

Survive

Action	Description	Source	Update
#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>	New project for COVID-19	The #StillOpenForBusiness campaign has now been completed. There are 130 businesses on the #StillOpenForBusiness directory. Throughout the campaign, a number of blogs, social media posts and videos were produced supporting the message that businesses are still open and to support and shop local.
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.	New project for COVID-19	The business support one stop shop has been completed and will continue to be updated with the latest COVID-19 advice.
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	New project for COVID-19	The one-on-one business support program has now been completed. Two businesses used the service to seek assistance in adapting to COVID-19.
Community Outreach	Procurement of a non-government outreach provider to support the Town's most vulnerable and homeless during and after COVID-19.	New project for COVID-19	RFQ released 3/9/20 for a 2 week submission period. Submissions will be reviewed and contract awarded in October.

Success Series – COVID-19 series	Free online series of workshops designed to build the capacity the Town's groups and services.	Reimagined project for COVID-19	Capacity building workshops delivered online targeting community organisations, businesses and individuals to up skill them in operating online during Covid and beyond. Workshops included fundraising online, building Instagram following, and marketing online during Covid. Average attendance per session was 15 across the series.
COVID-19 community funding program	A specific COVID-19 community funding round to support not-for profits and charitable organisations. The Community donation/community funding program would be accessible via an expression of interest for applications up to \$10,000	New project for COVID-19	Grant funding delivered June 2020.

Revive

Action	Description	Source	Update
Pop up performers outside local cafes/restaurants	Roving performers within local centres, encouraging people back to businesses and fostering a sense of community	New project for COVID-19	Eight pop up performances delivered over 3 weekends. Positive feedback was received from community at the performances and online. Businesses along the western portion of Albany Highway were particularly positive about the Town delivering these events in that space.
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 No comply with car parking requirements) for changes of use for various retail, food and service industry land uses.	Reimagined project for COVID-19	Took effect in April 2020.
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	Reimagined project for COVID-19	The Localised platform launched on August 13 2020. As of 18/9/2020, there are 44 business listings on the directory. The Town will be holding an online event in October 2020 to facilitate business networking and encourage them to join Localised.
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.	Reimagined project for COVID-19	The Explore More Vic Park tourist map has been completed and printed, with a campaign to launch the map commencing in November 2020.
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	Reimagined project for COVID-19	Cities of Canning and Gosnells and Town of Victoria Park have collaborated on a Simplified Trading Permit which will make it easier for mobile food vendors to operate at approved events across local government boundaries.

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.	New project for COVID-19	The business packs are in the process of being finalised. They include a summary of the Town's key teams, in addition to information about places, COVID-19 business support, and general business support.
Free Trade Area relaxation	Make alfresco dining easier by implementing self-regulation of the Free Trade Area and removing fees during COVID-19 recovery.	New project for COVID-19	The application process has been simplified to allow for a quicker approval response, including removing fees and transitioning to an online form.
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.	Reimagined project for COVID-19	<p>Following a delay to the engagement due to the COVID-19 pandemic, the Town has recommenced the engagement process to determine a suitable location for this project.</p> <p>A community survey was completed during August and a 'walkshop' conducted on 5 September to explore opportunities for the shortlisted locations. A further community survey is planned for 29 September to 18 October to inform selection of the preferred location to proceed to concept design.</p>

<p>Upgrade to portions of Goodwood Parade, Griffiths Streets and Stiles Avenue in Burswood Station East</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>The concept designs have recently been reviewed and preliminary work including site visits and case studies are being explored. Detailed design to commence early 2021.</p>
<p>G.O. Edwards Master Plan - stage 5</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>Landscape design has been finalised and irrigation and lighting design being completed. Tender will go out in the next 2 months.</p>
<p>Administer the Community, Urban Forest and Place Grant Program and Sponsorship Program</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>Minor amendments made to Policy 114 - Community Funding were endorsed at OCM on 18 September. Community and Place Grants launched on 17 September 2020. Urban Forest Grants and Business Grants are in the process of being finalised.</p>

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.

Reimagined project for COVID-19

At the June 2020 Ordinary Council Meeting, Elected Members approved the McCallum Park Active Area Concept Report and considered the Town's budget requested for detailed design to be undertaken in the 2020/21 Annual Budget. Council also approved listing \$1.6 million in the Town's long-term financial plan, which is one-third of the approximate cost of the project. Subject to Council endorsement of the 2020/21 Annual Budget in July the Town will commence detailed design and work to identify funding opportunities.

A Request for Quote was prepared and released to a list of potential suppliers for an Advocacy, Branding and Funding Strategy for the McCallum Park Active Area project. This strategy will provide a framework for Town officers and Elected Members to identify potential funding partners and work towards securing the remaining capital funding required to deliver the project. The strategy will also deliver key communication and marketing materials, recommendations for branding of the site and a strategic communications document for the project.

The Town has also released the Request for Tender for the Detailed Design and Documentation to identify a suitable contractor who can undertake the detailed design stage of the project. The RFT closes on 1 September with works proposed to commence in October.

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.	Reimagined project for COVID-19	The Town has had success in past years in securing external funding for the purpose of lighting upgrade focusing on high risks areas including some sections of Albany Hwy and nearby laneways. \$240,000 of external funding has been secured this financial year for lighting upgrade works in Terminus Lane (parallel to Albany Hwy and south of Dane St). Design works are in progress.
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.	Reimagined project for COVID-19	The Town has developed a draft scope of works for the update to the Integrated Movement Network Strategy. The Town will be seeking Elected Member endorsement of the scope of works at the October OCM before engaging an external consultant.
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.	Reimagined project for COVID-19	Design completed. Businesses affected by the loss of on street parking bays will be consulted.
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.	Reimagined project for COVID-19	Detailed design finalised. Awaiting release of tender to the market.

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.	Reimagined project for COVID-19	Concept design completed and approved by the Department of Transport. Main Roads WA 15% design comments being actioned.
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.	Reimagined project for COVID-19	RFQ for design services being prepared.
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.	Reimagined project for COVID-19	Awaiting Stage 2 traffic signals approval from Main Roads WA. 15% design will then be submitted for review by MRWA. Project expected to recommence in 2021/22 as new Black Spot project.
Christmas in Vic Park	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. 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 their Christmas events.	Reimagined project for COVID-19	Working group has identified Town run activities and direction for the campaign. Group has agreed on promotion style of campaign and initial concept. Concept and communication planning now being finalised.
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.	Reimagined project for COVID-19	Street Meet n Greet program had a soft launch on 1 September with email to past hosts. This has now been fully launched with the other grants and rebate programs on 17 September.

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.	Reimagined project for COVID-19	<p>This quarter has seen the continued delivery of Planting Season 2020 where various planting projects are physically implemented. The street tree program has focused on the streets leading into Albany Hwy and those surrounding train stations. This planting of hundreds of street trees improves the walkability and experience of our most important pedestrian streets helping to shift transport behaviour, increase street life, local economic activity, increase social interactions and enhance a sense of community.</p> <p>Other greening initiatives deliver by the Town include Charles Patterson Park Community planting Day, G.O Edwards Eco Island creation, Victoria Park Drive Tree Planting, Brodie Hall Drive Tree Planting, Sunbury Reserve planting upgrades and the Gallipoli Street Bus Stop Garden were delivered. The Urban Forest at Home program was conducted which encouraged healthy outdoor activities within community members own homes.</p> <p>Please refer the UFS October quarterly report for further updates on each of the 41 actions from the UFS Implementation Action Plan.</p>
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.	New project for COVID-19	Planning for the COVID-19 Business Grants are in the process of being finalised, with the grants proposed to open mid-October.
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	New project for COVID-19	Grant recipients were approved at the 15 September OCM.

Thrive

ACTION	Description	Source	
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	Reimagined project for COVID-19	The Invest Vic Park website is in the final stage of development, and is planned to be launched end of September with a large campaign to promote the website and investment in the Town.
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	Reimagined project for COVID-19	The Place Planning team regularly look to encourage the creation of place based groups. This is done through the teams' regular engagement with local residents and businesses. More recently, the team have been investigating street based groups who look to make improvements at a fine grain, street level. This liaison will continue, with particular importance placed on the creation of groups in areas of need.
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.	Reimagined project for COVID-19	The public comment period ended in July, the comments were considered and included in the final report to council. The final plan was endorsed by council at the September OCM. The project has now moved into the detailed design phase for stage 1 of the project which is the Carlisle Town Centre area on Archer Street.

<p>Adaptive re-use of Edward Millen House</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>Federal Grant \$4m has reached project approval stage with letter of approval to be provided soon and agreement documents to be sent. Deed of Agreement for allowable use changes has been received and executed with the next step for the property to have new conditions placed onto the title of the land in order to achieve the adaptive redevelopment. Landscape Detailed Design is nearing competition with Council approval required and then Heritage assessment. EOI documentation is in final draft to try and achieve private sector investment. Relocation of Disability Services is currently in negotiations as the building they are occupying no longer form part of the long term redesign of the precinct.</p>
<p>Upgrade Burswood Road and Teddington Road</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>A project plan and project team are being set up, with the aim of engaging residents (survey) and consultants before Christmas. A night safety audit has been conducted.</p>

<p>Implement Edward Millen Park Masterplan</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	
<p>Zone 1 - Perth Football Club community facility/ grandstand</p>	<p>Delivery of a concept plan for the future development including Perth Football Club facilities, a grandstand structure and community use spaces.</p>	<p>Reimagined project for COVID-19</p>	
<p>Prepare Albany Highway Town Centre Precinct Plan(s)</p>	<p>Prepare Town Centre Precinct Plan(s) for Albany Highway to guide updates to the Local Planning Scheme and Local Policy Framework.</p>	<p>Reimagined project for COVID-19</p>	<p>Scoping for this project is currently underway, before discussions are held with DPLH staff and the project progresses to consultant procurement stage.</p>

<p>Prepare the Macmillan Precinct Masterplan</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>Following from the Place Design Forum and the public webinar, the Town released the three draft scenarios to the public for feedback on the 29th June. This feedback period was open for two weeks and asked the community what elements they like and dislike about each scenario to help the working group and project team shape a final scenario which will be used to inform the Masterplan.</p>
<p>Partner with neighbouring local governments and Tourism WA to deliver and maintain the Visit Perth platform and schedule of campaigns</p>	<p>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.</p>	<p>Reimagined project for COVID-19</p>	<p>The feedback from the community was collated by RobertsDay, analysed and presented to the community via a public webinar in July 2020. This webinar can be seen on the YourThoughts page for those who could not attend. Following the public webinar the project team prepared an 'evolved' scenario from the feedback received and presented it to the Working Group and Elected Members for final feedback.</p> <p>The evolved scenario is being prepared into a detailed concept report and will be presented for public comment on the 14 September.</p> <p>The Town continues to collaborate with the other inner city local governments on content and campaigns for the Visit Perth website. The website was formally launched at the end of August with the release of a hype video, promoting businesses across all five areas. Individual local government area videos promoting businesses in the area will be released over the several weeks to promote the collaboration.</p>

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.	Reimagined project for COVID-19	Project scoping and engagement with Department for Planning, Lands and Heritage (DPLH) has commenced. DPLH have committed officer time for the Project Team. Scheme preparation has commenced but will rely to some extent on final approval of the Local Planning Strategy.
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.	Reimagined project for COVID-19	Dynamic Parking is in effect along Albany to support access to parking and local business patronage by increasing free time and reducing price during measured off peak parking demand periods. The Parking Management Plan (and the Integrated Movement Network Strategy) scope will be presented to Council for review and endorsement prior to work progressing.
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.	Reimagined project for COVID-19	To be held in April 2021. 30 November deadline for applications.
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.	Reimagined project for COVID-19	Consultant's brief in development.

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.	Reimagined project for COVID-19	Ongoing legislative requirement.
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.	Reimagined project for COVID-19	Walking tour in draft to be launched as part of Remembrance Day activities - making connections between people and place and local history.
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.	Reimagined project for COVID-19	Project scoping still in design. Will confirm if project is to progress once the Mindeera Advisory Group has been appointed.
Playtime in the Park	A series of family based events that are held in local communities to encourage connection, health and social engagement	Reimagined project for COVID-19	Event dates set - 25 October at Rayment Park in Lathlain (promotions in progress and working with local stakeholders) and for 21 March at Rotary Park in St James.
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.	Reimagined project for COVID-19	Four sessions to be delivered in 2020 - September How to make the most of Zoom meetings and workshops. October - Running Covid Safe Events. November - Product photography and Running online stores.
Remembrance Day	Community event - annual remembrance of service men and women that have fought and died in armed conflicts - run in conjunction with local stakeholders (RSL, schools)	Reimagined project for COVID-19	Plans underway for a series of activities in collaboration with the RSL, Library (talk and display), launch of My Tours walk and the service itself.
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.	Reimagined project for COVID-19	Three concerts to be held across Summer - free and inclusive targeting different demographics. January - John Macmillan Park - Kids themed. February - Harold Rossiter Park - Jazz/Valentine's Day. March - Burswood Park - Harmony Week/World Music.

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.	Reimagined project for COVID-19	No progress. Department of Communities yet to release 2021 Youth Week dates.
Volunteer platform development	Development of an online volunteer management platform to manage existing volunteers and create opportunities for the Town to attract new volunteers.	Reimagined project for COVID-19	Project on hold due to current resourcing.
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...	Reimagined project for COVID-19	The WA Planning Commission are considering the draft Local Planning Strategy on 15 September. DPLH officers recommend Certification for public advertising. If given, advertising will commence late Oct/early Nov and run for 8 weeks as per Council resolution.
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.	New project for COVID-19	The Town has appointed a consultant to undertake the piece of work. Work by them has begun on analysing datasets and meeting with key stakeholders in the Town.