives/innovators in an artist and creative production space where they can produce their work. The study will look at potential locations across the Town, source potential tenants and the economic and social impacts on the community.

The CRWG endorse the Maker-spaces exploration project, the shop local campaign and COVID-19 event costs with reporting on the projects to be provided in the COVID Action Plan.

9 General business

Nil

10 Close

Meeting close: 2:42pm