



# **MINUTES**

## **Claremont Town Centre Advisory Committee Meeting Tuesday, 9 March 2021**

**Date: Tuesday, 9 March 2021**

**Time: 5.00pm**

**Location: Town of Claremont  
Claremont Council Chambers  
308 Stirling Highway, Claremont**

**Liz Ledger  
Chief Executive Officer**

## **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 confirmed.

**Order Of Business**

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**MINUTES OF TOWN OF CLAREMONT  
CLAREMONT TOWN CENTRE ADVISORY COMMITTEE MEETING  
HELD AT THE TOWN OF CLAREMONT, CLAREMONT COUNCIL CHAMBERS, 308 STIRLING  
HIGHWAY, CLAREMONT  
ON TUESDAY, 9 MARCH 2021 AT 5.00PM**

**1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS**

Cr Suann, Chair, welcomed members of the Committee and Councillors and declared the meeting open at 5.04pm.

**2 RECORD OF ATTENDANCE / APOLOGIES**

**PRESENT:**

Mayor Jock Barker

Deputy Mayor Cr Jill Goetze

Cr Annette Suann

Business Representative Hannah Etherington

Business Representative Michelle Docherty

Business Representative Lesley Thomas

Chief Executive Officer Liz Ledger

**IN ATTENDANCE:**

Amanda Bryant (Manager Community Engagement)

Danielle Hadley (Business Development Coordinator)

**APOLOGIES:**

Business Representative Scott Greenwood

Business Representative Eleanor Jones

**LEAVE OF ABSENCE:**

Nil

**3 DISCLOSURE OF INTERESTS**

Nil

**4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

**COMMITTEE RESOLUTION 001/21**

**Moved: Jill Goetze**

**Seconded: Michelle Docherty**

**That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 8 December 2020 be confirmed.**

**CARRIED**

## **5 PRESENTATION**

### **5.1 ONLINE SHOPPING PLATFORM FOR SMALL RETAILERS**

#### **PRESENTER: JOHN CARLSON**

John Carlson presented details of an e-commerce platform called 'Shopping Link' to the Committee. The platform allows multiple businesses to sell from a central shopping platform allowing smaller traders that don't have capacity to build their own website or e-commerce tools to be represented under an umbrella CTC site.

Following this presentation, the committee discussed the opportunity and determined not to move forward at this stage. Given the make-up of retailers in the Town Centre, the number required to make a destination of this type appealing, and the marketing resources required, the Committee felt it wasn't able to drive the project to achieve the desired outcome.

### **5.2 CLAREMONT CONNECT – ENTREPRENEUR IN RESIDENCE PROGRAM**

#### **PRESENTERS: AMANDA BRYANT & DANIELLE HADLEY**

The Town's Officers presented a proposal from Atomic Sky to the Town to facilitate an 'Expert in Residence' program in Claremont. The program would be funded 50% by a Federal grant (if successful) and would require matched contribution of 50% by Council (30% cash contribution, 20% in-kind contribution). A similar program was run in City of Subiaco in 2020.

Atomic Sky would deliver the CONNECT program to start-ups and SMEs including creating content, engaging trainers and speakers and providing an 'Expert in Residence' (EIR), Natasha Ayers, at The Hub Claremont.

Council would be required to submit the application for a Federal Incubator Support grant; develop, plan and implement a marketing/media campaign to attract applications; supply speakers for events; book venues and catering and acquit the grant.

Following this presentation, the committee discussed the opportunity and determined not to move forward at this stage. The Committee felt the benefit to Claremont would be temporary and would not carry a reasonable return on investment to the town centre.

## 6 REPORTS OF THE CEO

### 6.1 CTC OPERATIONAL PLAN REPORT OCTOBER TO DECEMBER 2020

**File Number:** GOV/00048-03, D-21-07955  
**Author:** Danielle Hadley, Business Development Officer  
Amanda Bryant, Manager Community Engagement  
**Authoriser:** Liz Ledger, Chief Executive Officer  
**Attachments:** 1. 12 Days of Christmas Window Artwalk Project Evaluation [↓](#) 

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#### PURPOSE

To provide a quarterly update for activities carried out during the October to December 2020 quarter for the Claremont Town Centre (CTC) project.

#### BACKGROUND

Since its inception, an annual forward plan built on a quadrant framework has been developed and executed for the CTC project. The structure is designed to:

1. Create awareness
2. Create interest
3. Create comfort
4. Create partnerships

These defined objectives have steered the design and delivery of the programmes and related communications plans that contribute to the economic and social well-being of the CTC precinct.

Prior to the COVID-19 pandemic and subsequent restrictions, this framework has taken a 12-month forward planning approach to ensure that identified programs aligned with resource and budget parameters.

For its final year of a three-year tenure for the CTC project, the plan continues to be built on the quadrant framework, but incorporates a strategy that supports the agility required in respect to COVID-19 restrictions.

#### DISCUSSION

In line with the 2020-21 Operational Plan, the following has been undertaken to assist businesses as they regain some stability and adjust to the enduring impacts of the pandemic.

##### Goal - Create Interest

##### 12 Days of Christmas Window Artwalk

Delivered along with associated communications campaign during the period of 1 – 30 December. Ten local artists transformed twelve shop windows with art installations inspired by Christmas nostalgia. The installation was developed by Officers to encourage foot traffic and increase Christmas trade in the CTC. Participating traders were: Valentini Exclusive Shoes; Sana Boutique; Pronto Butcher; Monde; Cultstatus; La Lucca; The Lane Bookshop; Mosh & Jolly; Majestic Persian Carpets Claremont; Little Leisure; Dymocks Claremont; The Giving Tree.

A launch event was held on Saturday 5 December with family-friendly activations, provided by Town of Claremont and several of the traders, for families to enjoy along the Window Artwalk. These included face-painting, Christmas arts and craft, roving entertainers, giveaways, a sausage sizzle and performances from the Claremont Concert Band.

The event was well received by attendees and retailers. Feedback is included in the Project Evaluation Report, refer to Attachment 1.

### Lemon Tree Pop-Up Sustainability Store

Located in Walt Drabble Lane, Lemon Tree Pop-Up opened on Wednesday 17 February. In its first week, the store took over \$10,000 revenue from its premium selection of pre-loved, designer clothing. Profits will support Anglicare WA's Young Hearts child counselling service, assisting victims of domestic violence.

A communications campaign began rolling-out a week prior to opening across digital, outdoor and print media. Publicity was gained through The Post, Western Suburbs Weekly and ABC Radio.

An official launch event was held on the evening of Wednesday 24 February. The Town's Officers and Anglicare WA staff worked collaboratively on the event with Councillors, Anglicare WA Board, Executives, donors and other VIPs in attendance. On this day alone the store sold over \$4,000 worth of stock.

The store continues to experience a high level of foot traffic and is encouraging locals and visitors to discover Claremont's laneways.

Lemon Tree Pop-Up will operate from its current premises, which is owned and managed by JJ Leach, until early August. Alternate premises in the town centre will be researched by the Town's Officers and Anglicare WA to keep the Lemon Tree brand alive and further profits coming in for the Young Hearts program beyond August.

### April School Holiday Activation

Following on from the popularity and success of the Great Claremont Treasure Hunt in October, an activation in the Town Centre is being planned for the upcoming April school holidays on Wednesday 14 and Thursday 15 April. The activation will take on an 'Australian Outback' theme and aims to drive traffic into the town centre. An expression of interest has been distributed to CTC businesses to participate in the activation as 'pitstops' in the Great Outback Adventure. The event aims to drive traffic to the town centre and stimulate economic activity.

### Little Libraries

Little Libraries are located outside Speedfit, Grill'd, Claremont Tableware, Toyworld and a new venue at High Noon Saloon following the closure of Mosh & Jolly at the end of February. The Business Development Coordinator has consulted with the stores that host the Little Libraries and is seeking an alternate host for the Grill'd library which is currently under-utilised.

## **Goal - Create Awareness**

### Marketing

Social media content plans are developed weekly for the CTC Facebook and Instagram accounts. Trader profiles are currently being collated to be posted using the 'Discover Claremont' brand. Businesses new to the town centre are also being profiled under this banner where possible.

The Autumn edition of Flourish will include a double page 'Mothers' Day Gift Guide' feature highlighting five Claremont Town Centre traders and their gift recommendations.

Town of Claremont has engaged a consultant to review its current websites to uncover gaps and opportunities and benchmark the sites against the competitor landscape. The Claremont Town Centre website is currently under review as part of this review and ultimately the redevelopment of the Town's websites.

As part of the initial discovery phase, the viability of bringing the Claremont Town Centre website under the umbrella of the Town's website structure is being evaluated. The CTC Advisory Committee will be invited to take part in a stakeholder workshop during March to ascertain the essential online requirements to support CTC businesses. Further details and an invitation to the workshop will be provided to the Committee at the meeting.

## **Goal - Create Partnerships**

### Direct Business Liaison

The Business Development Coordinator continues to conduct face-to-face meetings with traders and liaise with them on matters that affect their business and the economic development of the town centre.

Local businesses, Fika and Liberty Liquors, were engaged to supply hospitality for guests at the Lemon Tree launch event.

Claremont Quarter (CQ) continue to support the promotion of Town events on their internal assets such as digital signage and posters. CQ are also assisting the April School holiday activation by making their Town Square area available and organising the removal of furniture.

The Town's Officers have conducted meetings with JJ Leach and representatives from The Hub Claremont in regard to a Young Entrepreneur programme to be conducted with local schools. The programme would see aspiring entrepreneurs in Year 9 or 10 bringing ideas to The Hub and connecting with talent to garner advice and mentorship. The Town's Officers are awaiting an update from The Hub representatives as to the next stage of the programme.

Monthly e-newsletters to CTC traders recommenced in December. These emails are successfully delivered to an average of 225 CTC business emails with an average open rate of 37.5%.

### Business Support and Training

A series of three, free digital marketing workshops will be run by the Small Business Development Corporation for CTC businesses to help them optimise social channels and create engaging content. The topics are: 1) Create Free Graphics with Canva; 2) Social Media Creative Content; and 3) Social Media Advertising. The first workshop on 24 February had 5 attendees, with similar numbers expected at the final two sessions. CTC businesses have received an invitation to attend via eDMs and many had printed flyers dropped off to their stores by the Business Development Coordinator.

### Business Grants

Two business grants were awarded during this period:

1. Pronto to support their participation in the 12 Days of Christmas activation
2. Zoo Products to support their participation in the 12 Days of Christmas activation

Further correspondence has been circulated to businesses via eDM and also some targeted direct contact has been made with businesses developing projects that provide social, cultural, and economic benefits to the town.

## **Goal - Create Comfort**

### Maude Jackson Laneway Rejuvenation

Refurbishment works begun in February with roof sheeting removed. Restoration and painting of the metal structure will begin on 8 March followed by replacement of the roof sheeting and installation of new festoon lighting. Neighbouring businesses Fika and Liberty Liquors have been advised of the works, disruption to their businesses should be minimal.

An expression of interest was posted for a new mural on the Fika side of the laneway. A shortlist is currently being developed and the selected artist will prepare three concepts for the art selection committee to consider.

## **PAST RESOLUTIONS**

Claremont Town Centre Advisory Committee Resolution 011/20



Moved: Hannah Etherington  
Seconded: Lesley Thomas

That the Claremont Town Centre Advisory Committee:

- Receive the Claremont Town Centre quarterly update July to September 2020.
- Supports a review of the website including consulting with stakeholders to ascertain the best way forward for digital media to support the businesses.
- Advises on the preferred option for the concept design for the Lemon Tree Pop Up Clothing Shop. Committee approved Logo concept A, shop branding 1.

CARRIED

### **FINANCIAL AND STAFF IMPLICATIONS**

Resource requirements are in accordance with existing budgetary allocation.

The tenure for the current CTC project and Specified Area Rate expires on 30 June 2021. The Town's Officers are preparing a report for consideration for a funding model for the next three-year period to 30 June 2024.

### **POLICY AND STATUTORY IMPLICATIONS**

N/A

### **COMMUNICATION / CONSULTATION**

Please refer to Goal Create Partnerships - Direct Business Liaison.

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

### **URGENCY**

N/A

### **VOTING REQUIREMENTS**

Simple Majority decision of Council (*More than half the elected members present are required to vote in favour*).

### **COMMITTEE RESOLUTION 002/21**

Moved: Jock Barker  
Seconded: Jill Goetze

That the Claremont Town Centre Advisory Committee:

- (a) Receive the Claremont Town Centre quarterly update October to December 2020.

CARRIED



MINUTES OF  
CLAREMONT  
TOWN CENTRE  
ADVISORY  
COMMITTEE  
MEETING -

**SUMMARY**

**The 12 Days of Christmas** is a shop window installation artwalk running for the month of December. The activation will feature 12 artworks displayed in 12 shop windows based on *'The 12 Days of Christmas'* carol.

This artwalk aims to increase foot traffic throughout Claremont Town Centre by providing a positive sensory experience for all ages, and encouraging social participation.

**Danielle Hadley**

InfoCouncil Business Paper - Minutes

# Event Evaluation

## General Information

**Event name:** The 12 Days of Christmas

**Date:** December 1-30, 2020

**Location:** Various Shop windows throughout Claremont Town Centre

**Budget:** \$40,000

**Grants, Sponsorships & Other Income:** N/A

### Actual Budget (with explanation of outliers)

Total Budget: \$40,000

- Cost: \$39,734.46

Objectives of Project (if stated pre-project)

- Support and promote businesses within Claremont Town Centre
- To celebrate the Christmas festive season
- Increase visitors to the Town during the Christmas shopping period
- To support local WA artists
- Provide a platform for artists to connect with the local community

Target Audience

- Wide demographic from Claremont and Western Suburbs residents and greater Perth Metropolitan residents

## Project Specific Measurable Outcomes

Key Measurable Indicators

- Verbal and written feedback by Town of Claremont management/staff, Elected Members, CTC businesses and community feedback
- Budget
- Project learnings

## Incidents

- Minor damage to tinting on Pronto Butcher window when removing marketing decal sticker
- Minor damage to wallpaper in shop window at Little Leisure when removing installation

## Marketing Outline

Print collateral	Planter box decals x 14 Guide booklet x 1000 Shop window decals x 12 Flyers x 5000 (delivered to all households)	\$656.00 \$1022.92 \$195.00
Social media (Facebook and Instagram)	Facebook event Facebook launch event TOC Facebook posts x 7 CTC Facebook posts x 15 TOC Instagram posts x 3 CTC Instagram posts x 13 TOC Instagram stories on event launch day CTC Instagram stories on event launch day	\$956.00 (from CTC budget)
Radio	Mix 94.5 advertising <ul style="list-style-type: none"> <li>• 15 second commercials x 49</li> <li>• To do list x 20</li> <li>• Street team activation</li> <li>• Hit 92.9 to do list x 20</li> </ul>	\$6040.00
Online	ArtSource event listing & feature box Event listings on event websites <ul style="list-style-type: none"> <li>• UrbanList</li> <li>• Perth is OK</li> <li>• Broasheet</li> <li>• Perth Happenings</li> <li>• So Perth</li> <li>• Scoop</li> </ul>	\$150.00
ToC	Website listing Landing page hero image	
E-Newsletters	Mayoral Message – November Update Mayoral Message – December Update CTC Business Newsletter – Merry Christmas CTC Business Newsletter – Grants are open	
Miscellaneous	LED sign CTC Digital signs inside Claremont Quarter What's on Section in Sunday Times Videography	\$2,300.00

## Feedback

### Social Media Paid Ad Campaign Statistics

CAMPAIGN ITEM	REACH	AMOUNT SPENT
12 Days of Christmas video post	28,464	\$117.51
12 Days of Christmas launch video post	85,424	\$82.49
12 Days of Christmas traffic to Facebook launch event	2,539	\$45.72
12 Days of Christmas Facebook event boost (event responses)	2,390	\$50.00
12 Days of Christmas traffic to Facebook event	18,116	\$454.28
CTC Video post	9,623	\$206.00
<b>TOTAL</b>	<b>143,671</b>	<b>\$956.00</b>

### Social Media Organic Reach

SOCIAL MEDIA AVENUE	ORGANIC REACH
ToC Facebook Organic Reach	17,354
ToC Instagram Organic Reach (x 3 posts)	1,383
CTC Facebook Organic Reach	3,347
CTC Instagram Organic Reach (x13 posts)	6,724
<b>TOTAL</b>	<b>28,808</b>

### Top Performing Posts

**Town of Claremont**  
Published by Town of Claremont · December 21, 2020 ·

There's still time to catch The 12 Days of Christmas Window Artwalk in the **Claremont Town Centre!** Artworks can be viewed in shop windows until 30 December 2020. For more information, visit <https://www.claremont.wa.gov.au/.../The-12-Days-of-Christmas>

**Claremont Town Centre**

FB.ME  
The 12 Days of Christmas Window Artwalk [Learn More](#)

14,154 People Reached    37 Engagements [Boost Post](#)

3 Likes    3 Shares

Like    Comment    Share

Comment as Town of Claremont

**Town of Claremont**  
Published by Town of Claremont · December 26, 2020 at 11:17 AM ·

Boxing Day sales start today! This week is also your last chance to view the incredible artworks of **The 12 Days of Christmas Window Artwalk** across the **Claremont Town Centre**. Why not come in, grab yourself a bargain in the post-Christmas sales and enjoy some fabulous, local artwork at the same time! Hurry, you only have until 30 December!

1,021 People Reached    44 Engagements [Boost Post](#)

12 Likes    2 Comments 2 Shares

Like    Comment    Share

## Participating Business Feedback

Hi Liz, Amanda, Nikki,

Just wanted to share feedback collected from some of the businesses involved in 12 Days . . . they have all been very complimentary of your work, Nikki.

Thanks

Dan

Pronto Butchers: *Another great initiative by Claremont Town Centre - look forward to seeing you 😊*

Little Leisure: *Thanks so much you guys are all so amazing and supportive of your business community. So appreciated.*

Dymocks: *I just wanted to say also, how great the window design looks! It's lovely artwork and we've had a few customers comment on how eye catching it is. Thanks Mel*

Little Leisure: *Thanks so much for this initiative it is exactly what we need this Xmas a beautifully creative link to a traditional Christmas. Thanks Nicole*

La Lucca: *Thanks Danielle and also a big thank you for all your hard work putting this together. It is a great support for businesses in the Claremont area. Very excited to see the display once it is installed - I know it will be colourful and an eye-catching display.*

Danielle Hadley  
Business Development Officer

**7 OTHER BUSINESS**

Nil

**8 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING**

Nil

**9 FUTURE MEETINGS OF COMMITTEE**

Claremont Town Centre Advisory Committee Meeting, Tuesday 8 June 2021 at 5.00pm.

**10 DECLARATION OF CLOSURE OF MEETING**

There being no further business, the presiding member declared the meeting closed at 6.33pm.

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**CHAIRPERSON**