



**TOWN OF CLAREMONT
CLAREMONT TOWN CENTRE
ADVISORY COMMITTEE**

MINUTES

30 JULY, 2018


Liz Ledger
Chief Executive Officer

Date 31-7-18

DISCLAIMER

Persons present at this meeting are cautioned against taking any action as a result of any Committee recommendations until such time as those recommendations have been considered by Council and the Minutes of that Council meeting are confirmed.

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CLAREMONT TOWN CENTRE ADVISORY COMMITTEE

MINUTES

1 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS

Ms Reid welcomed everyone and declared the meeting open at 5.08pm.

2 RECORD OF ATTENDANCE/APOLOGIES

Mayor Jock Barker
Cr Alastair Tulloch

Town of Claremont
Town of Claremont

Dr Tom Mildenhall
Ms Alison Reid
Ms Samantha Monterio

Community Representative
Community Representative
Community Representative

Ms Cathy Bohdan
Ms Annette Brown

Executive Manager People and Places
Project Officer, Claremont Town Centre

APOLOGIES

Cr Jill Goetze
Ms Marissa Williams
Ms Liz Ledger

Town of Claremont
Community Representative
Chief Executive Officer

3 DISCLOSURE OF INTERESTS

NIL.

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

Moved Cr Tulloch, seconded Dr Mildenhall.

The Minutes of the Claremont Town Centre Advisory Committee, held on 22 May 2018 be confirmed.

CARRIED(09/18)
(NO DISSENT)

5 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

NIL

6 PRESENTATIONS

6.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN 2018-19

Presenters: Annette Brown
Project Officer Place Activation

Date: 30 July 2018

Purpose

The 'Claremont Town Centre Operational Plan 2018-19' was presented to the Committee on 24 July 2018 by Ms Annette Brown from the Town of Claremont, to provide members with the methodology and process behind the strategic direction of the Plan for the current financial year.

This was an unofficial meeting due to no quorum for the meeting to commence.

A copy of the presentation was distributed to the Committee for the information and for those not in attendance.

7 REPORTS OF THE CEO

7.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN 2018-19

File No:	ECD/00067
Attachments:	Operational Planning Committee Report (Attachment 1)
Responsible Officer:	Cathy Bohdan Executive Manager People and Places
Author:	Annette Brown Project Officer
Proposed Meeting Date:	30 July 2018

Purpose

To present to the Claremont Town Centre ('CTC') Advisory Committee, the CTC Operational Plan for 2018-19.

Background

On 15 May 2018, Council adopted a recommendation to support the CTC project and funding framework for a further three year period. The report carried by Council, supported the continuation of an imposed Specified Area Rate for the defined Town Centre BID area, to be matched by Council to the maximum of \$120,000 per annum.

Following support for the recommendation, the proposed budget allocation was included in the Draft Budget 2018-19, which was considered and adopted by Council on 19 June 2018.

In response to the positive support by Council to continue the CTC project for a further three years in May 2018, officers subsequently commenced forward operational planning for the 2018-19 financial year.

The campaign strategies within the plan have been based on the project's traditional four quadrant modelling system and are presented to the CTC Advisory Committee for consideration.

Discussion

The four quadrant modelling framework has been continued for the 2018-19 year, with detailed operational plans derived from; 2018 business and visitor research responses; an environmental scan of campaign content from the current financial year that identified successes, gaps and opportunities and; past program outcomes.

During the development phase, a detailed content calendar has been mapped. This has resulted in a tightly curated program response, ensuring activities and campaign content meet the CTC objectives, are well planned, successfully delivered and measured for effectiveness.

It is the intent that the forward planning structure will form a strong foundation for business engagement and buy-in. The clarity of an annual plan has not only

identified the content requirements, resources and funds required to meet the objectives in line with budget allocations, but will present a clear pathway for businesses.

The presentation of the advanced CTC planning framework through small group meetings will allow the identification and recording of activities and campaign strategies that best align with the needs, budgets and resource capabilities of individual businesses for the coming year.

This targeted approach will ensure broad understanding of the CTC's project aims, objectives and reportable outcomes. Engagement in a small group setting will provide an opportunity to capture forward buy-in and commence an ongoing consultative process for the current project tenure.

Attached (Attachment 1) is an overview of the Operational Planning structure for the 2018-19 financial year, with content programming sitting within the four quadrant model:

1. Create Awareness
2. Create Interest
3. Create Comfort
4. Create Partnerships.

Content strategy is aligned with three focus goals:

Goal 1 - Create Awareness

- Increase visibility and brand awareness of CTC
- Promote CTC programs and events

Goal 2 – Build Community

- Increase audience on channels
- Strengthen partnerships with businesses

Goal 3 – Influence Action

- Generate visitors and leads
- Improve brand perceptions with businesses

Each Goal will be linked to a specific marketing objective and tactic, supported by a marketing performance measurement ('MPM') and reporting system. The MPM will form a key element of the content strategy plan and will include; Google Analytics, sharing metrics, consumption metrics and engagement metrics.

The systematic review and reporting of marketing metrics will present factual measured outcomes as opposed to 'perceptions' and provide a solid base line for comparison and consideration in terms of future activities and campaigns.

Past Resolutions

Ordinary Council Meeting 15 May 2018, Resolution 80/18:

OFFICER RECOMMENDATION

That Council:

1. *Continue to impose a Specified Area Rate on the defined Town Centre BID area (being the area bounded by Stirling Highway, Stirling Road, Gugerri Street and Leura Avenue) for a further three year period to a maximum amount of \$120,000.*
2. *Allocation in the Town's budget of \$120,000.*
3. *The approved purposes for which the rates may be expended are:*
 - a) *Marketing, advertising and publicity*
 - b) *Improved signage/way finding*
 - c) *Festivals*
 - d) *Street activities*
 - e) *Electronic apps (to support above)*
 - f) *Employees directly engaged in implementing the approved purposes.*
4. *In accordance with section 6.47 of the Local Government Act 1995, the rate be waived for all residential properties within the defined area.*

CARRIED BY AN ABSOLUTE MAJORITY

Financial and Staff Implications

Resource requirements are in accordance with existing budgetary allocation.

Policy and Statutory Implications

N/A

Communication / Consultation

- Visitor and business survey's conducted, analysed and reported by independent research company The Hub Marketing Communications.
- Desktop research:
 - Yearly cycle broken down into quarterly periods – further developed into a monthly annual calendar
 - Data base analysis to determine common business profiles and target audiences
 - Identification of significant annual celebrations, special days and promotional pocket nodes/service groupings.
- Face to face discussion with business representatives who have previously actively engaged in CTC promotions and events.
- Analysis and evaluation of past project outcomes.
- Brainstorming sessions and detailed annual plan outline with KP Collective to flush out activities and marketing campaigns on a month by month basis to map promotional content peaks and develop opportunities and promotional 'in-fills' during identified slump periods.
- DRAFT budget allocation based on project nodes, campaign development, execution and resources, presented to the Executive Manager People and Places.

Strategic Community Plan

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Raise the profile of the Claremont Town Centre as a visitor destination.
- Support new and existing small business and entrepreneurial activity.

Urgency

In order for officers to move forward with business meetings, activities and marketing campaigns within the Plan, which has been developed based on; research results; the success of previous activations and campaigns; desktop research; and feedback from individual businesses, a decision to support the overarching Plan is required.

Voting Requirements

Simple majority decision of Committee is required.

OFFICER RECOMMENDATION

Moved Mayor Barker, seconded Dr Mildenhall.

That:

- 1. The Committee recommends Council support the Claremont Town Centre Operational Plan 2018-19.**
- 2. Officers prepare a quarterly Operational Plan update report for the 27 November Committee Meeting.**

**CARRIED(10/18)
(NO DISSENT)**

7.2 OFF THE PAGE - POST PROJECT

File No:	REC/00066
Attachments:	OTP Post Event Report (Attachment 1)
Responsible Officer:	Cathy Bohdan Executive Manager People and Places
Author:	Annette Brown Project Officer
Proposed Meeting Date:	30 July 2018

Purpose

To present to the Claremont Town Centre ('CTC') Advisory Committee, a post project report for '*Off the Page*', a series of art installations inspired by books, paper and print, which was exhibited through the streets of CTC 1 to 13 May 2018.

Background

The project concept for *Off the Page* was developed in response to business feedback on road closures and a petition presented to Council requesting no road closures for art events in the CTC.

While art events have demonstrated their effectiveness in attracting both locals and visitors to the town centre, the viewpoint presented in the petition by a group of CTC businesses was respectfully acknowledged and addressed.

Subsequently, when plans commenced to create a new art event that aligned the business community with the inaugural Scribblers Children's Art and Literature Festival, an alternative project concept was developed.

The new structure took the community project off the street and public thoroughfare, relying on business partnership arrangements to use retail spaces and business hubs as art exhibition hosts.

Strategically identified in terms of location and suitability to display artworks, a total of 10 retailers and business hubs were approached to host artworks that drew inspiration from the Scribblers program theme, taking words '*Off the Page*' and into shop windows for all to enjoy.

Discussion

The project goals were to:

- Provide an art event for the CTC that fused business with a major community event (the *Scribblers Children's Literature and Arts Festival*)
- Create a foundation for a marketing campaign that strengthened the CTC brand, and
- Increase footfall and expenditure into the town centre.

A full evaluation report is attached (Attachment 1) that includes measured outcomes, observations and project considerations for the 2019 program.

Past Resolutions

Claremont Town Centre Advisory Committee Meeting 22 May 2018, Resolution 06/18:

OFFICER RECOMMENDATION

That the Committee:

1. *Accept the interim report for Off the Page, and*
2. *Receive a further report at its next meeting scheduled for 28 August 2018 containing a full evaluation of the Off the Page initiative.*

CARRIED BY AN ABSOLUTE MAJORITY

Financial and Staff Implications

- Resource requirements and project funds were in accordance with existing budgetary allocation.
- The project was delivered within budget.

Policy and Statutory Implications

N/A

Communication / Consultation

- Project brief
- Business project package
- Sponsorship packages /presentations
- Artist brief
- Artist agreements
- Face to face meetings and written correspondence with; FORM, businesses and artists
- Marketing and promotions plan
- Campaign content (suite of artwork)
- Media kits
- Advertising
- Planter box posters
- Brochures/booklets
- Social media planning and scheduling
- Business information kit
- Artist information kit
- Briefing notes for the Office of The Hon David Templeman, MLA (for video interview)
- Briefing notes for Mayor Jock Barker
- Preparation of interview questions for Mayor Barker, the Minister, artists and festival director of FORM
- Launch event invitations
- Launch event running format
- Launch even speech notes
- Post event launch media blasts and follow-up
- Dedicated website page (CTC website)

- Three minute video
- Suite of professional images
- Business survey
- Google analytics report (CTC website)
- Thank you notes
- Evaluation report

Strategic Community Plan

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Raise the profile of the Claremont Town Centre as a visitor destination.
- Support new and existing small business and entrepreneurial activity.

Urgency

N/A

Voting Requirements

Simple majority decision of Committee required.

OFFICER RECOMMENDATION

Moved Dr Mildenhall, seconded Ms Monterio.

That the Committee accept the evaluation report for the Claremont Town Centre *Off the Page* 2018 project.

**CARRIED(11/18)
(NO DISSENT)**

7.3 CLAREMONT TOWN CENTRE ADVISORY COMMITTEE – BUSINESS MEMBER RESIGNATION

File No: GOV/00048-02
Attachments: Resignation Letter (Attachment 1)
Responsible Officer: Liz Ledger
Chief Executive Officer
Author: Annette Brown
Project Officer
Proposed Meeting Date: 30 July 2018

Background

On 25 July 2018, the Chief Executive Officer received a resignation letter (Attachment 1) from Mr Paul Loiterton from the Claremont Town Centre Advisory Committee effective immediately. As a result, Administration will need to commence the advertising process for a replacement Business Member for the Committee.

Voting Requirements

Simple majority decision of Committee required.

OFFICER RECOMMENDATION

Moved Dr Mildenhall, seconded Ms Monterio.

That the Committee:

- 1. Acknowledge and accept the resignation of Mr Paul Loiterton, and**
- 2. Note that Administration will commence the process to advertise and accept nominations for the Claremont Town Centre Advisory Committee Business Member vacancy.**

**CARRIED(12/18)
(NO DISSENT)**

8 COMMITTEE MEMBERS' MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

NIL.

9 FUTURE MEETINGS OF COMMITTEE

Tuesday 27 November 2018.

10 DECLARATION OF CLOSURE OF MEETING

There being no further business, Ms Reid declared the meeting closed at 5.14pm.

Confirmed this

day of

2018