

Rebound Roundtable

2.00pm – 30 March 2022

1. CHAIR

Cr Suzanna Worner (SW)	Chair
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2. ATTENDANCE AND APOLOGIES

Attendees:

Tara Gloster (TG)	Vice-Chair
Mirian Moretti (MM)	Beaufort Street Network
Anna Kelderman (AKe)	Leederville Connect
Matt Young (MY)	Mt Hawthorn Hub
Andrew Kailis (AKa)	The Pickle District
Helen Ingman (HI)	Transition Town Vincent
Alanna Curtin (ACu)	City of Vincent - Community and Civic Events Officer
Georgia Lawrence (GL)	City of Vincent - Coordinator Place
Eamonn Lourey (EL)	City of Vincent - Place Planner - North Perth
Nikki Wilson-Smith (NWS)	City of Vincent - Coordinator Marketing and Communications

Apologies:

Mayor Emma Cole (EC)	City of Vincent - Mayor
Cr Susan Gontaszewski (SG)	City of Vincent - South Ward
Cr Alex Castle (ACa)	City of Vincent - North Ward
Cr Dan Loden (DL)	City of Vincent - North Ward
Myfanwy Edwards (ME)	Transition Town Vincent
Trent Durward (TD)	Leederville Connect
Cr Ashley Wallace (AW)	City of Vincent - South Ward
Cr Jonathon Hallett (JH)	City of Vincent - South Ward
Cr Ron Alexander (RA)	City of Vincent - North Ward
Cr Ross Ioppolo (RI)	City of Vincent - South Ward
Neil Graham (NG)	Beaufort Street Network
Sarah Maraglio (SM)	Beaufort Street Network
Johnny Doan (JDo)	Northbridge Common
Miles Noal (MN)	Northbridge Common
Renee Broadway (AB)	North Perth Local
Chris Watt (CW)	North Perth Local
Jon Denaro (JDe)	The Pickle District
Gemma Carter (GC)	City of Vincent - Manager Marketing and Partnerships
Emma Hodson (EH)	City of Vincent - Place Planner - Leederville
Virginia Miltrup (VM)	City of Vincent – Director Community and Business Service

3. CONFIRMATION OF MINUTES

3.1 Rebound Roundtable Meeting Minutes – 23 February 2022 (refer **Attachment 1 – Draft Rebound Roundtable Minutes – 23 February 2022**) were accepted as true and correct.

4. NEW BUSINESS

4.1 External funding opportunities and City of Vincent grant funding overview (NWS) NWS to discuss the six monthly community surveys and COVID-19 portal.

NWS presented on the Open for Businesses webpage to inform the Roundtable that the page will be archived in favour of more social media posts. NWS noted that as the Covid pandemic has evolved the page no longer serves its initial purpose. Businesses have rapidly evolved and strengthened their social media and online presence and are utilising the Open for Business webpage less and less. Between June 2020 through to March 2022 the webpage had 982 views which equates to around 1-2 views per day. Businesses and the community are preferring social media as a communication

channel. Given this, a social media push is recommended to encourage businesses to share information and updates about their offerings with the City to promote on Instagram. We've found Instagram to be a good channel which is well utilised by those seeking business information and opening hours. By doing this we can increase the audience, build that channel and improve resource efficiency in terms of gathering the business information.

NWS also presented on the Roundtable survey to inform participants that they will be provided with a survey at the next meeting to measure the process and measure it's functions.

4.2 4.2 Potential new Rebound Plan Deliverable - Business Enhancement Grant (EL & GL) (refer *Attachment 3* – Business Enhancement Grant Presentation)

EL and GL presented on a potential new Rebound Plan Deliverable – Business Enhancement Grant.

AKe questioned when the Business E-News was sent to businesses as she had not seen this.

GL noted that the E-News newsletter was sent to businesses at the start of Covid and recently 2 more additions have been sent. Administration is still working on the database to get it up to date.

We have a data base but we are currently working with all the teams within Vincent to ensure that we've got every business that has contacted us. It is currently dispersed, it is not a holistic view of what we want. Once we have all this together we will promote and market this as much as possible. We have around 700 businesses and it is reported on through the rebound implementation framework, the number of businesses we've added to it.

The Implementation Framework attachment should be included in this meeting and it goes quarterly to Council. This could be included as an Item in the Actions to show continuous updates. The Vincent Rebound Plan has 52 actions and are generally kept in the pdf document which is called the Implementation Framework but for the Business E-news we could pull that out.

AKe had not heard of this before and is more interested in this because of the feedback she receives from the businesses in Leederville who say they don't hear anything. Just trying to figure out where the disconnect is as AKe knows that businesses can be quite critical.

GL - Place Planners to send a list to all Town Teams of what we currently have on our Vincent Business Directory database so that we can update our Directory.

EL - asked for feedback on whether the Grant Opportunity was worth pursuing and whether or not the eligibility requirements, funding approach and objectives are suitable. Should this be included as a deliverable in the Rebound Plan under *Action 1.3 – Enhance the presentation of town centres*.

MY – this is a great idea but it may be over subscribed. Maybe might be worth going to the table and looking for more funding as a reserve fund if this is possible to then encourage extra applications to get them over the line as this can only be benefit the community.

AKe would encourage this, not so much in the neighbourhood settings but in the town centres. Looking at eligibility requirements that include some kind of relationship between the applicant and their neighbours and perhaps collectively applying for things. We have some individualistic behaviours and it would be much better to see them working together to do things and to encourage this through eligibility requirements. It would be a nice way of getting something more consistent and potentially ad hoc responses.

SW – noted that this is a terrific incentive and glad to be a part of this.

AKe – potentially if it is in line with Place Plans and they have worked with Town Teams that might also encourage more engagement with the Town Teams.

GL – based on the feedback given we will draft the eligibility requirements and circulate them to the group i.e. scoring criteria and how this affects the funding. We will also include the investigation of this initiative as a new deliverable under Action 1.3 in the Rebound Place Implementation Framework.

AKe - queried if this was going to be launched mid year?

TG – this will be pending Council approving the budget for this to ahead.

5 GENERAL BUSINESS

5.1 Action Items

Item	Action	Timing	Responsibility	Completion/ Status
5.1.1 (24 Feb)	Update and circulate draft 'Use Public Space to Grow Your Business' Flipbook	April	GL	To be presented at April Rebound meeting with Vibrant Public Spaces Policy.
5.1.9	Event Working Group to provide a collation of examples of how event approval conditions have previously been met. Confirm the legal advice received in response to the new traffic management requirements including the requirement to have an accredited traffic controller/warden in place at each point where a vehicle could enter an event.	Mid-2022	PR	To be discussed after the completion of the SBDC Small Business Friendly Approvals Program.
5.1.10	Event working group to engage with and advocate to RGL for a more flexible liquor license arrangement.	Mid-2022	PR	To be discussed after the completion of the SBDC Small Business Friendly Approvals Program.
5.1.11	Canvas what time works best for the town team representatives for the Roundtable meetings	December	EH	Completed
5.1.14	Feedback to be gathered from town teams to determine key high impact locations for 2022 Christmas decorations.	March	EH/ACu	Completed
5.1.15	ACu to confirm with Engineering why the Leederville Christmas lights started from the mid-to-upper part of the trunk and not the bottom.	March	ACu	Completed
5.1.16	CEO to discuss with City of Perth the possibility of adding e-bikes to EOI for e-rideables.	Mid-2022	TB	To be presented to Council Workshop feedback will be presented to the group as this discussion evolves.
5.1.17	Marketing and Comms to investigate the creation of a promotional video for Electric Lane.	Spring 2022	GC	

5.2 Town Team Updates

MM from Beaufort Street Network would like the meeting pushed back ½ hour and the group agreed with this new time slot.

MM noted that they are currently working with Alysha Saunders (Place Planner – Beaufort Street) on activating a vibrant space to create a new parklet on Grosvenor Road. They are also in the initial stages of working on a more pedestrian friendly space between Alfred Road and the IGA. MM will provide more information at the next meeting.

MY from Mount Hawthorn Hub noted that they are holding their AGM at the end of May/beginning of June. Ryan Gray (Place Planner – Mount Hawthorn) is involved and assisting with a streetscape session to revisit some of the work they're doing there.

AKe from Leederville Connect noted that an Open Streets was held on Sunday 27 March. The space in Electric Lane. Feedback was that the lane was too thin and too long and felt too exclusive as people felt like they couldn't go in. It was busy from 7am to noon and then petered off. It didn't have the same sense of free movement and space.

At the end of April – Mural on Melrose project which may push out to May as they don't have Main Roads approvals.

Leederville Connect have big projects that they want to get off the ground but they are struggling with business engagement. A lot of the businesses are not happy, feeling uncared for and not wanting to get involved.

A Local Leederville Directory has been produced and circulated and the businesses seem happy with that.

The Pickle District have invited Leederville Connect to a combined event at the end of next week which they are looking forward to.

Aka from the Pickle District noted that an Art Crawl event is being scheduled for 6 May at 6pm, stay tuned.

5.3 Other Business

5.3.1 Forward Agenda

Draft Rebound Roundtable Forward Agenda (EH) (*refer Attachment 4 – Forward Agenda 2022*)

TG noted that the Vibrant Public Spaces Policy and Public Space Flipbook will be discussed at the April meeting the Small Business Friendly Approvals Outcomes along with Principal Share Path renewals.

Cr Worner welcomed Helen Ingman (HI) from Transition Town Vincent.

HI noted that they were working on a concept of a food forest in Britannia Reserve and partnering with various Aboriginal groups in the area around bush tucker. Waiting on an Environmental Grant to assist with this.

There is also going to be mural on the tour library which is going to represent what the stadium looked like at the time of the Empire/Commonwealth Games because when the grandstand gets knocked down history will be lost and the mural will show what it was like.

6 ACTIONS

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4.2	Implementation Framework	April 2022	GL	Place Planners to send a list to all Town Teams of what we currently have on our Vincent Business Directory database
4.2	Implementation Framework	April 2022	GL/EH	Include new deliverable in Rebound Plan Implementation Framework under Action 1.3 – Enhance the presentation of town centres: <i>7. investigate the potential to implement a Business Enhancement Grant</i>

7 NEXT MEETING

27 April 2022

8 CLOSURE

The meeting closed at 2.50pm