



CITY OF VINCENT

VINCENT'S ADVOCACY APPROACH





INTRODUCTION

Purpose:

The Vincent Advocacy Approach guides the City of Vincent's advocacy efforts.

Vincent advocates on behalf of the community across many levels of government to address opportunities and achieve change that is valuable to our community and the broader state.

Why:

Vincent is expected to experience growth in population as outlined in the State Government Planning Framework. This growth promotes community demand for facilities, increased competition for services and expectations about managing our environment and open space.

Vincent continues to be reliant on levels of government to achieve many of its key objectives, just like other levels of government can often rely on partnerships with Vincent to achieve their objectives.

WHERE ARE WE NOW



19,238

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

GENERAL

POPULATION

33,693
2,955 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 3,205 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 old's
(previously the fastest growing
age group)



The fastest growing age
group is now
35 – 44 year old's

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,

3,336
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



APPROACH & VISION

Approach:

Planning for advocacy helps us prioritise actions and activities and identify how we can work together with partners and the community to achieve desired outcomes that improve the liveability of our community.

Implementing a strategic advocacy approach assists with improving Vincent's reputation as an effective representative of the community.

Our vision:

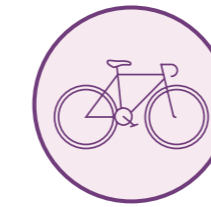
In 2032, the City of Vincent is a leafy and vibrant 24 hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a Council that says YES!

WHERE DO WE WANT TO BE?



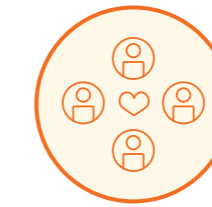
ENHANCED ENVIRONMENT

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.



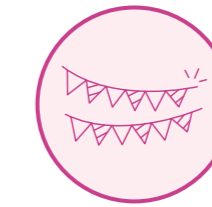
ACCESSIBLE CITY

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



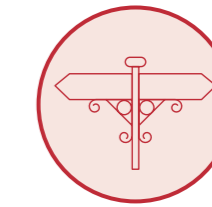
CONNECTED & HEALTHY COMMUNITY

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

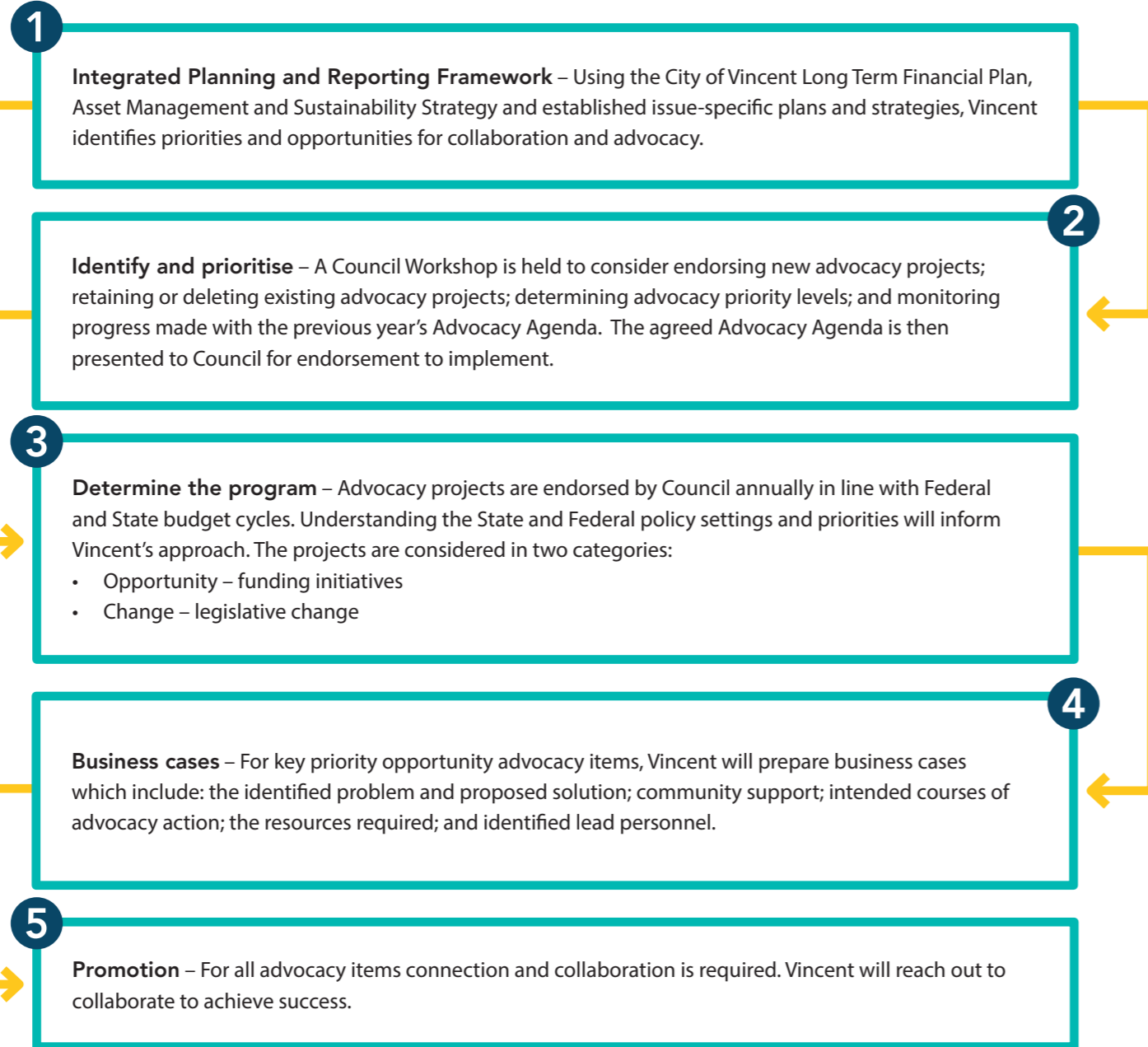
Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high quality developments that respect our character and identify and respond to specific local circumstances.



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.

HOW WILL WE GET THERE?



WE HAVE DONE IT BEFORE & WE WILL DO IT AGAIN!

We have achieved some great things through partnerships!

Smoke Free Town Centres

The project aims to reduce community exposure to environmental tobacco smoke and create healthy environments for people to live, work and play.

Vincent has been successful in receiving a grant from Healthway who fund health promotion projects and research to help create a healthier WA. This grant will be used for community engagement, education and communication strategies, design and installation of smoke free signage and evaluation.



  @cityofvincent

| VINCENT.WA.GOV.AU

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