



# Brighter Beaufort Action Plan

May 2019

**BSN** **BEAUFORT**  
STREET NETWORK

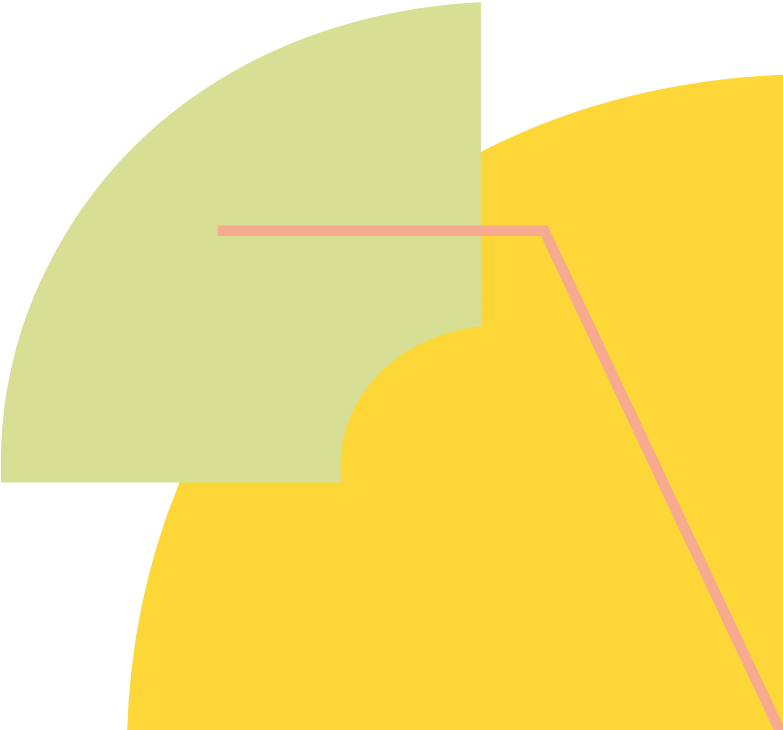


*We will be challenging ourselves to think brighter, not necessarily bigger.”*



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# Introduction

The Beaufort Street Network (BSN) is a positive and pro-active volunteer group of businesses and residents working together to activate and enliven Beaufort Street. Western Australia's original 'Town Team', BSN has been a pioneer in community-led initiatives, paving the way for similar groups throughout the wider Perth area to take ownership of and invigorate their own neighbourhoods.

Since 2009, BSN's volunteers have been donating our time to deliver events, activation and physical improvements throughout Highgate and Mount Lawley. With past successes that include the hugely popular Beaufort Street Festival, the installation of eye-catching street furniture and artworks, BSN has been instrumental in influencing the look and feel of Beaufort Street.

BSN has been very influential in shifting culture within the City of Vincent to adopt a 'place approach' to strategic planning, economic and community development. Working side by side with the City's Place Managers, BSN developed the Better Beaufort Action Plan that identified a range of initiatives and opportunities to shape the urban fabric and soul of Beaufort Street. BSN has been incredible successful in progressing the action plan, culminating in the design and installation of a much needed and award-winning public gathering and

celebration space, the Mary Street Piazza.

The retail landscape has shifted with the challenges of changing consumer patterns, reduced discretionary spending and higher rents driving some local icons to close down or move to other precincts, being replaced with an abundance of food and beverage offerings.

In July 2018 BSN was recharged with a new committee of volunteers keen to drive a range of exciting initiatives to rediscover Beaufort Street's spark, and regain its mantle as one of Perth's most active and influential Town Teams. The new committee has made revising the existing Better Beaufort Action Plan a priority in order to provide a robust and inspiring framework with which to proactively shape Beaufort Street's future direction and identity.

The *Brighter Beaufort Action Plan* signals a refreshed vision for BSN, including a new vision statement, key areas of focus and a series of actions designed to leverage Beaufort Street's unique character and potential.

# Place Snapshot

One of Perth's most iconic streets, Beaufort Street runs through the inner-city suburbs of Inglewood, Mt Lawley and Highgate, connecting these areas and beyond directly to Perth's CBD. The street's traditional high street environment, running from Queens Crescent in the north to Broome Street in the south has long been popular for its mix of shopping, restaurants and bars.

The area also boasts layers of culture and heritage, highlighted by live music venues, street art and historic buildings. Beaufort Street's inner-city location, its proximity to tertiary and private schools and rich cultural history attract an eclectic mix of people to the area.

## Culture and the Arts

### Perth's best main street after dark – a haven for night owls and music lovers

Beaufort Street boasts many live entertainment venues including the Astor Theatre, the Flying Scotsman, Ellington Jazz Club, Si Paradiso and a plethora of small bars. Planet Books and RTRFM have long been Beaufort Street institutions while further afield sits the Western Australian Academy of Performing Arts. Street art plays an important factor in the cultural fabric of Beaufort Street, with the areas' buildings and laneways brought to life with artworks and murals.

## Heritage

### A blend of federation, art deco and modern design sitting side by side

Developed along one of Perth's earliest tram lines, Beaufort Street is dotted with many significant buildings including the Queens Hotel and art-deco gems of the Astor Theatre, Alexander and Beaucott buildings and Commonwealth Bank building, attracting heritage and architecture fans from near and far.

## People

### Where people from diverse, edgy, affluent and eclectic backgrounds come together to soak up high street life

Stroll down Beaufort Street and you'll see people from all walks of life. The latest Census data backs this up, painting a picture of a well-educated, multi-cultural community that is more mobile and has more disposable income than Greater Perth.

	Highgate	Mt Lawley	Greater Perth
Median age	33	36	36
Lone person households	35%	28%	22%
Couples with children	11%	17%	31%
Median weekly household income	\$1,801	\$1,768	\$1,636
Households with a mortgage	22%	27%	40%
Overseas born	40%	35%	36%
Language at home other than English	25%	22%	20%
University qualification	40%	40%	23%
Public transport (to work)	22%	18%	9%

Source: *profile.id*



We asked locals and visitors to tell us what they love about Beaufort Street. This is what some of them said:

‘We love our friends who work here, we love the venues and we *love the feel*.’

‘Everything. Its wonderful history and historic buildings, its *proximity to the city*, wonderful public transport and its friendly community.’

‘*Urban, eclectic, majestic*. It’s edgy, fluid and fun. Busy streets, people out and about enjoying the offerings.’

‘*One-stop-shop for a perfect Saturday* – classic high street, convenient and mix of culture.’

‘There is an *intangible vibe* on Beaufort Street.’

‘It’s *home*.’



# Brighter Beaufort Action Plan

Our new Brighter Beaufort Action Plan has been created to guide our efforts in delivering the community's collective desires to enrich and improve our main street and surrounds.

It is designed to:

- Bring our vision and mission statement to life
- Provide a comprehensive, practical and achievable roadmap
- Be implemented over 3-5 years, and
- Be delivered in partnership with local businesses, residents, community groups and governments

## Our Vision:

*"Beaufort Street is a bold and creative network of residents, businesses and visitors that makes it an exciting and surprising place"*

## Our Mission Statement:

*"To enhance the popularity of the Mount Lawley/Highgate precinct for all by striving for the commercial and community success of Beaufort Street in all that we do"*

## Our Focus Areas:

1. Activation	Events and celebrations to bring life and energy to our street, laneways, parks and businesses.
2. Promotion	Spreading the word of how great our part of the world is – businesses, people, art, culture, history, events.
3. Advocacy	Raising our collective voice for better decisions for Beaufort Street and the surrounding community.
4. Infrastructure	The 'hard stuff' (seating, shade, trees, signage etc) that sets the platform for Beaufort Street life to unfold.





## Action Plan Engagement

In partnership with place specialists at the urban strategy firm element, BSN set out to capture the thoughts, ideas and aspirations from a broad cross-section of Beaufort Street lovers through a series of creative and engaging events:

- BSN Launch – networking event with businesses and key stakeholders
- Dogtober at Beaufort Street Artisan Market – creative engagement with residents and visitors
- Beaufort Street Co-op – issues and opportunities with businesses and landowners
- Beaufort Street Kids Walk – creative ‘walk shop’ with local children and their families

Emerging ideas and opportunities identified from the above formed the basis of an online survey, which was widely circulated to capture ideas from the wider community and harder to reach groups. 140 people completed the survey, selecting their favourite ideas for each focus area (Activation, Promotion, Advocacy, Infrastructure) and providing new suggestions.

Additionally, respondents had the opportunity to tell us what other things BSN should be doing, what they love about Beaufort Street and what they were willing to do to help make the ideas a reality.

Key insights include:

- An overarching ‘love’ of Beaufort Street’s unique mix of retail, cafes, bars, restaurants and culture.
- An acknowledgement that the mix of businesses has declined in recent years.
- An appreciation of the history and heritage of Beaufort Street and a desire to showcase it.
- An appreciation of the art and culture of Beaufort Street, including street art.
- A strong desire for local content and especially ways to highlight local offerings and reward the community for supporting local businesses.
- The need for more family and children focused events and activities.
- The desire for a greater variety of businesses to stay open into the evening.
- Demand for new ways to ‘discover’ all Beaufort Street has to offer.

Some of the most common suggestions were:

	Activation	Promotion	Advocacy	Infrastructure
1.	Street entertainment – busking, performance	General Beaufort Street promotion	Attract national and international events	Improving pedestrian access - creating ‘foot friendly’ environment
2.	Events & Activations	Digital platforms – maps, apps	Extended trading hours	Street & tree lighting
3.	Child-friendly events	‘Buy Local’ campaign	Walk shops identifying public realm upgrades	Enhance public spaces making them more functional

Additional activation ideas provided generally supported the survey results.

Activation: Respondents want to see live music events of all sizes, markets, festivals and culinary experiences.

Promotion: In general, respondents were very supportive any form of promotion that highlights Beaufort Street’s diverse offerings. Many commented that social media provides an excellent platform to promote and inform others about the area.

Advocacy: Respondents frequently wanted the BSN to advocate for such things as lower rents and free parking. As a volunteer organisation, we need to be mindful of what we can influence and direct our efforts to areas most likely to yield positive results.

Infrastructure: Respondents had many of their own ideas, including more art installations, footpath seating, shade and festoon lighting in the lane ways. During the Beaufort Street Kids Walk, many exciting and innovative ideas to transform Beaufort Street into a kids’ adventure land were explored, requiring a ‘fun master plan’ to develop these ideas further.

## Activation

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
1. Culture and creativity	1.1 Busk on Beaufort competition – weekly busking battles culminating in car park concert	<ul style="list-style-type: none"> <li>Local businesses</li> <li>CoV, CoS</li> <li>Local artists and musicians</li> <li>Mount Lawley High School</li> <li>WAAPA</li> <li>RTRFM</li> </ul>	<ul style="list-style-type: none"> <li>CoV permits busking throughout town centres upon adjacent business approval</li> <li>Some businesses will welcome buskers more than others</li> <li>Access CoV's buskers list</li> <li>Invite local schools/universities students to perform</li> <li>Consider piano storage, moving and upkeep costs</li> <li>Meet with Town Teams who have delivered similar events (e.g. Mt Hawthorn Hub's Little Day Out, IOB's Monday Night Markets) for advice on costs &amp; council requirements</li> </ul>		✓			
	a. Determine preferable busking locations with local businesses, CoV, CoS b. Recruit buskers – consider launch weekend c. Encourage local businesses to arrange/support buskers d. Explore purchasing & decorating a piano to set up at different locations, encouraging a wider variety of buskers & opportunity to promote changing location of piano e. Public to vote on favourite busker of the week – to progress through to competition f. Work with LGAs to determine competition location, equipment and approvals required g. Partner with local businesses to provide food and beverage options, in addition to food trucks							
2. Calendar of events, festivals & activations	2.1 BSN Activation sub-committee to finalise calendar of events, activations and festivals, considering opportunities outlined below	<ul style="list-style-type: none"> <li>Local businesses</li> <li>Existing events operators</li> <li>City of Vincent (CoV)</li> <li>City of Stirling (CoS)</li> </ul>	<ul style="list-style-type: none"> <li>Keep in mind that events nearly always take twice as much time to organise as you might initially think.</li> <li>Consider storage needs for purchased items</li> <li>Beware significant hidden costs (e.g. road closures, toilet hire etc.)</li> </ul>	✓				
	2.2 Seek funding opportunities				✓	✓	✓	✓
	2.3 Align with LGA events calendars	CoV, CoS	Diversify funding sources as much as possible		✓	✓	✓	✓



STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
3. Crowds and celebrations	3.1 Beaufort Street Christmas Festival a. Featuring Santa, window displays, carols, parade, markets, food, pet photo shoot, children's activities, decorations b. Review 2018 Festival planning and implementation, and fine-tune for future years	<ul style="list-style-type: none"> <li>Local businesses, NGOs</li> <li>CoV, CoS</li> </ul>	<ul style="list-style-type: none"> <li>Tap into local businesses' existing Christmas sales / promotion campaigns</li> <li>Offer something different to Christmas markets / festivals (now very popular across Perth)</li> </ul>	✓	✓	✓	✓	✓
	3.2 (Colourful) Pipes for Perth a. Deliver artworks on Water Corporation hoardings / fencing for pending water pipe upgrades works	<ul style="list-style-type: none"> <li>Water Corporation</li> <li>CoV, CoS</li> <li>Local artists</li> </ul>	<ul style="list-style-type: none"> <li>Fencing can be decorated in variety of ways – e.g. murals, string art, Put-In Cups</li> </ul>	✓	✓			
	3.3 Beaufort Street Open a. Explore benefits/costs of 'Beaufort Street Open' days - closing bus lane on Sundays and allowing business to spill onto street	<ul style="list-style-type: none"> <li>Department of Transport, Public Transport Authority, CoV, CoS, local businesses</li> </ul>					✓	✓
	3.4 Support / promote local events through partnerships a. For example, St. Alban's fete, Gourmet Market on Beaufort, satellite of existing farmers markets	<ul style="list-style-type: none"> <li>Local business, artist collectives &amp; markets (Ladybird, Upmarket, Made on the Left etc)</li> <li>Farmers markets (Kyilla, Perth City Farm etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Partnering with an existing operator will reduce energy required and distribute risk</li> </ul>		✓	✓	✓	✓
	3.5 Best of Beaufort Festival a. Investigate / scope opportunity to hold late night shopping, outdoor films, projections, live music, grown-up games, treasure hunts etc. b. Discuss business appetite to participate c. Held on a night during warmer months	<ul style="list-style-type: none"> <li>Local businesses</li> <li>Local performers and musicians</li> <li>CoV, CoS</li> </ul>	<ul style="list-style-type: none"> <li>Leverage the area's evening economy to offer something unique and not easily replicated elsewhere</li> </ul>					✓

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
4. Culture and creativity (continued)	4.1 Chalk Art competition a. Determine focus areas – e.g. laneways, carparks, car bays, footpaths b. Determine budget, theme, prizes and rules c. Work with CoV and land owners to gain permission to run competition d. Develop EOI and selection process for artists	<ul style="list-style-type: none"> <li>• CoV, CoS</li> <li>• Landowners</li> <li>• Local artists</li> <li>• School</li> </ul>	<ul style="list-style-type: none"> <li>• Consider scheduling in conjunction with other events</li> </ul>					✓
	4.2 'Amazing Race' scavenger hunt / heritage trail through streets, shops and laneways a. Determine event format (route, challenges etc.) and date (one-off or ongoing) b. Work with LGAs & local businesses to ensure safe event that doesn't disrupt business or traffic c. Promote on social media, at local businesses, schools, gyms and fitness centres	<ul style="list-style-type: none"> <li>• CoV, CoS</li> <li>• Local businesses</li> <li>• Local artists</li> <li>• Running groups, fitness centres</li> </ul>	<ul style="list-style-type: none"> <li>• Research whether other Town Teams have held similar events</li> <li>• Design event to be family friendly</li> <li>• Align with local businesses' objectives</li> </ul>				✓	
	4.3 Host walking tours showcasing Beaufort Street's heritage, architecture, food, art, stories and people	<ul style="list-style-type: none"> <li>• CoV, CoS, local businesses &amp; residents</li> <li>• Walking tour operators (Jane's Walk Perth, Oh Hey WA, Eat the Street, Two Feet and a Heartbeat etc.)</li> </ul>				✓	✓	
	4.4 Design and implement a series of youth events a. Cater to local community and attract families from outside the area b. Ideas to consider for youth events / activations: i. Fairy gardens ii. Tiny Doors trail iii. Children's cooking competition iv. Teddy Bears Picnic c. Invite schools, parents, children to participate	<ul style="list-style-type: none"> <li>• Local schools, parents and children.</li> <li>• Local businesses</li> <li>• CoV, CoS</li> </ul>	<ul style="list-style-type: none"> <li>• Youth events do not need to be stand-alone events and can often be incorporated into larger initiatives</li> <li>• Consider a weekend of several youth events</li> </ul>					✓



## Promotion

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
5. BSN website	5.1 Refresh BSN website to include: <ul style="list-style-type: none"> <li>a. Overview of area – history, culture, people, attractions</li> <li>b. Vision, objectives, key focus areas</li> <li>c. Priority actions and implementation plan</li> <li>d. Updated committee information</li> <li>e. Promotional campaign information – links to social media channels, seasonal campaigns etc. (see #6.2 and #6.3)</li> <li>f. Beaufort Street Discovery Portal (see #6)</li> </ul>	<ul style="list-style-type: none"> <li>• CoV</li> <li>• Graphics designer/ Web developer</li> </ul>	<ul style="list-style-type: none"> <li>• Explore local people that may be able to donate skills and time</li> </ul>	✓	✓			
6. Communications plan	6.1 Develop 5-year communications plan, including: 6.2 #lovebeaufortstreet social media campaign <ul style="list-style-type: none"> <li>a. Reach out to community members with requisite skills and time to volunteer</li> <li>b. Develop a calendar of posts / content tapping into existing events, activities and networks</li> <li>c. Consider ‘feature of the week’ social media post featuring a different business, building, artwork each week Repost local business content</li> <li>d. Encourage local businesses to repost other businesses’ and BSN’s content</li> </ul> 6.3 Season-specific campaigns to drive awareness and visitation of Beaufort Street throughout different seasons: <ul style="list-style-type: none"> <li>a. Bofo Date Nights</li> <li>b. 100 Days of Summer</li> <li>c. Fringe of Fringe</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing firm</li> <li>• Local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Seek pro-bono support from marketing firm</li> <li>• Leverage existing networks and content</li> <li>• Explore tertiary media student networks</li> <li>• Ensure discounts are attractive and easily accessible (e.g. throughout the week) to garner interest from residents and make worthwhile for businesses</li> </ul>	✓	✓	✓	✓	✓

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
6. Communications plan (continued)	6.4 Buy Local campaign <ul style="list-style-type: none"> <li>a. Develop a 'Buy Local' digital campaign and/or loyalty card connecting businesses &amp; residents</li> <li>b. Offer to residential BSN members, entitling holders to discounts / promotions / VIP access</li> <li>c. Partner with local real estate agents to:               <ul style="list-style-type: none"> <li>i. promote via letterbox campaign</li> <li>ii. promote card to new residents via welcome packs</li> </ul> </li> </ul>			✓	✓	✓	✓	✓
7. Beaufort Street Discovery portal	7.1 Expand website to include 'Beaufort Street Discovery' portal highlighting local businesses <ul style="list-style-type: none"> <li>a. Provide cross-promotion opportunities between businesses</li> <li>b. Develop 'dining maps' promoting specials at local restaurants, cafés and bars and 'discovery trails' highlighting local attractions/arts/history               <ul style="list-style-type: none"> <li>i. Collect and collate information into a central database</li> <li>ii. Develop avenues to ensure database remains up to date</li> <li>iii. Expand to seasonal 'dining maps' spotlighting different courses and restaurants with regularly changing themes, providing new reasons to visit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• CoV, CoS</li> <li>• App developers</li> <li>• Local businesses</li> <li>• Vincent Local History Centre,</li> <li>• State Heritage Council</li> <li>• Local artists</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with existing digital resources – e.g. Streets of Perth, Falling Fruit, Open House Perth</li> </ul>			✓	✓	✓
8. Place branding	8.1 Encourage use of BSN brand assets when promoting precinct <ul style="list-style-type: none"> <li>a. Implement branding policy</li> <li>b. Determine appetite for Precinct Style Guide to inform promotional signage, campaigns etc.</li> </ul>	<ul style="list-style-type: none"> <li>• CoV, CoS</li> <li>• Local businesses</li> <li>• Local groups</li> </ul>	<ul style="list-style-type: none"> <li>• A strong place brand can inform streetscape design, street furniture, public signage etc.</li> </ul>	✓	✓	✓	✓	✓
9. Partnerships	9.1 Collaborate / partner to elevate awareness / profile: <ul style="list-style-type: none"> <li>a. Print – In-flight magazines, Scoop etc.</li> <li>b. Broadcast – WA Weekender, Destination WA etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Airlines</li> <li>• Tourism Council of WA</li> </ul>		✓	✓	✓	✓	✓



## Advocacy

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
10. Beaufort Street Co-op	10.1 Establish closed Facebook group for local businesses to be able to collaborate, problem solve and organise advocacy efforts	• Local businesses		✓				
11. Attract national and international events	11.1 Work with local businesses, venues, artists, CoV and State Government to develop a proposal to attract events	• CoV, local businesses, artists, State Government, FringeWorld, Perth Festival, Comedy Festival etc.	<ul style="list-style-type: none"> <li>• Reach out to community members with requisite skills and time to volunteer</li> <li>• Cultural groups can be a good source of untapped talent</li> </ul>			✓	✓	✓
12. Advocate for a greater variety of day-time uses / businesses	12.1 Audit existing businesses to determine shortfall / areas of improvement. 12.2 Conduct survey to determine what types of businesses community would like to see	• Local businesses	<ul style="list-style-type: none"> <li>• Run targeted consultation outside venues / during evenings to capture those who value night-time options</li> </ul>		✓			
13. Advocate for a reduction in red tape	13.1 Survey local businesses as to areas in need of improvement (ease of street closure, alfresco dining, additional uses, planning approvals, parking etc.)	• Local businesses	<ul style="list-style-type: none"> <li>• Determine terms of reference to avoid issues BSN is unlikely to be able to influence</li> </ul>		✓			
	13.2 Organise and host round table discussions with relevant stakeholders to discuss issues and clearly identify areas of improvement	• Local businesses, CoV, CoS, State Government				✓		
	13.3 Advocate on behalf of businesses for change/ improvement to top three issues.						✓	✓
14. Identify areas within Beaufort Street in need of improvement	14.1 Organise focus groups with relevant agencies, groups and stakeholders to walk Beaufort Street and identify areas in need of improvements (shade, seating, curb cuts, etc.)	• CoV, CoS, Main Roads, local businesses,	<ul style="list-style-type: none"> <li>• Determine terms of reference to avoid issues BSN is unlikely to be able to influence</li> </ul>		✓			
	14.2 Identify top 3-5 issues and advocate for action with relevant agencies / governments					✓	✓	✓
15. Barlee Street car park	15.1 Advocate for City of Vincent to purchase private landholdings to facilitate more frequent activation / use in periods of low parking demand	• CoV		✓				

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
16. Car park swap meet	<p>16.1 Work with CoV and CoS to secure use of City carpark and requisite planning approvals</p> <p>16.2 Determine format (car boot sale vs tables/stalls) and if BSN will charge sellers and / or admission (\$5 to sell, gold coin admission for example).</p> <p>16.3 Review possibility to run regularly</p>	<ul style="list-style-type: none"> <li>• CoV, CoS</li> </ul>	<ul style="list-style-type: none"> <li>• Consider suitability to compete with existing events</li> <li>• An event traffic management plan will be required.</li> <li>• Depending on the size of event portable toilets may be required</li> <li>• Potential for income source</li> </ul>			✓		
17. Pedestrian crossings	<p>17.1 Advocate for CoV and CoS to improve safety and quantity of pedestrian crossings at strategic locations</p> <p>17.2 Advocate for CoV to upgrade ageing painted entry statements with paved treatment as originally planned</p>	<ul style="list-style-type: none"> <li>• CoV, CoS</li> </ul>			✓			
18. Partnerships	<p>18.1 Compile a list of existing organisations to collaborate with in order to improve project / service delivery</p> <p>a. Leverage opportunities to collaborate</p> <p>b. Investigate partnerships to deliver sustainability initiatives in particular</p>	<ul style="list-style-type: none"> <li>• Act Belong Commit</li> <li>• Befriend</li> <li>• St Alban's Church</li> <li>• Rotary</li> <li>• Transition Towns Vincent</li> </ul>		✓	✓	✓	✓	✓

## Infrastructure

STRATEGY	ACTIONS	WHO ELSE IS INVOLVED	HANDY TIPS	TIMING				
				0-6 mths	6-12 mths	1-2 years	2-3 years	3 years +
19. Free Wi-Fi and mobile charging stations	19.1 Identify key locations	• Local Businesses			✓			
	19.2 Work with LGAs/network operators to install in identified locations	• CoV, CoS, network operators				✓	✓	
20. Digital noticeboard	20.1 Procure and install digital noticeboard to promote local events, business offerings, community service announcements etc	• CoV, CoS			✓			
21. Nightscape strategy	21.1 Work with LGAs to develop lighting and projections strategy to bring Beaufort Street to life after dark	• CoV, CoS • Tertiary institutions	• Landscape architecture students would be interested		✓			
	21.1 Wrap trees in fairy lights during Christmas time	• CoV, CoS, landowners	• Apply for CoV Festival and Events funding	✓	✓	✓	✓	✓
	21.3 Work with LGAs to design and install up-lighting of large / iconic street trees	• CoV, CoS	• Leederville / Inglewood provide examples			✓		
	21.4 Investigate opportunities to expand City of Perth (CoP) Christmas Lights Trail into precinct	• CoP				✓	✓	✓
22. Public Realm Strategy	22.1 Refine specific outcomes of Beaufort Street Kids Walk	• CoV, CoS,			✓	✓		
	22.1 Work with play equipment, technology, skate park, zip line providers to explore ideas, identify opportunities and map out costs/ requirements	• CoV, CoS • Tertiary institutions • Private providers	• Landscape architecture & built environment students would be interested				✓	
	22.3 Apply for funding and implement	• CoV, CoS • Lotterywest • Department of Local Government, Sport and Cultural Industries					✓	✓





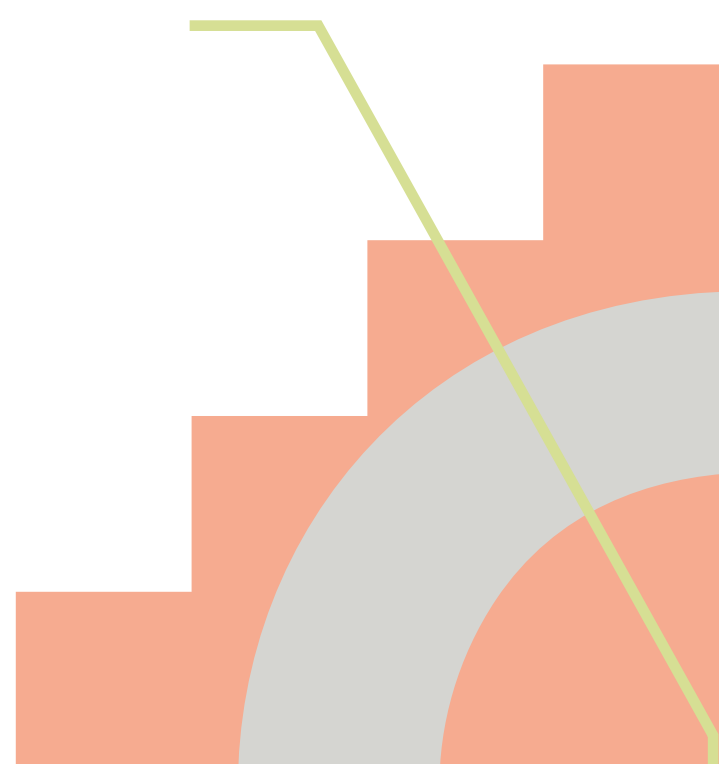
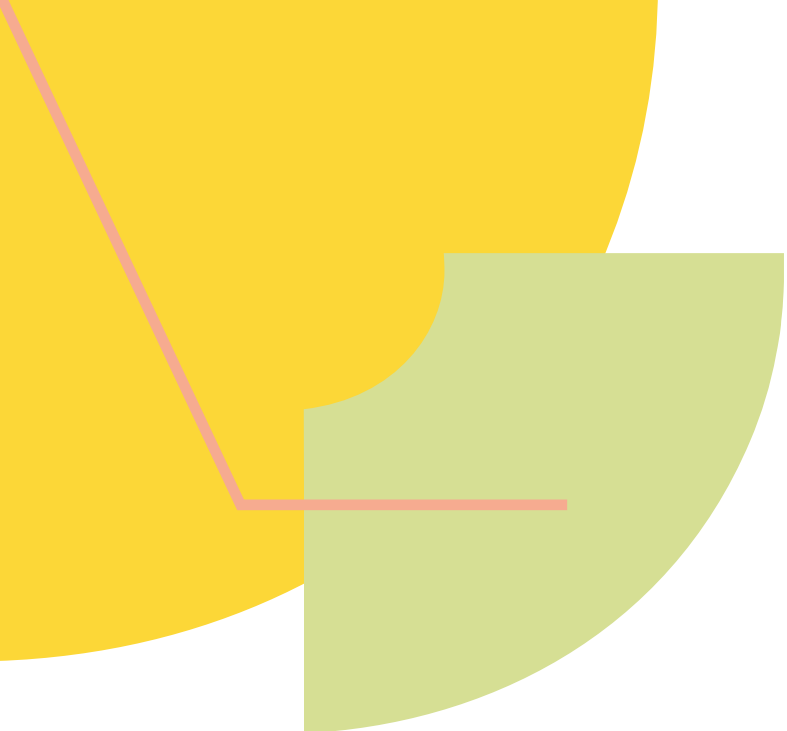
# From Plan to Reality

BSN is truly fortunate to have a local community of business owners and residents eager to chip in. Over the course of pulling together our plan, dozens of people offered their knowledge, experience and creative energy to build a Brighter Beaufort. We urge you to jump on board and join them!

As we deliver our priority actions in this plan, we will revisit other ideas and opportunities people suggested for inspiration of what to roll out next.

As a volunteer group, we rely on people's energy and enthusiasm. If you're keen to help us make this plan a reality, please get in touch with us via [hello@beaufortstreet.com.au](mailto:hello@beaufortstreet.com.au)





Prepared by:

**element.**  
the art and science of place

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