

9.11 OUTCOME OF ADVERTISING - STRATEGIC COMMUNITY PLAN 2022 - 2032

- Attachments:**
1. **Strategic Community Plan 2022 - 2032**
 2. **Engagement Summary and Verbatim Comments**
 3. **Strategic Community Plan 2022 - 2032 - Marked-up**

RECOMMENDATION:

That Council **ADOPTS BY ABSOLUTE MAJORITY**, in accordance with Part 5, Division 3, Regulation 19C (7) of the *Local Government (Administration) Regulations 1996*, the Strategic Community Plan 2022 – 2032 at Attachment 1.

PURPOSE OF REPORT:

To present the outcome of community consultation and seek approval to adopt the Strategic Community Plan 2022 – 2032 at **Attachment 1**.

BACKGROUND:

Local governments in Western Australia are required to undertake integrated planning and reporting (IPR) by preparing, among other things, a Strategic Community Plan, in accordance with the *Local Government (Administration) Regulations 1996* (the Regulations). Integrated planning and reporting are intended to ensure that local governments have a clear vision for their area and strategic direction for their organisation. This is to align with medium and long term priorities and resources, with a horizon of at least ten years.

The City's Strategic Community Plan (SCP) 2018 – 2028 was presented to Council for adoption at its Ordinary Meeting on 16 October 2018.

A review of the SCP occurs every two years, alternating between minor and major reviews.

The minor review was presented to Council for adoption at its Ordinary Meeting on 23 June 2020.

A major review of the SCP commenced in September 2021, and three months of community engagement was held in March, April and May 2022.

A total of 843 submissions were received. The responses were workshopped with a community panel, who provided additional recommendations.

Council approved community consultation for the draft SCP 2022 – 2032 at its Ordinary Meeting on 13 December 2022.

In accordance with the City's [Community and Stakeholder Engagement Policy](#), community consultation was undertaken for 26 days between 22 February 2023 and 20 March 2023.

DETAILS:

The draft SCP 2022 - 2032 was advertised using the following methods:

- City of Vincent website and social media;
- Direct email sent to previous submitters;
- Notifications in monthly and business e-newsletters; and
- Notification in The Voice News on 26 March, 9 April and 7 May 2023.

A total of 61 survey submissions were received, comprising 60 through Imagine Vincent and one in person. An additional three emails were received providing general comments.

A summary of the survey results and verbatim comments are included at **Attachment 2**.

Mission Statement

70 percent of respondents definitely agreed or somewhat agreed 'Vibrant, Diverse and Sustainable' represents Vincent.

Some comments query how the City is meeting each pillar. Vincent is implementing or developing strategies that directly respond to being vibrant, diverse and sustainable.

Other comments query the purpose of the statement. The statement is intended to represent Vincent and highlight the organisation's purpose.

No changes to the mission statement are recommended.

Vision

59 percent of respondents definitely agreed or somewhat agreed that additional information helps to clarify the community's vision.

Some comments query the inclusion of the terms '24-hour' and 'a City that says YES', and other comments query how the vision will be met.

Vincent's strategies, plans and policy guide decision making and include specific actions to help achieve Vincent's vision. These documents outline how this vision statement and the terms within it are put into practice effectively.

No changes to the vision are recommended.

Priorities and Outcomes

Enhanced Environment: 86 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision.

Vincent's existing strategies, plans and policies seek to achieve the priority vision and the outcomes. These documents are reviewed regularly to ensure they remain relevant.

Accessible City: 72 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision.

Vincent's existing strategies, plans and policies seek to achieve the priority vision and the outcomes. These documents are reviewed regularly to ensure they remain relevant.

Connected & Healthy Community: 69 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision.

Some submissions highlighted there is not an outcome that responds to having a 'healthy' community.

A new outcome is proposed for inclusion: 'We protect, improve and promote public health and wellbeing within the City' reflects the outcomes being delivered by the City's Public Health Plan 2020 – 2025.

<i>Thriving Places:</i>	<p>74 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision.</p> <p>The Thriving Places Strategy is being developed to guide strategic direction for this priority area.</p> <p>The current vision statement is '<i>Our vibrant places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy</i>'.</p> <p>This statement is proposed to change to '<i>Our vibrant places Thriving places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy</i>'.</p> <p>This amendment is to recognise that thriving places are part of Vincent's identity, rather than suggesting that all thriving places are vibrant.</p>
<i>Sensitive Design:</i>	<p>72 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision.</p> <p>Vincent's existing strategies, plans and policies seek to achieve the priority vision and the outcomes. These documents are reviewed regularly to ensure they remain relevant.</p>
<i>Innovative & Accountable</i>	<p>71 percent of respondents definitely agreed or somewhat agreed the outcomes would help to achieve the vision</p> <p>Vincent's existing strategies, plans and policies seek to achieve the priority vision and the outcomes. These documents are reviewed regularly to ensure they remain relevant.</p>

This resulted in minor changes to the SCP 2022 - 2032. A copy of the draft SCP 2022 – 2032 with tracked changes is included at **Attachment 3**.

CONSULTATION/ADVERTISING:

The recommended changes respond to gaps identified through the formal advertising exercise. They do not change the intent of the draft SCP 2022 – 2032 that was advertised.

No further consultation is required.

LEGAL/POLICY:

Local governments in Western Australia are required to undertake integrated planning and reporting by preparing, among other things, a Strategic Community Plan, in accordance with the *Local Government (Administration) Regulations 1996*.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to adopt the SCP 2022 – 2032.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Innovative and Accountable

Our community is aware of what we are doing and how we are meeting our goals.

SUSTAINABILITY IMPLICATIONS:

The Sustainable Environment Strategy 2019 – 2024 is an informing strategy of the SCP and helps to deliver the outcomes within the Enhanced Environment priority.

PUBLIC HEALTH IMPLICATIONS:

The Public Health Plan 2020 – 2025 is an informing strategy that supports the SCP and helps to deliver outcomes within the Connected & Healthy Community priority.

FINANCIAL/BUDGET IMPLICATIONS:

The City's Long Term Financial Plan and Annual Budget identify how outcomes of the SCP would be delivered.

COMMENTS:

The community consultation held in 2022 highlighted there is a strong support of the existing vision, priorities and outcomes of the SCP 2018 – 2028. The SCP 2022 – 2032 includes minor amendments that align with community sentiment and would continue to guide Vincent over the next ten years.



CITY OF VINCENT

2022 – 2032

IMAGINE VINCENT

The Sequel



An extension of the Strategic Community Plan 2018 – 2028



ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent would like to acknowledge the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet and thrive as a community always was and always will be Noongar land.

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MAYOR'S MESSAGE



STRATEGIC COMMUNITY PLAN 2022 – 2032 AT A GLANCE

VIBRANT, DIVERSE & SUSTAINABLE

Thank you to everyone who took to time to complete a survey or spoke with us at one of our many pop-up events or workshops. Your input confirmed the existing vision and priorities of the Strategic Community Plan 2018 – 2028 will continue to guide us now and into the future.

Our Vision:

In 2032, the City of Vincent is a leafy and vibrant 24-hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a council that says YES!

Our Priorities:

Enhanced Environment, Accessible City, Connected and Healthy Community, Thriving Places, Sensitive Design, Innovative and Accountable

COMMUNITY ENGAGEMENT SUMMARY

We had a clear purpose: to understand if the vision is still relevant and how we can improve its delivery.

THE METHODS OF CONSULTATION:

- online survey (long and short)
- workshops (face-to-face and online options)
- pop-ups in town centres, popular locations and community events
- bookmarks in the library and placed within borrowed books
- surveys delivered to community members in the community centre and library
- surveys included with all return to sender mail (i.e. dog registrations)
- use of eco-signs
- emails to City of Vincent database
- notifications in monthly and business e-newsletters and local newspaper

THE POP-UPS:

- **18 March** – William Street Town Centre
- **19 March** – Neon Picnic at Hyde Park
- **24 March** – Leederville Town Centre
- **25 March** – North Perth Town Centre
- **30 March** – The Mezz, Mount Hawthorn
- **1 April** – Beaufort Street Town Centre
- **2 April** – Native Plant Sale, North Perth
- **9 April** – Kyilla Community Farmers' Market, North Perth
- **30 April** – The Mezz, Mount Hawthorn
- **30 April** – Noongar Radio at Hyde Park
- **4 May** – Beatty Park Leisure Centre, North Perth
- **6 May** – Pickle District After Dark, West Perth
- **14 May** – Kyilla Community Farmers' Market, North Perth

The workshops:

- **26 March** – North Perth Town Hall
- **7 April** – City of Vincent function room and online
- **11 June** – Community Panel

THE RESULTS:

We received a total of 843 submissions, comprising of:

- **236** full surveys
- **58** surveys relating only to our vision
- **324** surveys relating to only one of our town centres
- **215** surveys relating only to our priority areas
- **10** direct emails providing general feedback

A further 40 people attended a general workshop and 23 community members were on the Community Panel.

More than 1400 people visited the Imagine Vincent: The Sequel web page and we reached over 9900 people through our social media channels.



INTRODUCTION

The Strategic Community Plan 2022 – 2032 is the Council's key strategic document. It describes the vision Vincent will strive to achieve over the next decade, where it will focus its efforts and how it will measure progress. It is the result of the deliberative engagement with a broad cross-section of the community. These are the people who live, work, study, visit or own a business within the municipality.

The Community Engagement Plan was developed in mid-late 2021 with the engagement activities occurring throughout March, April and May 2022.

KEY ACHIEVEMENT OF THE STRATEGIC COMMUNITY PLAN 2018 – 2028

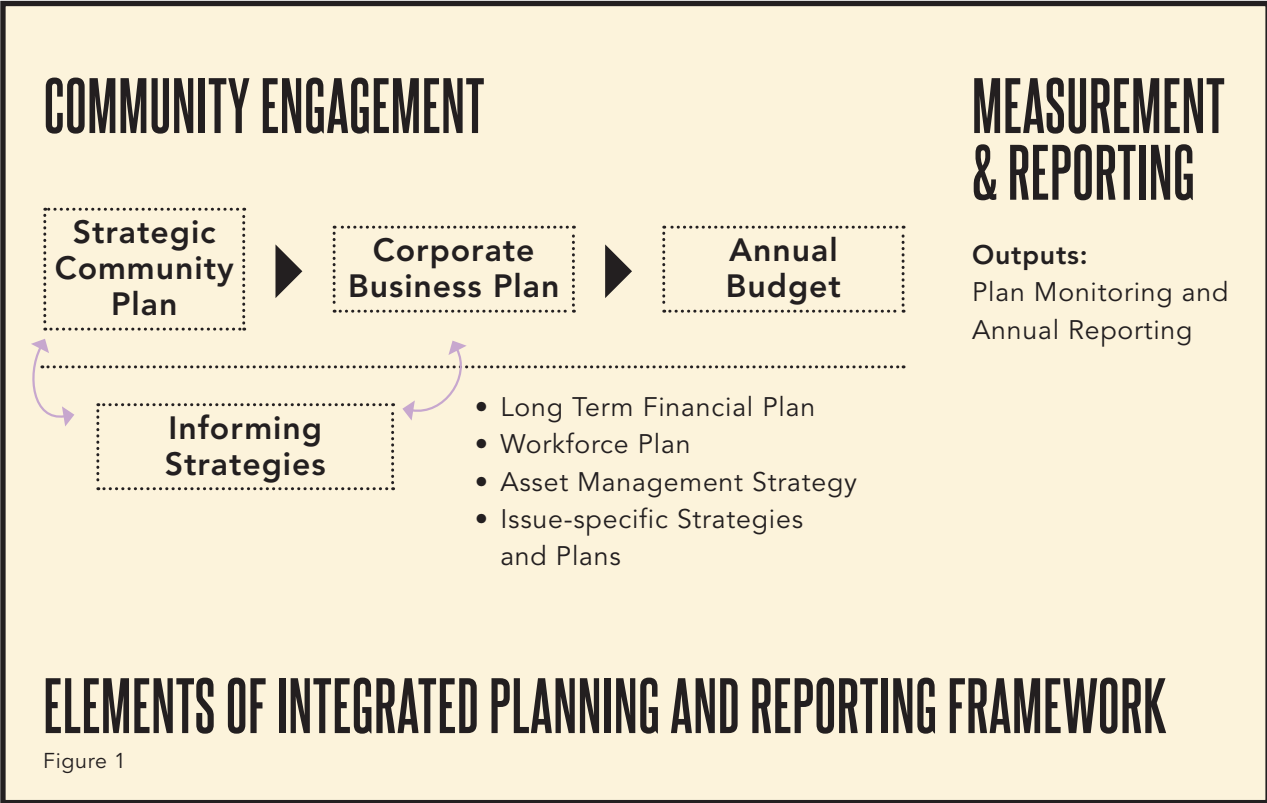
This plan is an extension of the Strategic Community Plan 2018 – 2028 which guided the development and completion of many key projects. These projects should be celebrated and continuously improved as we continue to achieve the community's vision for the future.

- Sustainable Environment Strategy
- Food Organics and Garden Organics three-bin system
- Public Open Space Strategy and implementation
- Accessible City Strategy and implementation
- Leederville Precinct Structure Plan
- Community Engagement Framework
- Youth Action Plan and implementation
- Public Health Plan and implementation
- Vincent Rebound and Recovery Plan and implementation and closure
- Asset Management and Sustainability Strategy
- Haynes Street Reserve Development Plan
- Britannia North West Reserve Development Plan
- Banks Reserve Master Plan and implementation
- Innovate Reconciliation Action Plan and implementation
- Robertson Park Development Plan and implementation
- Woodville Reserve Landscape Plan and implementation
- Wayfinding Plan

PLANNING & REPORTING FRAMEWORK

Under the *Local Government Act 1995*, every local government in Western Australia must develop a Strategic Community Plan, as part of an Integrated Planning and Reporting (IPR) Framework.

By undertaking an IPR process, we can ensure that we take account of our current and future resourcing, our workforce requirements, our assets, and the recommendations of other informing strategies and plans. The relationship between the SCP and the City's other strategic and operational documents is reflected in the adjacent diagram.



LONG TERM FINANCIAL PLAN is a ten year rolling plan that assists the City to set priorities in accordance with its financial resources, through consideration of key assumption-based analysis. This allows the organisation to make decisions in a financially sustainable manner.

WORKFORCE PLAN identifies the workforce requirements and strategies for current and future operations, ensuring that our human resources support the delivery of the Corporate Business Plan (CBP) and SCP.

ASSET MANAGEMENT STRATEGY provides guidance on service provision and whole of life-cycle asset management to support the City's financial sustainability and key service levels.

ANNUAL BUDGET is based on the projected costing of the related year of the CBP, with the opportunity for review and revision during the mid-year budget review process.



CITY PROFILE



GENERAL



19,238

RATEABLE PROPERTIES (JULY 2021)
INCREASE OF 230 PROPERTIES SINCE 2018.

INCLUDING: North Perth, Leederville, Highgate, Mount Lawley, Mount Hawthorn, and parts of Perth, West Perth, East Perth, Coolbinia and Osborne Park.

POPULATION

33,693
2955 persons
per square km
2016

36,537
increase from
2016 was 8.4%
2021

47,591
projected
increase from
2021 is 30.3%
2041

Our current population density is 3205 persons per square kilometre

AGE DISTRIBUTION

COMPARED TO GREATER PERTH,
PROPORTIONALLY THE CITY OF VINCENT HAS:



Fewer persons aged
0 – 19 and 50+



More persons aged
20 – 49

SINCE 2016, THE VINCENT COMMUNITY
HAS CHANGED IN THE FOLLOWING WAYS:



Increase in all age groups
except 24 – 34 year olds
(previously the fastest growing
age group)



The fastest growing
age group is now
35 – 44 year olds

PLACE OF BIRTH

32.9%

of
CITY OF VINCENT'S
population was born
overseas

36%

of
GREATER PERTH'S
population was born
overseas

PEOPLE WHO LIVE AND WORK IN VINCENT

Of the **24,265** people who work
in the City of Vincent,

3336

or

13.7%

also live locally.

Vincent has the second highest proportion of
people who live and work within their local
government area compared to 38 other local
governments.

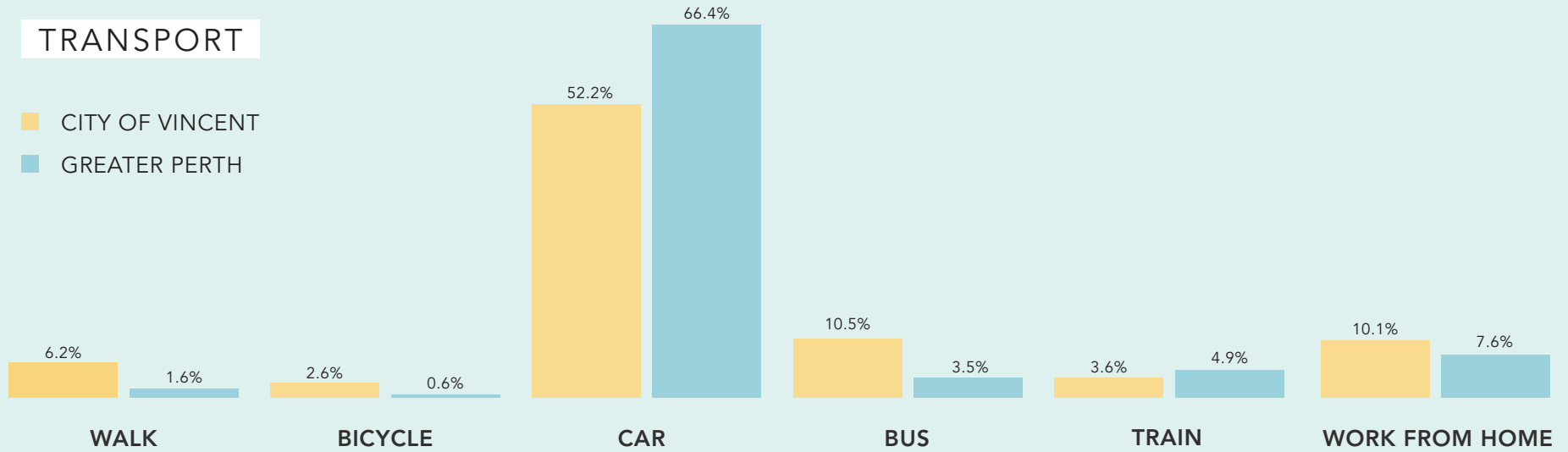
NEW CITIZENS

1165

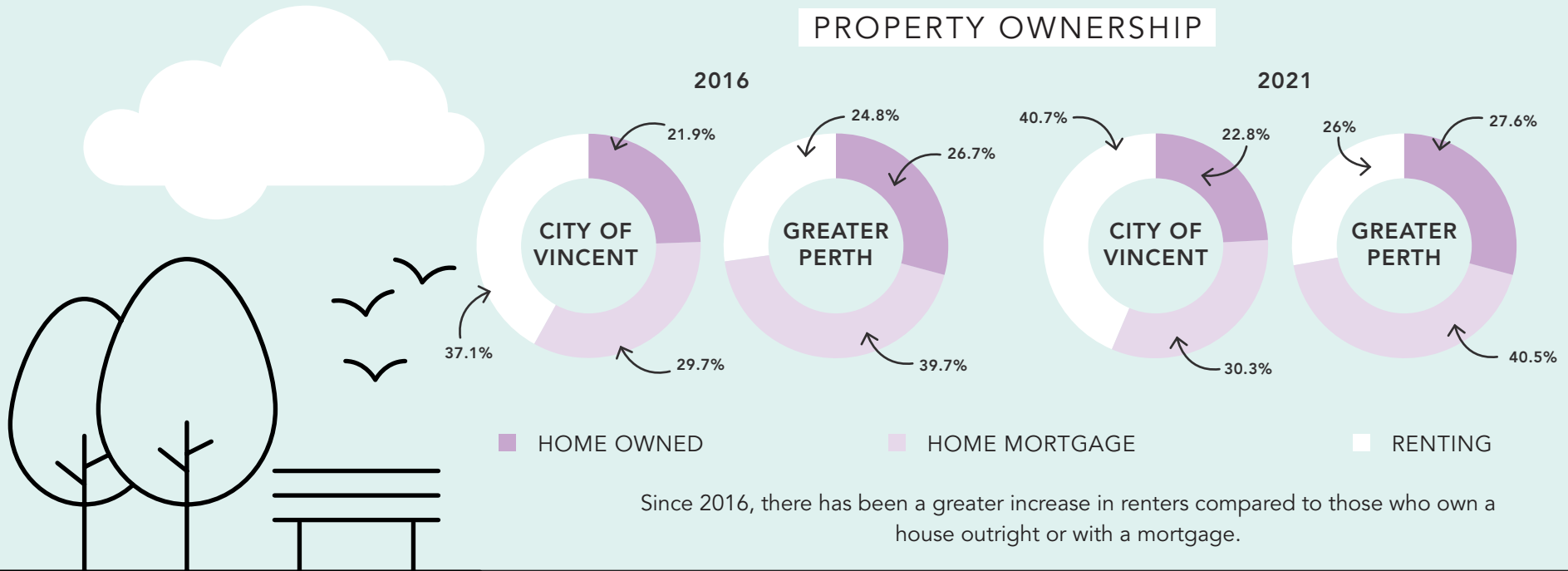
residents of Vincent have become citizens
over the past 5 years

TRANSPORT

- CITY OF VINCENT
- GREATER PERTH



PROPERTY OWNERSHIP



SUBURB PROFILE

	Highgate	Leederville	Mount Hawthorn	Mount Lawley	North Perth	Perth / East Perth	West Perth
Population (% change since 2016)	2234 +1.1%	3686 16.7%	8183 8.4%	3360 5.4%	9707 11.0%	7042 8.9%	2321 5.9%
Dwellings (% change since 2016)	1367 2.2%	1929 20.1%	3280 4.4%	1814 7.8%	4473 8.8%	3961 11.0%	1,381 4.4%
Median age	34	35	37	38	38	33	33
Born Overseas	37%	33%	25%	33%	29%	43%	40%
Lone person household	42%	34%	21%	35%	29%	37%	42%
Couples with children	11%	15%	40%	18%	26%	11%	10%
Does not own a car	14.4%	6.6%	4.6%	8.4%	7.3%	13.6%	13.3%
Public Transport to work	21%	18%	11%	18%	14%	15%	21%



VISION & VALUES

VIBRANT, DIVERSE AND SUSTAINABLE

OUR VISION:

In 2032, the City of Vincent is a leafy and vibrant 24-hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a council that says YES!

This vision was created by the independently and randomly selected Community Engagement Panel for the Strategic Community Plan 2018 – 2028. It continues to be important to our community.

The additional feedback confirms that the community wants us to be a Council and an organisation that:

- is clever, creative and courageous
- prioritises and protects our natural and built environments
- is in line with the community appetites and expectations
- supports day-time and night-time economies
- is open-minded and willing to push the boundaries
- is willing to think and act as an enabler rather than a traditional local government regulator





KEY RISKS AND OPPORTUNITIES

The community identified the following risks and opportunities that would hinder or help Vincent to achieve its vision.

RISKS

- Not being responsive enough to climate change and sustainable practices.
- People not being able to efficiently travel within or through Vincent.
- Creating places that are not safe for people to live, work and enjoy.

OPPORTUNITIES

- Improving the sense of place through built form, art and activation.
- Supporting the local economy.
- Embracing sustainable practices to minimise impacts on the environment.

PRIORITIES

Our priorities were established through the Strategic Community Plan 2018 – 2028. They continue to be a priority for the community now and into the future.

No one priority is more substantial than another; each works in conjunction with the others to deliver on our community's overall vision.





ENHANCED ENVIRONMENT

The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.



ACCESSIBLE CITY

We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.



CONNECTED & HEALTHY COMMUNITY

We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique and connect with those around us to enhance our quality of life.



THRIVING PLACES

Thriving Places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.



SENSITIVE DESIGN

Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high quality developments that respect our character and identify and respond to specific local circumstances.



INNOVATIVE & ACCOUNTABLE

The City of Vincent has a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

OUTCOMES





ENHANCED ENVIRONMENT

The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.

Outcomes:

- Our parks and reserves are maintained, enhanced and are accessible for all members of the community.
- Our urban forest/canopy is maintained and increased.
- We have improved resource efficiency and waste management.
- We have minimised our impact on the environment.
- Power lines are undergrounded.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Banks Reserve Master Plan
- Britannia North West Reserve Development Plan
- Greening Plan 2018 – 2023
- Haynes Street Reserve Development Plan
- Public Open Space Strategy 2018
- Robertson Park Development Plan
- Sustainable Environment Strategy 2019 – 2024
- Waste Strategy 2018 – 2023



ACCESSIBLE CITY

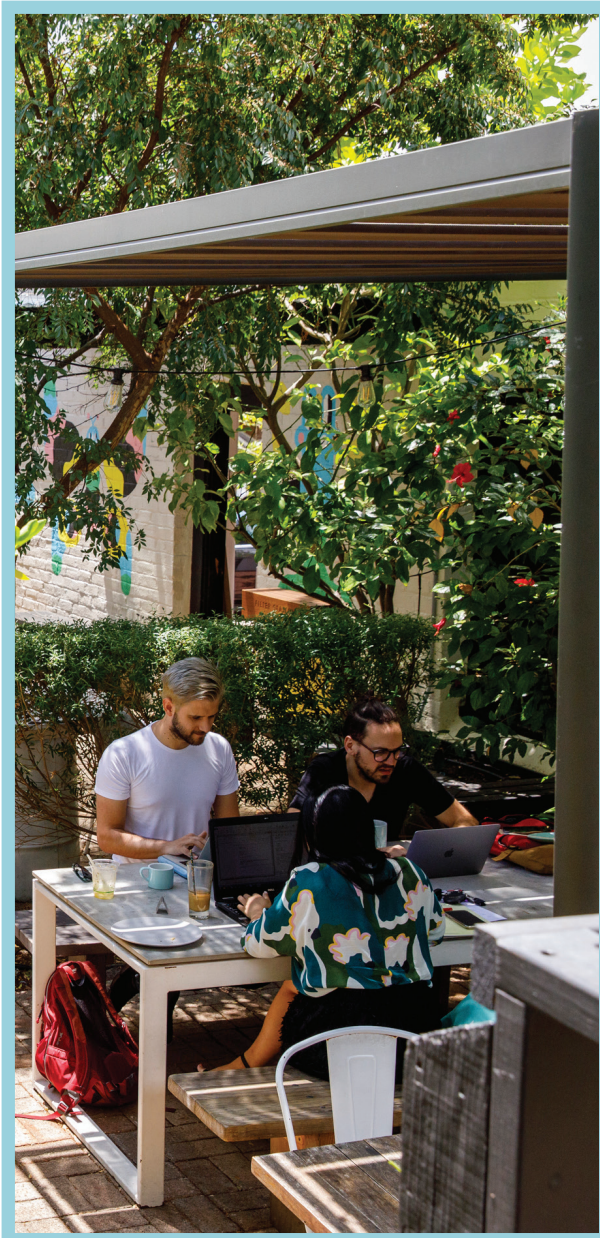
We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.

Outcomes:

- Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.
- We have better integrated all modes of transport and increased services through the City.
- We have embraced emerging transport technologies.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Accessible City Strategy 2020 – 2030
- Precinct Parking Management Plan
- Car Parking Strategy
- Public Health Plan 2020 – 2025
- Access and Inclusion Plan 2022 – 2027



CONNECTED AND HEALTHY COMMUNITY

We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique, and connect with those around us to enhance our quality of life.

Outcomes:

- We have enhanced opportunities for our community to build relationships and connections with each other and the City.
- Our many cultures are celebrated.
- We recognise, engage and partner with the Whadjuk Noongar people and culture.
- Our community facilities and spaces are well-known and well-used.
- We are an inclusive, accessible and equitable City for all.
- We protect, improve and promote public health and wellbeing within Vincent.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Closed Circuit Television CCTV Strategy 2013
- Community and Stakeholder Engagement Strategy
- Access and Inclusion Plan 2022 – 2027
- Physical Activity Strategic Plan 2009 – 2013
- Public Health Plan 2020 – 2025
- Reconciliation Action Plan 2017 – 2018 | Reflect
- Reconciliation Action Plan 2019 – 2021 | Innovate
- Reconciliation Action Plan 2022 – 2024 | Innovate
- Safer Vincent Plan 2019 – 2022
- Vincent Communications Plan 2021 – 2023
- Youth Action Plan 2020 – 2022

THRIVING PLACES

Thriving places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.

Outcomes:

- We are recognised as a local government that supports local and small business.
- Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.
- We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.
- Efficiently managed and maintained City assets in the public realm.
- Art, history and our community's living cultures are evident in the public realm.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Thriving Places Strategy*
- Safer Vincent Plan 2019 – 2022
- Volume 02 North Perth Town Centre Place Plan
- Volume 03 Mount Hawthorn Town Centre Place Plan
- Volume 04 Leederville Town Centre Place Plan
- Volume 05 Beaufort Street Town Centre Place Plan
- Volume 06 William Street Town Centre Place Plan*
- Volume 07 Pickle District Place Plan
- Volume 08 Claisebrook Town Centre Place Plan*

**Strategy or plan under development at the time of publication.*



SENSITIVE DESIGN

Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high-quality developments that respect our character and identity and respond to specific local circumstances.

Outcomes:

- Our built form is attractive and diverse, in line with our growing and changing community.
- Our built form character and heritage is protected and enhanced.
- Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.
- More people living in, working in, or enjoying our town centres.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Local Planning Scheme
- Local Planning Strategy
- Affordable Housing Strategy
- Heritage Strategic Plan 2013 – 2017
- Leederville Precinct Structure Plan
- Policy No. 7.1.1. Built Form
- Site specific planning frameworks





INNOVATIVE AND ACCOUNTABLE

We have a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

Outcomes:

- We deliver our services, projects and programs in the most inclusive, efficient, effective and sustainable way possible.
- We engage with our community so they are involved in what we are doing and how we are meeting our goals.
- Our decision-making process is consistent and transparent, and decisions are aligned to our strategic direction.
- We embrace good ideas or innovative approaches to our work to get better outcomes for Vincent and our community.

We will achieve these outcomes through implementing the actions of the following strategies and plans:

- Asset Management Strategy 2020 – 2030
- Equal Employment Opportunity Management Plan 2012 – 2014
- Long Term Financial Plan 2022/23 – 2031/32
- Property Management Framework
- Revenue and Rating Plan 2022 – 2026





MONITORING AND REVIEW

Reporting is important for Vincent to be able to measure and monitor progress of initiatives to deliver on the strategic aspirations detailed in the Strategic Community Plan and initiatives set out in the Corporate Business Plan. Vincent is committed to reviewing internal and external reporting mechanisms to ensure the business is aligning its priorities and delivering on its commitments.

It is also important to note that the Strategic Community Plan, while being incredibly important in guiding us over the next ten years, will not remain static.

As we continue to deliver on the outcomes and actions of this plan, we will maintain an open and transparent dialogue with the community, to stay in line with community expectations.

We will undertake a desktop review of this plan every two years to ensure the outcomes and actions remain relevant. A complete review of this plan will be undertaken every four years, involving further engagement with the broader community. Our two-yearly desktop reviews will ensure the size and scope of the four-yearly review appropriately responds to any changes in community aspiration or expectation.

This in turn will support us in continuing to be an agile local government that is alert and responsive to our community's needs.

Our primary reporting includes:

Financial Reporting

- mid-year financial reviews
- annual budget

Projects and Services Reporting

- annual report
- annual corporate business plan
- four-year capital works program
- major strategies undergo a minor review every two years and major review every four years*
- policies are reviewed every five years*

**Unless stated otherwise*



  @cityofvincent

VINCENT.WA.GOV.AU

This document is available in other formats and languages upon request.



CITY OF VINCENT

2022 – 2032

IMAGINE VINCENT

The Sequel

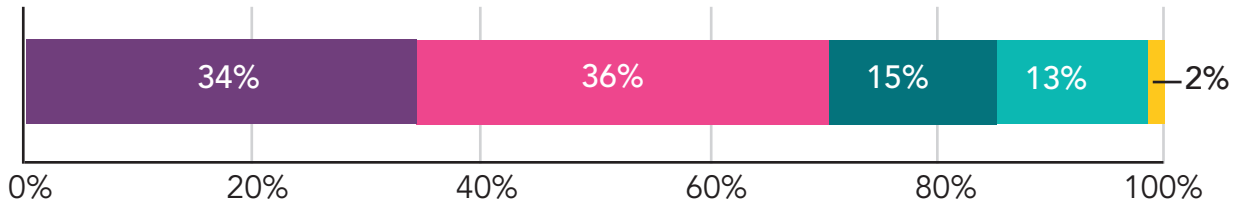
Strategic Community Plan 2022 - 2032

Engagement Summary Report

Did we get this right?

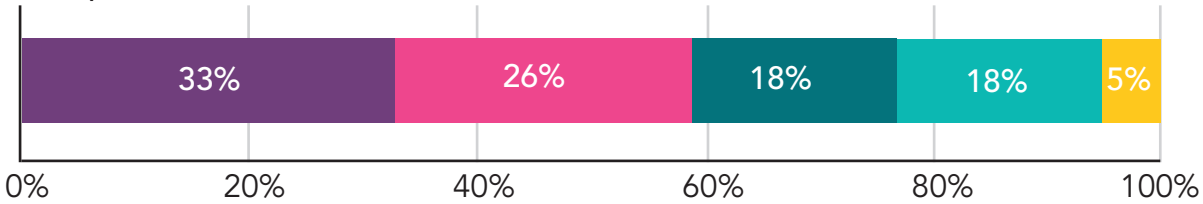
MISSION STATEMENT

Does 'Vibrant, Diverse and Sustainable' represent Vincent?



VISION

Does the additional information help clarify the community's vision and make it easier to interpret?



PRIORITIES AND OUTCOMES

Do you feel these outcomes will help to achieve the vision?

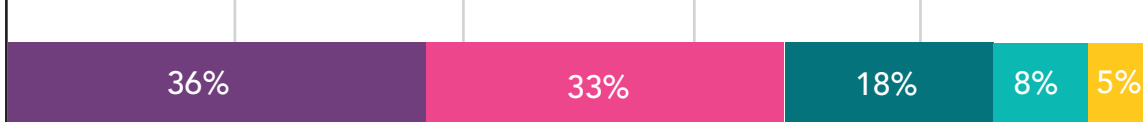
ENHANCED ENVIRONMENT



ACCESSIBLE CITY



CONNECTED & HEALTHY COMMUNITY



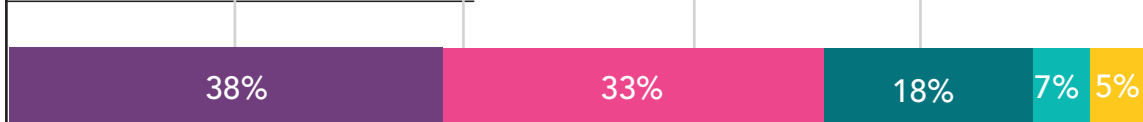
THRIVING PLACES



SENSITIVE DESIGN



INNOVATIVE & ACCOUNTABLE



0% 20% 40% 60% 80% 100%

● Definitely agree
 ● Somewhat agree
 ● Neither agree nor disagree
 ● Somewhat disagree
 ● Definitely disagree
 ● Not answered

VERBATIM COMMENTS

MISSION STATEMENT

1. Too much money being spent on projects that don't improve sustainability.
2. It's a fairly meaningless statement - lacks ambition for what should be a thriving inner city local government.
3. Why just adopt buzz words!
4. Hard to call it sustainable when you are contemplating a petrol station on Angove St.
5. There seems to be talk of making the Charles Street corridor a giant concrete slab.
6. The council owned building works don't reflect sustainability objective.
7. The town centres demonstrate this with all the concrete used for an ineffectual outcome. Any vibrancy comes from paid performances which are poorly attended.
8. It's like any other council no different.
9. This is a hard one, the City has been doing some great things. However I am not sure that the closing of major food and drink venues on Monday even Tuesday is a good thing. Though I understand the challenges these businesses have as well.
10. North Perth isn't especially vibrant, it could be more like Leederville and Mt Lawley in terms of vibrancy.
11. It isn't particularly diverse. I feel Vincent is dominated by wealthy inner-city anti-everything lefty's.
12. As property values rise the scope for people of diverse backgrounds and for working class people to have a presence is diminished. Having cultural events is nice for affluent residents, making us feel that we live in an inclusive community, but does little to ensure that there is a healthy social mix. Funding for arts and cultural events would be better spent on housing a social support for those being eased out.
13. The sustainable aspect could be improved with an increased focus on tree canopy in our green spaces and public areas.
14. Vibrancy could be improved by having a clear preference for active transport users and pedestrians in local precincts to support interaction and engagement - people racing around in cars is not a good measure of vibrancy! It's not safe and it's polluting (noise and air quality). Sensible traffic routes along distributor roads should be provided for and emphasised as the 'easy' way to get places while reducing traffic flow on other streets. Reduction of speed limits will help as well.
15. Look after the Ratepayers for a change. Without them you have nothing.
16. Sustainability doesn't seem to be very present in City of Vincent. A lot of trash around streets and highways. No benefits for bringing keep cups or reusable coffee cup system in any of the cafes. New building projects don't seem to be sustainable (ugly short lasting low quality units and old trees cut down, e.g. 30 Melrose Street). The streets need more trees and shade and more cleaning up of waste.
17. It used to be but when I see proposals for a petrol station to be built along a cafe strip that has grown over the 7 years I have lived here, disappointing! It simply makes no sense.
18. I think that diversity and sustainability can have negative connotations especially when used in conjunction with, or to justify, woke ideologies and climate emergency agendas.
19. Vibrant and diverse I totally agree with. Sustainability is, as everywhere, a work in progress.

VISION

1. Word salad.
2. I don't think that the intention of seeking clarification necessarily means willingness to support.
3. The City of Vincent is not an organisation that says yes - it's a suburban commune adjacent to the CBD that seriously needs to lift its game - there should be a sea of cranes in Vincent at the moment.
4. They are words not actions and resident contributions on decisions vital.
5. It makes me a bit fearful that the council will say yes to things that aren't in the best interests of the community. I'm not feeling great about the council at the moment but I want to. I don't think you are clever and courageous. You aren't doing the things you say.
6. This is only an aspiration that isn't based on factual research.
7. How many times we hear about the % of responders in favour of these aspirations but we never see the % of the ratepayers who responded being published.
8. New York is a 24-hour city. Is the City of Vincent?
9. Agree with definition of what community wants, the clarification needs to be in that you acknowledge and will address the disconnect between the vision and reality.
10. "Clever, creative and courageous" and "is open-minded and willing to push the boundaries" are very non-specific compared to the other points. Something about a sustainable organisation (financial and policy, not just environmental) would be nice to see somewhere.
11. How do you prioritise and protect built environments? Do built environments even need protecting? Unless they're historical or hold cultural significance?
12. I would suggest rephrasing some of the aspirations to make it clear what the council says yes to - inappropriate development would not be aligned with my take on the vision, while supporting clever and sustainable infill and small-mid scale housing developments such as recent approvals on Beaufort St by CAPA architects would be beneficial. Also, some clarity on exactly which boundaries the council is willing to push would be helpful.
13. Why don't we aspire to be more sustainable? Let's go for higher energy star ratings for new multi-residential and business developments that are carbon-neutral and not through emission offsets. Let's be bolder with our vision for a green future that prioritises all generations access to clean air and green spaces within a vibrant built environment that caters for density.
14. Look after the Ratepayers. Without them you have nothing.
15. I disagree with the word leafy as unfortunately there aren't enough old big trees and not enough new trees planted on streets and parks. Meaning in 2032 the word leafy wouldn't represent the city. There was recently a study published about tree canopy in Perth and it had a disappointing outcome. So this is important to work on and improve.
16. There need to be more rules especially for builders that they are not allowed to cut existing healthy trees. The way houses are planned these days is a unit block with concrete courtyard and no trees.
17. Prioritises and protects our natural and built environments; To be seen how this pans out with planning developments. I feel very strongly about this petrol station that will ruin the neighbourhood!
18. Again, I have reservations about sustainability and diversity due to the reasons provided in Q3 above. I think that diversity of culture is OK and sustainability as far as design of buildings and natural environment (i.e. trees and parks) is also OK as long as it doesn't lend itself to woke ideologies and climate emergency agendas.

ENHANCED ENVIRONMENT

1. No mention of native flora. A lot of the urban forest / canopy are ecological deserts (e.g. Qld. Box Gum).
2. Waste management is complex and bin sizes not proportionate.
3. Whilst increasing Forrest canopy is important, there needs to be some protection for properties with city views that have trees beginning to obscure the view. I do not feel Vincent has struck the correct balance on that.
4. More description is needed to define "maintained, enhanced".
5. I agree these are good things. I question your ability to deliver.
6. If you can increase the trees, how will that sit with the concrete Charles St plan? And the Bunnings? We don't want to be a car park.
7. It's a Gov requirement so its required. No one thinks it's going to change.
8. I am not concerned that we have overhead powerlines. Will the City continue street verge tree pruning if power is underground, because I think it is necessary.
9. Power undergrounding is a huge win for protecting and expanding tree canopy, so well done for pushing that through.
10. What about creating new green spaces?
11. What Underground Power. Definitely not 6000 postal code.
12. The outcome needs to be written clearer with actual numbers to quantify and test if the goals were actually achieved. Like how are Parks maintained (hopefully not with pesticides like glyphosate that causes cancer and kills important insects?). How much should the tree canopy be increased by? What does minimising the impact on the environment mean (in what way?)
13. Phrases like "more sustainable", "minimising the impact on the environment" & "resource efficiency" don't mean anything these days as it is bare green washing if there are no reachable numbers stated to quantify this.
14. There is no need to say "we have minimised our impact on the environment" as that can't be measured. The adoption of all the other outcomes will contribute to this so there is no need to specifically mention this. If it is left in there then I'm afraid it lead to other measures pushed by climate alarmists.
15. Smoke-free environments are not included here and need to be added unless it is mentioned elsewhere - it needs to include more than fauna and flora and waste needs to be made clear it refers to the natural environment only.
16. Would be good to see Vincent as the "green city" where green public open space is not only maintained but expanded wherever possible.
17. Agree on most but important that trees are kept when high rise (i.e. 4 - 6 storeys) are built. They wipe out greenery blocking the sun and destroying our environment. Council needs to ensure extended balconies and tops of residential buildings ensure mini trees and plants are included. I am all for trees and greenery but I find it frightening that Council refuses to either prune a super high Jacaranda tree on the verge in front of my house. The tree keeps getting higher and higher and with the north west powerful winds blowing, the branches touch the wires as they are pushed by the wind and I have to live in constant fear that if large branches on the top of the tree ever crashed over in the powerful winds the front of my house will be damaged. It is not pleasant living in this stressful situation.

ACCESSIBLE CITY

1. Need to consider all stakeholders including those who live in other areas (northern suburbs) and have to travel through the City of Vincent to get home - their transit through the city should be considered as they have just as much right to get home at night as those fortunate enough to live close to the CBD.
2. Pedestrian and cycling infrastructure in the city is severely lacking. Most footpaths are narrow, poorly maintained, and will high-speed roads that are not treated properly to prioritise pedestrians - particularly at intersections.
3. Ridiculous changes to roads and traffic flow. Totally illogical and make living in the area more difficult to get around.
4. I feel the council should be more proactive at getting people not to use their cars. The council parking zones encourages people to drive and park for free. They should be introducing more paid parking especially in the inner-city zones.
5. Needs to be more work on Lord Street to make it safer and more pedestrian friendly. Currently very unsafe with speeding cars etc.
6. Lighting!
7. Proposed future modifications to Charles Street go against reducing regional traffic use of Vincent roads, and increase noise - traffic and emergency vehicles. Also does not embrace reduction in 1 person vehicles.
8. The concrete Charles Street plan is consistent with this, but totally inconsistent with the other statements.
9. Our cycling network is better than it was but can't say it's well designed.
10. The other statements are hollow without any obvious substance.
11. However, it is NOT safe. The cars racing down Beaufort Street especially loud cars at the weekend and ignoring the safety limit signs seem to not work. Not safe for pedestrians crossing the roads - especially if they are intoxicated.
12. The pavements themselves need to be addressed and the paving itself realigned. I love the trees we have everywhere and want them to remain but nature has its own ideas and those lovely roots are pushing up the paving making it a trip hazard especially for again intoxicated people, children, the elderly and pregnant women such as myself.
13. It would be good to have a reference to how the council will deal with through traffic management in support of a more walkable, connected community.
14. It's all a gov requirement as I said before.
15. Accessibility is also about affordability. There is nothing about supporting affordable social housing. Do you just want a middle-class population?
16. Suggest formally prioritising pedestrians and cyclists with cars still provided for but not as the priority for the future. Less cars is the future for climate and health reasons so let's support it! Tree canopies, benches etc will support people to walk instead of drive ultra short trips.
17. Public transport should be kept to main roads only!
18. Without Ratepayers you don't receive the huge salary.
19. Again a way to quantify this would be great. "Better" doesn't say much and is vague. But I hope the work on bike paths continues and suburbs are well connected.
20. Looking at the crazy redirection of traffic off alma street, the speed 'mountains' down the side streets where you can't even drive your car over without the car being on an angle, love to know who gets consulted prior to these being implemented.
21. There is no mention of accessibility for people with a disability and for people with prams. Disability goes beyond physical disability for example, some other councils have added braille into their parks in children's playgrounds.
22. The cycle routes need to be made safe for people using it and consider pedestrians - the scooters go too fast and pose a safety hazard - need to have some regulations and signage about reducing speed.
23. Given the high risk e-rideables (e-scooters, e-bikes, e-skateboards, e-roller skates, etc) now create for ordinary pedestrians and especially disables and elderly people - surely all must

now be required to register and pay fees as a vehicle drivers must do, so that when such e-rideable users crash into pedestrians on a regular pathway, they must be held liable for the injuries they cause - as applies in all road vehicle accidents. We all have to pay our rates for our footpaths so why if e-rideables are taking away the safety of walking on our footpaths should such users escape registration. So far I have just missed (by a whisker) being hit by an e-scooter rider on my local Carr Street footpath when stepping on the footpath outside my gate. There is no visibility until I am outside my gate on the footpath. Why should Council support dangerous e-rideable users when footpaths were not created for such users, which now seek to claim free benefits?

CONNECTED & HEALTHY COMMUNITY

1. No mention of local sporting clubs.
2. Not open to views that don't line up with what the council wants. I do not feel listened to when my opinion differs from those of the elected members [*statement paraphrased by Administration*].
3. Well known is not necessary well used.
4. I am really encouraged by including 'Healthy' in the priority but I feel that the statement may need an addition e.g. 'Our health and wellbeing is prioritised and is at the heart of what we do'. An additional outcome is also needed. Suggestions could include - 'We protect, improve and promote public health and wellbeing within the City'.
5. They sound good but how does that sit with replacing a growing art precinct with Bunnings?
6. The outcomes are not quantifiable to any degree and at best are all feel good statements.
7. Access to facilities for all ages in walking distance from more areas in Vincent.
8. There is not much for teenagers in North Perth for example - simple things like a small area to shoot hoops and hit a ball against a wall would be great! More of these things so all have them in close walking distance.
9. No one will think about this in 12 months' time.
10. Again many of these points (other than "We recognise, engage and partner with the Whadjuk Noongar people and culture" and "Our community facilities and spaces are well known and well used") are quite vague/non-specific. How will you measure these outcomes?
11. See notes above. A community is only inclusive if it embraces and provides services for all, especially the disadvantaged, from all cultures.
12. Perhaps reframe some:
 - 'Our various cultures and heritage are celebrated'.
 - 'We respectfully recognise, engage and partner with the Whadjuk Noongar people and their culture'.
13. I don't see any health specific outcomes underneath here? Perhaps include something like 'We seek to provide healthy opportunities for our residents'; 'We provide opportunities for our community to improve their health and wellbeing' etc.
14. How do we embrace Noongar people and culture when there is no commitment to affordable housing?
15. Further work to define the outcomes of healthy could be elaborated on, such as health promotion activities and projects etc.
16. Would be beneficial to clarify the opportunities to meaningfully engage with the city.
17. Ratepayers?????????. Get your priorities right.
18. There is no need to mention 'We recognise, engage and partner with the Whadjuk Noongar people and culture'. This should apply to all cultures! For example, I don't need to be welcomed to my own country.
19. Facilities offered in the City can support community members to engage in a range of healthy behaviours by both promoting health and also providing environments that support health. It would be great to see the 'Healthy Communities' part of this vision statement reflected in the outcomes. For example "Our community facilities and spaces are well known, well used and support the health of the community".
20. Facilities offered in the City can support community members to engage in a range of healthy behaviours by both promoting health and also providing environments that support health. It would be great to see the 'Healthy Communities' part of this vision statement reflected in the outcomes. For example "Our community facilities and spaces are well known, well used and support the health of the community".
21. "Healthy" is not well reflected in these outcomes. The facilities ought to have health and wellbeing as their focal point - including healthier food options. We have great facilities that encourage social connection and physical activity but still promote junk food.
22. Our community facilities and spaces are well known and well used and support the health and wellbeing of the community.

THRIVING PLACES

1. Parking poorly managed.
2. It seems the council is focused on certain suburbs and not at the overall city. I.e. Highgate, Perth and Mt Lawley as examples of not getting any real assistance to thrive.
3. I would like to see smoking banned from areas near playgrounds and coffee/eatery strips. There is well documented evidence that second hand smoking is terrible for our health. I would like to see stronger policies and regulations, as well signposts and enforcements.
4. "We are a City that supports local and small business" and "We support innovation in business, social enterprise..." Agree they will achieve the vision. Not sure you can do it though given your crazy decision making lately.
5. If you could actually do these....
6. The business community have great difficulty in getting reliable timely responses from Council. Many opportunities are lost due to the lack of response and or the incorrect information being repeatably given, knowingly.
7. It is NOT safe. I have had people [unfortunately intoxicated indigenous people] - late at night shouting at each other, rattling doors, and the metal barricades where there is building work going on. I have been walking down the street when a group of youths have in BROAD daylight robbed the BWS next to the Queens. Where is the police presence? It has drastically changed in the last 5 years and I would no longer feel safe and secure to be getting a late night bus and then walking down the road on Beaufort Street. I have seen a young indigenous man argue with a Mary Street resident again on a day bus and then get off a stop after him and chase him to initiate a fight. WHY IS THIS POSSIBLE?
8. Agree with outcomes.
9. However when reading your Strategic Community Plan - it reads as a vision statement. You have not addressed the why and the outcome. A strategy is "because of (), we will do (), in order to achieve (), but if () then we will know that the strategy needs to change".
10. Community concern is that this strategic plan will do little to hold the council to account.
11. Supporting social enterprise is a slippery slope. 'Support' can drain city finances, or squeeze out competitive businesses. Is the desired outcome main streets lined with various charity clothing stores, or high-end fashion small businesses.
12. Traffic flow needs to be taken into consideration before implementing pedestrian friendly places. The closure of the road outside the Elford was a nightmare for those living on Grosvenor Road and Raglan Road as well as the Fresh Provisions carpark entry and exit points leading out to Walcott Street.
13. No mention of Ratepayers??????? Roads need resurfacing....Pavements dangerous.....Where is the Duty of Care.....Rubbish collection...Wow!!! Streets not cleaned.....Trees not watered....
14. Just wanted to add: closing off the main restaurant and bar parts for cars in busy streets like Oxford St in Leederville and have them 100% pedestrian friendly would be a great way to achieve the prioritising pedestrians. Local businesses would benefit from the place to use for outdoor seating and planting more trees for shade.
15. Again the proof will be in the proposed developments planned!!
16. I don't agree with "Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority". I think that all visitors should have priority not just pedestrians. Therefore, "where pedestrians have priority" should be removed. I think that the removal of the free first one-hour parking in the city's public car parks will have a detrimental impact on the city's small businesses.
17. It's good that town centres are safe and attractive for pedestrians, but our suburban streets should also be included. Also, there's too many places selling alcohol in the town centres, which affects my sense of safety. The balance of encouraging business and protecting personal safety isn't yet quite right.

SENSITIVE DESIGN

1. "More people living in...", higher density living?? Less rooftop space for solar panels, greater energy requirements.
2. Sensitive design needs to take into account the character and identity of our community, values that aren't frequently demonstrated.
3. This sentiment is so wrong. The City of Vincent should be less concerned with freezing the LGA in time - but massively increasing housing supply to support growth and industry - this whole statement is filled with NIMBY sentiment.
4. More focused on people transitioning through area as opposed to residents living here and trying to move around.
5. I think planning should have a max of five storey buildings to maintain our township vibe. Oh and please please do not let the 7/11 (or similar type establishment) operate on Angove Street. Or any Vincent street actually.
6. Again these are great - but how do they sit with what's actually happening in Vincent? With the Charles Street cement plan? The Bunnings on top of the Pickle District?
7. The outcome statements are rhetoric. We have lost substantial quality historic buildings, but retained other insignificant buildings.
8. The planning framework is avoided by any substantial developer due to the Council history of impeding projects that eventually receive approval from DAP or SAT.
9. The Beaufort is an eyesore. As is the building further up [towards Inglewood] as they are larger than surrounding buildings, they do NOT fit in with the local aesthetic and charm. I have no idea how these plans got passed. Progress is one thing I agree but this kind of allowance for such eyesores is changing the area and also the atmosphere. Not great.
10. Because even in small matters the councils staff do not first look at the overall principal of requests for change just apply the letter of the law in permitting the change. A recent example - a resident with a corner block paved almost the entire long side of their verge. The principal of Vincent's strategy was that a verge can be paved if it is necessary. The resident already had a double garage, a double driveway and treble the street parking of any other resident so it would be hard to say it was necessary to pave the verge. However, all Vincent did was ask them to take out a narrow strip between the paving and walkway, which they did, and then filled it with gravel. If the City does not defend its strategies, there is little chance of them being effective.
11. But again - what does that mean. They are generic motherhood statements that cannot be wrong. If you look at past and current developments, there are plenty of examples that miss the mark - how will the council measure success?
12. The only way to increase the population is to change the building codes not some vision.
13. Retaining old houses for the sake of protecting the heritage appearance of the area isn't desirable as a blanket approach. Newer, energy efficient homes are more liveable and environmentally friendly.
14. "Responsive to our community and local context" is an important point. Design and development should always be with the aim of having a positive impact on residents and visitors.
15. Sensitive Design should perhaps include consideration to the natural environment?
16. Really important that new development applications respect and comply with density, overshadowing and deep soil planting. There are some amazing architectural ideas to increase density while not creating inappropriate, overdeveloped, and under-greened lots. Keep density housing to main distributor roads and promote quality infill elsewhere.
17. More lies...

18. Again, what does "attractive", "sustainable" etc mean in this context?
19. Designs need to be accessible for people with a disability.
20. Need to consider impact of development on green open space. The green open space should be prioritised.
21. It would be wonderful to see improvements made to the environment as a result of greater engagement with the City's Planning Department. For example, differentiating between shops/retail and various types of liquor stores allows Local Government to have greater control and flexibility when considering these in particular locations and circumstances.

INNOVATIVE & ACCOUNTABLE

1. Not transparent.
2. It feels that when council asks for our opinions, and they are not what they want to hear they go against the communities wishes.
3. Change e.g. reduction in speed limits to 40% appears to be based on percentage of positive responses to surveys. This is biased to who responds to surveys. Change should only be made if there is measurable data to support a material improvement in value or a reduction in risk.
4. It's hard to know what this means.
5. Your decision making isn't transparent. The information published is consistently shaped to support the Council. There hasn't been an issue where the information given for the decision has been supported with facts. Example: The 40Km speed trial. No statical information was published to quantify the outcome. The benefits were claimed but not quantified.
6. I don't want a minority ruining good design and community ideas for the majority. Ensure the feedback is a genuine reflection of the majority, not a vocal minority.
7. See above [Because even in small matters the councils staff do not first look at the overall principal of requests for change just apply the letter of the law in permitting the change. A recent example - a resident with a corner block paved almost the entire long side of their verge. The principal of Vincent's strategy was that a verge can be paved if it is necessary. The resident already had a double garage, a double driveway and treble the street parking of any other resident so it would be hard to say it was necessary to pave the verge. However, all Vincent did was ask them to take out a narrow strip between the paving and walkway, which they did, and then filled it with gravel. If the City does not defend its strategies, there is little chance of them being effective.]
8. But again - what does that mean. They are generic motherhood statements that cannot be wrong. If you look at past and current developments, there are plenty of examples that miss the mark - how will the council measure success?
9. This is a key area of frustration in the community. When approaching the council, your response is generally apathetic, that the council is not resourced and whilst the council is developing a plan - you are not actually resourced or authorised to do anything.
10. Sounds good.
11. Don't just "embrace" good ideas or innovative approaches, actively seek out evidence-based best practice and innovation that will improve life in Vincent.
12. More lies and cover ups.....
13. So far I'm not seeing any of this happening!!
14. Provide a feedback loop to the community concerning the outcomes of their engagement.
15. Monitor and evaluate the work you do.
16. Need to acknowledge that our engagement goes over and above the legislative requirements of local government.
17. Either before or as it proceeds with Council business at Council meetings, Council needs to explain to those sitting in the audience, how it will deal with the business to be conducted. Do not leave ratepayers/residents who have lost their precious time attending a Council meeting are given clear guidelines as to how Council will attend to the motions and issues requiring decisions to be made - not leave some who have originally made submissions waiting for several hours sitting in the chamber waiting for Council to deal with the issues they brought to Council's attention for decisions to be made.

OTHER COMMENTS - SURVEY

1. The City needs to discourage empty shopfronts by encouraging landlords to rent their properties at more reasonable rental rates, or make them temporarily available as pop-ups, or otherwise by penalising them with higher council rates or similar the longer the shop is empty, or some other policy mechanism. I accept it's complicated because poor business conditions may make it hard to rent a property.
2. Chain outlets (McDonald's, Chicken Treat, Woolworth's, etc) should also be discouraged from the high street zone. Small local business should be encouraged.
3. Stricter rules should apply to shop for signage on stores, and for chemist shops in particular. It seems that Chemist Warehouse and Priceline are allowed to paint every square inch of the buildings they inhabit bright yellow and bright pink. The colours are OK but they shouldn't be allowed to create visual eyesores by covering the entire building with branding and branded colour schemes. I think in general, stricter guidelines on signage size and placement should apply to high streets. I'd like to see those walls returned either to their heritage colours or allocated to community art projects. For example in Italy all chemist shops have a lit green cross less than 400mm square above the door, any other branding is across the top of the window or on the door. They can be easily spotted without having to paint an entire building.
4. Temporary signs such as flag-mounted signs, banners, pennants, streamers, balloons, inflatable signs, costumed characters, and sandwich board or A-frame signs should require a permit, or have strict restrictions such as one per premises. These kinds of signs amount to advertising and should be discouraged.
5. The plan should probably also consider affordability and value to money for rate payers for any initiatives being undertaken.
6. The City of Vincent should be focused on improving its own efficiency. Recent rate increases are completely unacceptable - there should be concerted efforts to reduce headcount and bloat.
7. Consider not increasing rates so highly and making the changes easier and an advantage for residents not making life harder.
8. Sometimes the council appear to be slightly corrupted by the decisions they make.
9. We are so lucky to live in this part of the world. Your vision seems spot on to me. But now the tricky bit Implementing it. Let's go!
10. I look forward to the City of Vincent acting in the ways suggested - I don't see it right now, especially not linked to building developments and approving high rise at the expense of all property types and ages!
11. Street tree management and maintenance needs to improve. Neglecting the dead and overhanging branches (both power lines and private properties is unacceptable to ratepayers on the non-power line side of the residential streets. Why not alternate the annual pruning service so that bi-annually both sides are better maintained and safe for all residents and their properties and cars? (With no additional cost to budget).
12. Great work! Looking forward to seeing the final product!
13. Childcare centres on the corners of busy roads, making quiet streets into thoroughfares.
14. Planting a small fortune worth of plants in a busy pedestrian traffic area over the road from my house was a complete waste of money and time. And it was for the second year in the road. You've got great words and aspiration, but your execution is lacking.
15. The City of Vincent lead by Emma Cole is doing an amazing job. Thank you all very much!!
16. Please save the Pickle District. Please don't cement the Charles St corridor; this neighbourhood is at risk.
17. The Council's reputation at large is negative, and this survey is designed to get a positive result for the Council. This is like building a town centre with a lot of concrete, that looks good but isn't great to use and costs a lot to maintain.
18. I agree that your stated outcomes will help achieve the vision. However, if one of your visions

is to enhance opportunities for our community to build relationships and connect with each other, why did you make changes to the running of the Vincent Community Centre? These changes have resulted in many classes having to relocate, and this has particularly impacted seniors. Some classes such as my Laughter Yoga class had to relocate to Bayswater, thus destroying our lovely community in Vincent. You shifted other classes such as Mahjong and Chess into the reading room of the Vincent Library, which has reduced the library's ability to hold their own seminars in this room. It has also meant that the reading room is often closed to readers and does not allow impromptu socialisation. Please take this into consideration in your future actions. Thank you.

19. I have said plenty I feel - there's not enough security or police patrols in the area, building letterboxes are broken into, the BWS is regularly targeted near the Queens, drunken antics at 3am are just ridiculous. We want this to be a thriving, hip, area which appeals to EVERYONE. At the moment it does not seem this way because of some of the planning and building decisions you have allowed.
20. In many areas I believe City of Vincent is doing a great job and the goals and strategies outlined above are commendable however the City has to apply its principals.
21. A Strategic Community Plan is important. But a sanitized two page vision statement does not provide confidence, as it is a whitewash. It gives the impression it has been put together by consultants, who are not invested in the outcome and have produced content that cannot be disproved or challenged.
22. The community should have access to the analysis and be able to contribute to the prioritisation and what is sacrificed due to limited resources.
23. From this plan, should be listed the subordinate strategic plans and operational documents that are informed and guided by this community plan.
24. Is there opportunity for volunteers to represent different groups within the community moving forward.
25. The control of building applications does have me concerned as the City only has so much control and I have observed a number of development approvals overridden by the State Government authorities.
26. I recall (hopefully correctly) that the City of Vincent was considering making Wright Street in Highgate a heritage precinct. This would preserve the character of the area; which I have lived in since 1972 (when I was 11 years old) until I was married in 1984. After some years, my wife Patricia and I relocated to Wright Street circa 2003. Patricia was a 'keen proponent and customer' of the various amenities and businesses in/around Highgate. Patricia passed away on 10 November 2021. She was 55 years old, and her memorial is in Jack Marks Reserve.
27. So now we have the A) Vision and C) Outcomes, how do we get from A to C? If B = Actions, what are some of these?
28. It's great that we support this and that, in a really balanced way, but how exactly are decision-makers guided to get us there?
29. Well done. The plan sounds excellent, and I am really looking forward to the future of the City of Vincent.
30. Diversity means having mixed incomes, which means affordable housing.
31. This is a great opportunity for Vincent to become a leader in green, sustainable, vibrant and diverse living that provides appropriate density and facilities around the town centres and on main roads while respecting the quiet, leafy enclaves of the area. More trees and less traffic as a general rule will encourage people out more. It's so much nicer to spend time (& money!) at local cafes and restaurants without cars speeding by all the time.
32. Let's get it right!
33. CoV really needs to improve the public transport system - it's still impossible to travel ACROSS CoV using public transport.
34. Residents are sick and tired there is NO MONEY!!!!!!! Where is it????????? Still relying on the

State Government to support and pay for everything. If the Council does not want postal code 6000 give back to City of Perth....At least they looked after the Ratepayers.... Look after Perth/ Northbridge instead of where the Mayor and Councillors live.

35. I am glad that you are asking us locals with a survey about our opinion, and I hope we have a say in the implementation of these visions as these topics concern everyone and acting in a way that is efficient and able to quantify would be awesome! Thanks!
36. I believe that the city should be focused on delivering the services required by the community and not get involved in pushing particular political agendas or ideologies on its ratepayers.
37. I'd like to see more about health and wellbeing in the plan. Creating healthy and vibrant communities should go hand in hand.
38. I think the City of Vincent should focus their efforts and actions on improving the quality of life of its residents rather than profit driven development.
39. The City of Vincent is progressive and leading the way in many areas of health and wellbeing and quality of life overall.
40. It looks good, well done.

OTHER COMMENTS - EMAIL

1. It looks good, well done.
2. No your plan has no reference to nor any solutions for the homeless people who inhabit Weld Park and who are a constant source of frustration to the locals who live in Beaufort Street.
3. My main concern is that you are not doing anything to address the homeless issues of Weld Park. It is all very well to offer feel good factors and events but these will only exacerbate the main problem. I am sure you want our area to be safe and problem free as much as possible but this requires concerted efforts to concentrate on the salient issues. Hope this will help.

PAGE 1 – COVER

Strategic Community Plan 2022 – 2032

An extension of the Strategic Community Plan 2018 – 2028

PAGE 2 – CONTENTS PAGE AND ACKNOWLEDGEMENT OF COUNTRY

Contents

A Message from the Mayor

Strategic Community Plan 2022 – 2032 at a glance

1. Introduction
2. Planning and Reporting Framework
3. City Profile
4. The Process
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Acknowledgement of Country

The City of Vincent would like to acknowledge the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet and thrive as a community always was and always will be Noongar land.

PAGE – Mayors Message

PAGE - Strategic Community Plan 2022 – 2032 at a glance

VIBRANT, DIVERSE & SUSTAINABLE

Thank you to everyone who took to time to complete a survey or spoke with us at one of the many pop-up events or workshops. Your input confirmed the existing vision and priorities of the Strategic Community Plan 2018 – 2028 should continue to guide us now and into the future.

Our Vision:

In 2032, the City of Vincent is a leafy and vibrant 24 hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a council that says YES!

Our Priorities:

Enhanced Environment, Accessible City, Connected & Healthy Community, Thriving Places, Sensitive Design, Innovative & Accountable

Community engagement summary

We had a clear purpose: To understand if the vision is still relevant and how we can improve its delivery.

We used multiple methods of consultation:

- Online survey (long and short)
- Workshops (face-to-face and online options)
- Pop-ups in town centres, popular locations and community events
- Bookmarks in the library and placed within borrowed books
- Surveys delivered to community members in the community centre and library
- Surveys included with all return to sender mail (i.e. dog registrations)
- Use of eco-signs
- Emails to City of Vincent database
- Notifications in monthly and business e-newsletters, and local newspaper

The pop-ups

- 18 March - William Street Town Centre
- 19 March - Neon Picnic at Hyde Park
- 24 March - Leederville Town Centre
- 25 March - North Perth Town Centre
- 30 March - The Mezz, Mount Hawthorn
- 1 April - Beaufort Street Town Centre

- 2 April - Native Plant Sale, North Perth
- 9 April - Kyilla Farmers Markets, North Perth
- 30 April - The Mezz, Mount Hawthorn
- 30 April - Noongar Radio at Hyde Park
- 4 May - Beatty Park, North Perth
- 6 May - Pickle District After Dark, West Perth
- 14 May - Kyilla Farmers Markets, North Perth

The workshops

- 26 March - North Perth Town Hall
- 7 April - City of Vincent Function Room and online
- 11 June - Community Panel

The results:

We received a total of 843 submissions, comprising:

- 236 full surveys
- 58 surveys relating only to our vision
- 324 surveys relating to only one of our town centres
- 215 surveys relating only to our priority areas
- 10 direct emails providing general feedback

A further 40 people attended a general workshop and 23 community members were on the community panel.

Over 1400 people visited the Imagine Vincent: The Sequel webpage and we reached over 9900 people through our social media channels.

PAGE – Introduction

The Strategic Community Plan 2022 – 2032 is the Council’s key strategic document. It describes the vision Vincent will strive to achieve over the next decade, where it will focus its efforts, and how it will measure progress. It is the result of the deliberative engagement with a broad cross-section of the community. These are the people who live, work, study, visit or own a business within the municipality.

The community engagement plan was developed in mid-late 2021 with the engagement activities occurring throughout March, April, and May of 2022.

Key achievement of the Strategic Community Plan 2018 - 2028

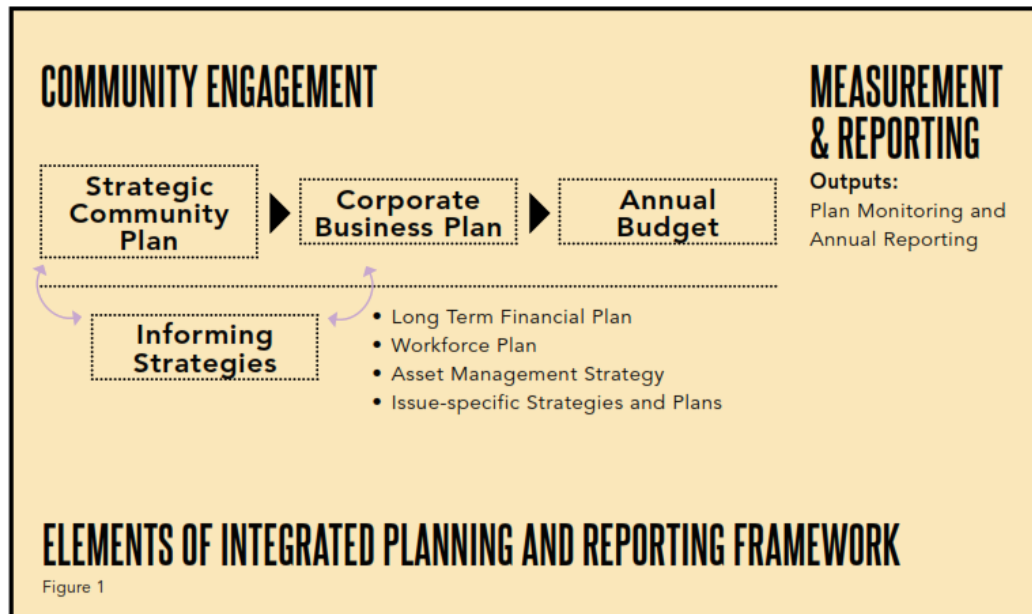
This Plan is an extension of the Strategic Community Plan 2018 – 2028 which guided the development and completion of many key projects. These projects should be celebrated and continuously improved as we continue to achieve the community’s vision for the future.

- Sustainable Environment Strategy
- FOGO three bin system
- Public Open Space Strategy & Implementation
- Accessible City Strategy & Implementation
- Leederville Precinct Structure Plan
- Community Engagement Framework
- Youth Action Plan & Implementation
- Public Health Plan & Implementation
- Vincent Rebound and Recovery Plan & Implementation & Closure
- Asset Management and Sustainability Strategy
- Haynes Street Reserve Development Plan
- Britannia North West Reserve Development Plan
- Banks Reserve Master Plan & Implementation
- Innovate Reconciliation Action Plan & Implementation
- Robertson Park Development Plan & Implementation
- Woodville Reserve Landscape Plan & Implementation
- Wayfinding Plan

2. PLANNING AND REPORTING FRAMEWORK

Under the Local Government Act 1995, every local government in Western Australia must develop a Strategic Community Plan, as part of an Integrated Planning and Reporting (IPR) Framework.

By undertaking an IPR process, we can ensure that we take account of our current and future resourcing, our workforce requirements, our assets, and the recommendations of other informing strategies and plans. The relationship between the SCP and the City's other strategic and operational documents is reflected below.



LONG TERM FINANCIAL PLAN is a ten year rolling plan that assists the City to set priorities in accordance with its financial resources, through consideration of key assumption-based analysis. This allows the organisation to make decisions in a financially sustainable manner.

WORKFORCE PLAN identifies the workforce requirements and strategies for current and future operations, ensuring that our human resources support the delivery of the CBP and SCP.

ASSET MANAGEMENT STRATEGY provides guidance on service provision and whole of life-cycle asset management to support the City's financial sustainability and key service levels.

ANNUAL BUDGET is based on the projected costing of the related year of the CBP, with the opportunity for review and revision during the mid-year budget review process.

PAGE – City Profile

General

Area: 11.3sqm

Rateable properties – 19,238 (July 2021) – increase of 230 properties since 2018.

Population

- 2016 – 33,693 (2955 persons per square km)
- 2021 – 36,537 – the increase from 2016 was 8.4%
- 2041 - 47,591 – the projected increase from 2021 is 30.3%
- Our current population density is 3205 persons per square kilometre

Age Distribution

Compared to Greater Perth, proportionally the City of Vincent has:

- Fewer persons aged 0 – 19 and 50+
- More persons aged 20 – 49

Since 2016, the Vincent community has changed in the following ways:

- There has been an increase in all age groups except 24 – 34 year old's (previously the fastest growing age group)
- The fastest growing age group is now 35 – 44-year old's

Place of birth

- City of Vincent – 32.9% of the population was born overseas
- Greater Perth – 36% of the population was born overseas

New Citizens

Over the past 5 years, 1,165 residents of Vincent have become citizens.

People who live and work in Vincent

Of the 24,265 people who work in the City of Vincent, 3336 or 13.7% also live locally.

Vincent has the second highest proportion of people who live and work within their local government area compared to 38 other local governments.

Transport

Since 2016:

- There is a higher proportion of people with nil or one private vehicle and a lower proportion of people who have two or more private vehicles.
- The number of people who work from home increased from 4.4% to 10.1%

Method of transport in 2021

Method	City of Vincent	Greater Perth
Walk	6.2%	1.6%
Bicycle	2.6%	0.6%
Car	52.2%	66.4%
Bus	10.5%	3.5%
Train	3.6%	4.9%
Work from home	10.1%	7.6%

Property ownership

	2016		2021	
	City of Vincent	Greater Perth	City of Vincent	Greater Perth
Home owned	21.9%	26.7%	22.8%	27.6%
Home mortgaged	29.7%	39.7%	30.3%	40.5%
Renting	37.1%	24.8%	40.7%	26%

Since 2016, there has been a greater increase in renters compared to those who own a house outright or with a mortgage.

PAGE – Suburb Profile

	Highgate	Leederville	Mount Hawthorn	Mount Lawley	North Perth	Perth / East Perth	West Perth
Population	2234	3686	8183	3360	9707	7042	2321
(% change since 2016)	+1.1%	16.7%	8.4%	5.4%	11.0%	8.9%	5.9%
Dwellings	1367	1929	3280	1814	4473	3961	1381
(% change since 2016)	2.2%	20.1%	4.4%	7.8%	8.8%	11.0%	4.4%
Median age	34	35	37	38	38	33	33
Born Overseas	37%	33%	25%	33%	29%	43%	40%
Lone person household	42%	34%	21%	35%	29%	37%	42%
Couples with children	11%	15%	40%	18%	26%	11%	10%
Does not own a car	14.4%	6.6%	4.6%	8.4%	7.3%	13.6%	13.3%
Public Transport to work	21%	18%	11%	18%	14%	15%	21%

PAGE – Vision & Values

VIBRANT, DIVERSE & SUSTAINABLE

Our vision:

In 2032, the City of Vincent is a leafy and vibrant 24 hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a council that says YES!

This vision was created by the independently and randomly selected Community Engagement Panel for the Strategic Community Plan 2018 – 2028. It continues to be important to our community.

The additional feedback confirms that the community wants us to be a Council and an organisation that:

- is clever, creative and courageous;
- prioritises and protects our natural and built environments;
- is in line with the community appetites and expectations;
- supports day-time and night-time economies;
- is open-minded and willing to push the boundaries; and
- is willing to think and act as an enabler rather than a traditional local government regulator.

PAGE – Key Risks and Opportunities

The community identified the following risks and opportunities that would hinder or help Vincent to achieve its vision.

Risks

1. Not being responsive enough to climate change and sustainable practices
2. People not being able to efficiently travel within or through Vincent
3. Creating places that are not safe for people to live, work, and enjoy

Opportunities

1. Improving the sense of place through built form, art, and activation
2. Supporting the local economy
3. Embracing sustainable practices to minimise impacts on the environment

PAGE – Priorities

Our priorities were established through the Strategic Community Plan 2018 – 2028. They continue to be a priority for the community now and into the future.

No one priority is more substantial than another; each works in conjunction with the others to deliver on our community's overall vision.

Enhanced Environment - The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.

Accessible City - We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.

Connected & Healthy Community - We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique and connect with those around us to enhance our quality of life.

Thriving Places ~~–Our vibrant places and spaces~~ Thriving Places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.

Sensitive Design - Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high quality developments that respect our character and identity and respond to specific local circumstances.

Innovative and Accountable - We have a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

PAGE – Outcomes

Enhanced Environment

The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.

Outcomes:

- Our parks and reserves are maintained, enhanced and are accessible for all members of the community
- Our urban forest/canopy is maintained and increased
- We have improved resource efficiency and waste management
- We have minimised our impact on the environment
- Power lines are undergrounded

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Banks Reserve Master Plan
- Britannia North West Reserve Development Plan
- Greening Plan 2018 – 2023
- Haynes Street Reserve Development Plan
- Public Open Space Strategy 2018
- Robertson Park Development Plan
- Sustainable Environment Strategy 2019 – 2024
- Waste Strategy 2018 – 2023

PAGE – Accessible City

Accessible City

We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.

Outcomes:

- Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use
- We have better integrated all modes of transport and increased services through the City
- We have embraced emerging transport technologies

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Accessible City Strategy 2020 – 2030
- Precinct Parking Management Plan
- Car Parking Strategy
- Public Health Plan 2020 – 2025
- Access and Inclusion Plan 2022 - 2027

PAGE – Connected & Healthy Community

Connected & Healthy Community

We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique and connect with those around us to enhance our quality of life.

Outcomes:

- We have enhanced opportunities for our community to build relationships and connections with each other and the City
- Our many cultures are celebrated
- We recognise, engage and partner with the Whadjuk Noongar people and culture
- Our community facilities and spaces are well known and well used
- We are an inclusive, accessible and equitable City for all
- We protect, improve and promote public health and wellbeing within the City

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Closed Circuit Television CCTV Strategy 2013
- Community and Stakeholder Engagement Strategy
- Access and Inclusion Plan 2022 - 2027
- Physical Activity Strategic Plan 2009 – 2013
- Public Health Plan 2020 – 2025
- Reconciliation Action Plan 2017 – 2018 | Reflect
- Reconciliation Action Plan 2019 – 2021 | Innovate
- Reconciliation Action Plan 2022 – 2024 | Innovate
- Safer Vincent Plan 2019-2022
- Vincent Communications Plan 2021 – 2023
- Youth Action Plan 2020 – 2022

PAGE – Thriving Places

Thriving Places

~~Our vibrant places and spaces~~ Thriving places are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.

Outcomes:

- We are recognised as a City that supports local and small business
- Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority
- We encourage innovation in business, social enterprise and imaginative uses of space, both public and private
- Efficiently managed and maintained City assets in the public realm
- Art, history and our community’s living cultures are evident in the public realm

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Thriving Places Strategy*
- Safer Vincent Plan 2019 – 2022
- Volume 02 North Perth Town Centre Place Plan
- Volume 03 Mount Hawthorn Town Centre Place Plan
- Volume 04 Leederville Town Centre Place Plan
- Volume 05 Beaufort Street Town Centre Place Plan
- Volume 06 William Street Town Centre Place Plan*
- Volume 07 Pickle District Place Plan
- Volume 08 Claisebrook Town Centre Place Plan*

**Strategy or Plan under development at the time of publication.*

PAGE – Sensitive Design

Sensitive Design

Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high quality developments that respect our character and identity and respond to specific local circumstances.

Outcomes:

- Our built form is attractive and diverse, in line with our growing and changing community
- Our built form character and heritage is protected and enhanced
- Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context
- More people living in, working in, or enjoying our town centres

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Local Planning Scheme
- Local Planning Strategy
- Affordable Housing Strategy
- Heritage Strategic Plan 2013 – 2017
- Leederville Precinct Structure Plan
- Policy No. 7.1.1. Built Form

PAGE – Innovative and Accountable

Innovative and Accountable

We have a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

Outcomes:

- We deliver our services, projects and programs in the most inclusive, efficient, effective and sustainable way possible
- We engage with our community so they are involved in what we are doing and how we are meeting our goals
- Our decision-making process is consistent and transparent, and decisions are aligned to our strategic direction
- We embrace good ideas or innovative approaches to our work to get better outcomes for the City and our community

We will achieve these outcomes through implementing the actions of the following Strategies and Plans:

- Asset Management Strategy 2020 – 2030
- Equal Employment Opportunity Management Plan 2012 - 2014
- Long Term Financial Plan 2022/23 – 2031/32
- Property Management Framework
- Revenue and Rating Plan 2022 – 2026

PAGE – Monitoring and Review

Reporting is important for the City to be able to measure and monitor progress of initiatives to deliver on the strategic aspirations detailed in the Strategic Community Plan and initiatives set out in the Corporate Business Plan. The City of Vincent is committed to reviewing internal and external reporting mechanisms to ensure the business is aligning its priorities and delivering on its commitments.

It is also important to note that the Strategic Community Plan, while being incredibly important in guiding us over the next ten years, will not remain static.

As we continue to deliver on the outcomes and actions of this Strategic Community Plan we will maintain an open and transparent dialogue with the community, to stay in step with community expectations.

We will undertake a desktop review of this Strategic Community Plan every two years to ensure the outcomes and actions remain relevant. A complete review of this Strategic Community Plan will be undertaken every four years, involving further engagement with the broader community. Our two-yearly desktop reviews will ensure the size and scope of the four-yearly review appropriately responds to any changes in community aspiration or expectation.

This in turn will support us in continuing to be an agile Local Government that is alert and responsive to our community's needs.

Our primary reporting includes:

Financial Reporting

- Midyear financial reviews
- Annual budget

Projects and Services Reporting

- Annual Report
- Annual Corporate Business Plan
- Four Year Capital Works Program
- Major strategies undergo a minor review every two years and major review every four years*
- Policies are reviewed every five years*

*unless stated otherwise