

EAST PERTH 2020 PLUS



OUR VISION

East Perth – Where residents live rich and full lives, connected with one another, local businesses are well patronised and visitors find a warm welcome in a vibrant, and picturesque riverside village.

OUR COMMUNITY VALUES

INCLUSIVE

We include all people in our events, activities and programs and embrace and celebrate their differences.

CREATIVE

We welcome emerging artists alongside lateral thinkers and those with a professional sensibility.

COMMITTED

We are here for the long haul. We care about the local and built environment, identify infrastructure and enterprise gaps and encourage projects that fill those voids.

AUTHENTIC

The human experience is in keeping with the aspirations of our community in scale and content. We do not support “sugar-rush” solutions to planning challenges and neighbourhood activations.

OUR MISSION

The background of the entire page is a photograph of a river at dusk. In the background, there is a bridge with colorful lights (red, blue, green) and a large, modern building with a glass facade. Lush green trees line the banks of the river, and a multi-story residential building is visible on the right. The sky is a soft blue and purple, and the lights from the bridge and buildings are reflected in the calm water.

The East Perth Community Group (EPCG) supports residents and businesses in East Perth in matters including community engagement, safety, & community spirit.

OUR COMMITTEE VALUES

TRANSPARENT

Our Committee is transparent and accountable to its members.

COMMITTED

Elected members are committed to attend regular meetings and events and represent the best interests of our membership.

COMMUNICATIVE

Our Committee strives to keep members informed and facilitates two way engagement.

OUR OBJECTIVES

The EPCG 2020 Plus plan objectives are to:



Community Advocacy & Promotion

Promote the interests of residents and businesses in East Perth.



Community Events

Encourage local arts and culture and support events in or that showcase East Perth.



Community Spirit

Promote a feeling of involvement in and concern for the East Perth community.



Community Resources and Infrastructure

Advocate for any improved resources or infrastructure required for community priorities and activities.



Community Planning & Infrastructure

Encourage developments in East Perth to be in harmony and context with the natural and built environment.



Community Safety

Liaise with WA Police and the relevant government agencies and residents to maintain community safety and security in East Perth.

OUR STRATEGY



COMMUNITY ADVOCACY & PROMOTION

Build connection and promote the special features and benefits of East Perth on behalf of its residents and businesses.



OBJECTIVE 01

COMMUNITY ADVOCACY & PROMOTION

PRIORITY ACTIONS	RESOURCES & FUNDING	TIMING (COMPLETION DATE)
Membership Campaign		
Increase membership by 100% through a Sign up your Neighbour Campaign	<ul style="list-style-type: none">• Flyer-drop• Online marketing• Local business prizes• Grant for flier production	31 August, 2020
Community & Business Member Events		
Continue regular networking and experiential events including: <ul style="list-style-type: none">• Member Meetings (6 per year)• Community Shindigs (quarterly)• Behind the Scenes Events (quarterly)• Meet the Committee informal coffee events (2 per year)	<p>Support from other businesses to host the functions (linked to corporate partnerships)</p> <p>Operational funding to support the event and promotion</p>	Ongoing
East Perth Local		
Establish a Facebook Group/App to engage local business & resident members – East Perth Local <ul style="list-style-type: none">• Establish East Perth Local site• Discount offers• Invites to special events• Information on the people behind local businesses	<ul style="list-style-type: none">• Committee East Perth Local portfolio• Businesses to provide value-add offers and occasional discounts.	30 September, 2019



OBJECTIVE 01

COMMUNITY ADVOCACY & PROMOTION

PRIORITY ACTIONS	RESOURCES & FUNDING	TIMING (COMPLETION DATE)
Website Upgrade		
Upgrade the current EPCG website as the go-to resource for community <ul style="list-style-type: none">• Incorporate a community noticeboard• Include East Perth Local offers	<ul style="list-style-type: none">• Operational support to manage the site in an ongoing manner• Grant application	25 February, 2020
East Perth Guides		
Develop creative guides for East Perth <ul style="list-style-type: none">• The Insiders' Guide to East Perth - Cafes, bars and other East Perth secrets• The Hipsters Guide to East Perth	<ul style="list-style-type: none">• Videos from Actors Hub.• Brochure & App Collaboration with Historic Heart• Self-funded	Mid December 2019
East Perth Treasures		
<ul style="list-style-type: none">• Identify residents, business people and buildings that exemplify the spirit of East Perth as a vibrant and friendly place to live work and play.	<ul style="list-style-type: none">• Public nomination and voting process• Link to public exhibition in vacant retail tenancies (refer Objective 2)	February 2020
East Perth Neighbourhoods		
Work with members to identify the neighbourhoods of East Perth eg: Claisebrook Village, The Terrace Quarter, Goderich Street & recognise them within our promotional approach.		January 2020



**“MY PAINTING SHOWS THAT
WHILST THERE ARE A LOT OF
PROBLEMS HERE, THERE IS
ALSO HOPE FOR THE FUTURE
– ESPECIALLY IF THE YOUNG
PEOPLE RECONNECT WITH
NATURE AND THEIR CULTURE
AND IF THE COMMUNITY
SUPPORT AND CARE FOR
EACH OTHER”**

- RORY CHARLES

OUR STRATEGY



COMMUNITY EVENTS

Encourage local arts and culture and support events that showcase East Perth.



OBJECTIVE 02 COMMUNITY EVENTS

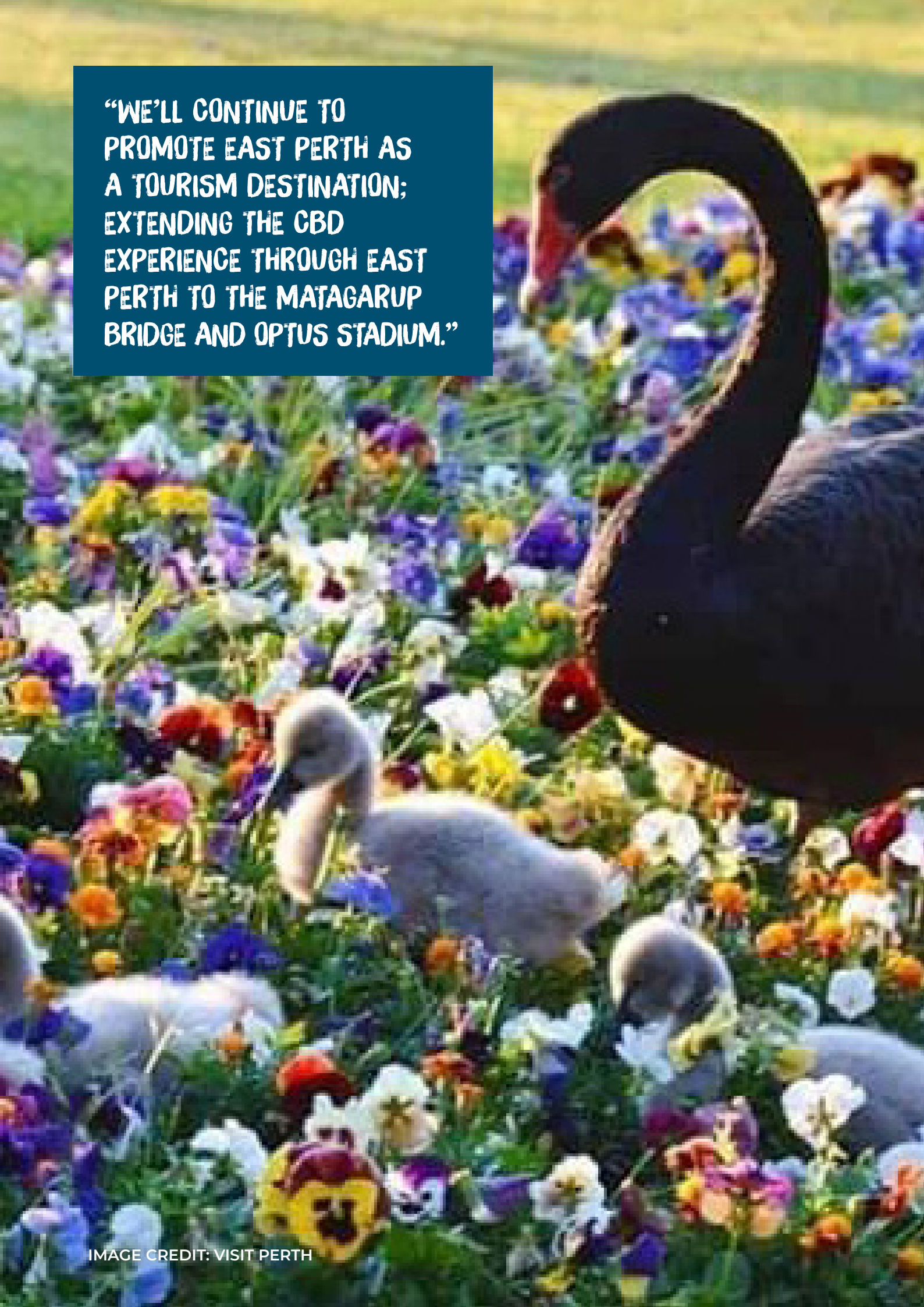
PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
Brand East Perth		
Develop a clear branding approach for East Perth that works as a sub-brand of the Perth master brand.	Partner with WA Tourism Commission and City of Perth in a branding development project.	Commence in January 2020
Brass in the Grass		
<p>Develop the Brass on the Grass Community Christmas event as a homelessness fundraiser</p> <ul style="list-style-type: none"> • Feature local performers such as The Dream Girls and Trinity College performers. • Agree project plan with City of Perth 	<ul style="list-style-type: none"> • Allocate confirmed City of Perth event grant to activities that support fundraising goal. • Establish partnership with St Bart's and/or Tranby House 	11 December 2019
Cabaret on the Cove		
<ul style="list-style-type: none"> • Establish a hallmark event on Claisebrook Cove featuring cabaret performance and mass floating lanterns. 	<ul style="list-style-type: none"> • City of Perth grant • Potential Fringe Event • Chinese Consulate support • Community Working Group 	March 2020
East Perth Treasures Exhibition		
<ul style="list-style-type: none"> • Interactive installations in vacant tenancy windows on Royal and Hay Streets and Adelaide Terrace. • Photographs and items of whimsy that tell the story of East Perth's most treasured People; high profile and little known. 	<ul style="list-style-type: none"> • Arts grant & Sponsorship 	May 2020
East Perth Family Art Walk		
Work with local artist Andrew Hawes to establish a family-friendly walking trail of new and existing artworks	<ul style="list-style-type: none"> • Grant funding and EPCG/artist contribution 	December 2019



OBJECTIVE 02 COMMUNITY EVENTS

PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
The Tiniest Festival in the World		
<ul style="list-style-type: none">• A festival of tiny stalls, performance and food.• Eg railway miniatures, toy dog show and toddler violin orchestra performances.• Food stalls serve sliders, sushi and mini bao.	<ul style="list-style-type: none">• Event grant & Sponsorship	Spring 2020
Matagarup Bridge Markets		
<ul style="list-style-type: none">• Conduct a feasibility into weekly weekend markets on/near Matagarup Bridge• Input concept to State Govt precinct plan	<ul style="list-style-type: none">• Establish Main Roads support	Spring 2020
Windan Walls		
<ul style="list-style-type: none">• Daily light show on Windan bridge• Creative lighting installations on the Windan Bridge, e.g. Waterfall from bridge into Swan River• Establishment of a Windan Walls street art competition	<ul style="list-style-type: none">• Establish Main Roads support• Grant funded initiative + sponsorship• Input to Govt precinct plan	November 2020

**“WE’LL CONTINUE TO
PROMOTE EAST PERTH AS
A TOURISM DESTINATION;
EXTENDING THE CBD
EXPERIENCE THROUGH EAST
PERTH TO THE MATAGARUP
BRIDGE AND OPTUS STADIUM.”**



OUR STRATEGY



COMMUNITY SPIRIT

Promote a feeling of involvement in and concern for the East Perth community.



OBJECTIVE 03 COMMUNITY SPIRIT

PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
Community-led Initiatives		
<ul style="list-style-type: none">• Support community-led activities, e.g. Community Walking Club, EP Supper Club• Ad hoc activities such as Tai Chi and community picnics.	<ul style="list-style-type: none">• Grant funding and self-funded (pay to play)	Ongoing
Community Hub		
<ul style="list-style-type: none">• Establish an East Perth Community Hub with activities, local clubs & community services• Incorporate a co-working space• Create an HQ for community organisations eg Heirisson Island Rotary• Options include:<ol style="list-style-type: none">1. Rod Evans Centre (reopen)2. Perth Girls School3. Fill this Space tenancy via Activate Perth	<ul style="list-style-type: none">• Operational costs; grant and sponsorship funding	Early 2020
Say Hello East Perth		
<ul style="list-style-type: none">• Work on explicit elements of friendliness in the community• Encourage residents and works to smile and say “hello”• Develop relevant merchandise eg t-shirts/badges/caps for distribution to members at events• Establish virtual & physical community noticeboards	<ul style="list-style-type: none">• Operational costs and grant funding• Self-funded merchandise• Eg Walking group t-shirts• electronic media	Launch in February 2020

**“WE WALK AND WE
TALK. MOST WORLD
PROBLEMS HAVE
BEEN SOLVED AND
I’VE LOST 6 KILOS!”**



OUR STRATEGY



COMMUNITY RESOURCES AND INFRASTRUCTURE

Advocate for any improved resources or infrastructure required for community priorities and activities.



OBJECTIVE 04

COMMUNITY RESOURCES AND INFRASTRUCTURE

PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
City Liaison		
Work with the City of Perth & State Govt to improve amenity via a City entry statement, improved street lighting, murals and other street art, installations such as parklets and Black CAT service	<ul style="list-style-type: none"> • City of Perth/State Govt of WA/ EPCG liaison and plans input • Pursue the Perth CitySummit initiatives and East Perth Workshop outcomes. 	Ongoing
Claisebrook Community Plaza		
Continue the improvements at the Claisebrook Community Plaza to make it a viable community event location.	<ul style="list-style-type: none"> • Liaise with the City of Perth's Urban Design Unit and Planning Directorate regarding community priorities 	Ongoing
Gwenda the Quenda Initiative		
<ul style="list-style-type: none"> • Establish a conservation program to support East Perth's quenda population. • Monitor habitat and animal numbers in partnership with relevant agencies. 	<ul style="list-style-type: none"> • Program funding grant • Operational resource 	Commence January 2020
East Perth Swimming Pool		
<ul style="list-style-type: none"> • Identify projects that might incorporate a public swimming pool and support those applications • Initial focus on the The WACA Ground and Waterbank proposals 	<ul style="list-style-type: none"> • Operational resource 	Ongoing
Pet Owner Infrastructure		
<ul style="list-style-type: none"> • Provide areas and soft infrastructure such as pop-up animal behaviourist sessions for resident pets. • Communicate the demand for a veterinary clinic to relevant parties 	<ul style="list-style-type: none"> • Operational resource • Grant funding 	Immediate



“USE VACANT PROPERTY IN ROYAL STREET FOR SOME POP-UP SHOPS EG CLOTHES, SHOES, JEWELLERY AND ACCESSORIES, MAYBE A BOOK EXCHANGE SHOP, THE FOOD TRUCKS ARE FABULOUS!!!!”

OUR STRATEGY



COMMUNITY PLANNING AND INFRASTRUCTURE

Encourage developments in East Perth to be in harmony and context with the natural and built environment.



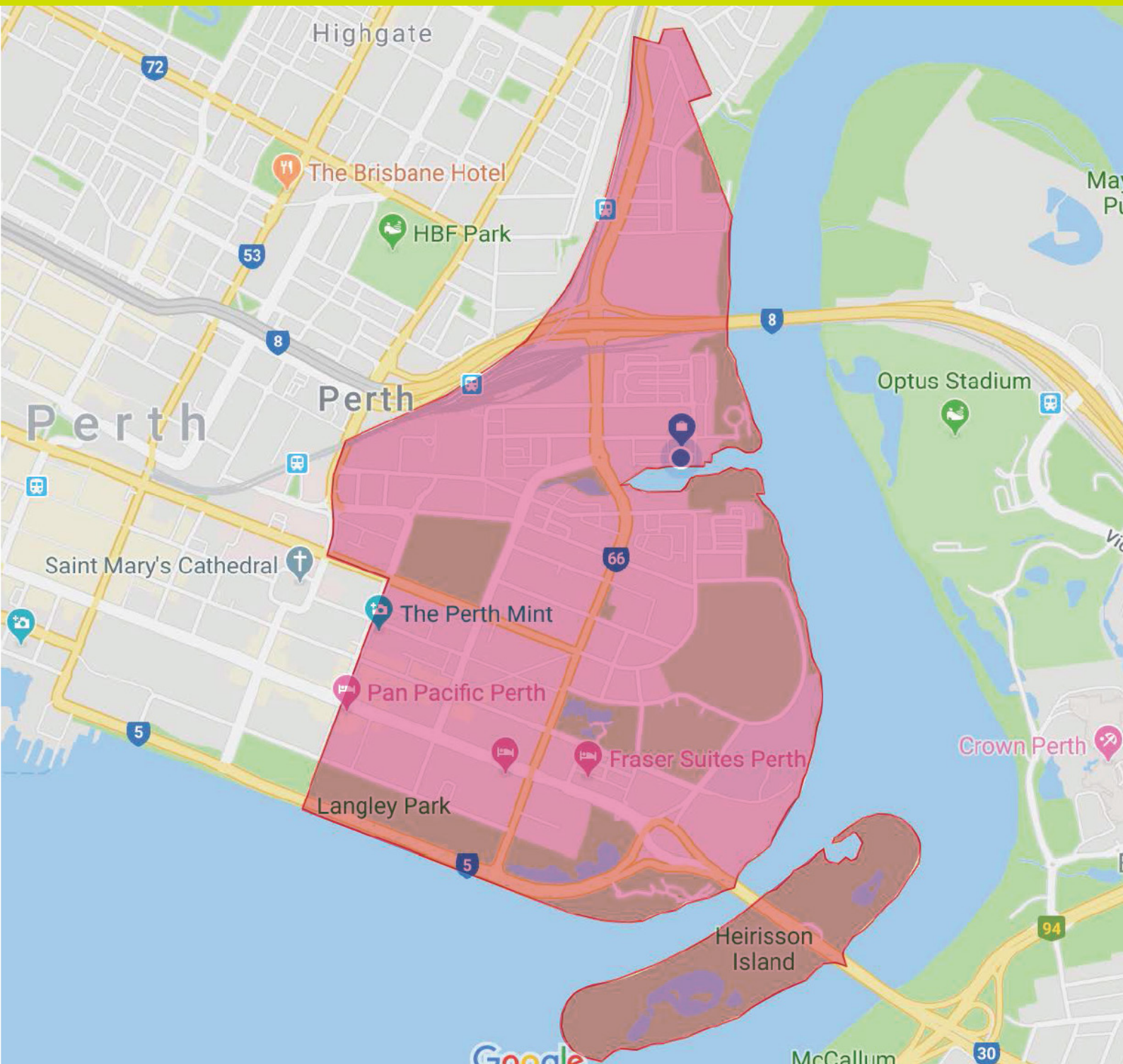
OBJECTIVE 05

COMMUNITY PLANNING AND INFRASTRUCTURE

PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
Development Applications Input		
<p>Provide feedback as relevant to the City of Perth and State Government on Development Applications.</p> <p>EPCG is included in all DA circulated for publication. EPCG read to identify matches/ gaps with EPCG mission and make submissions as appropriate. Further EPCG wants to be known as first stop shop for developers at initial concept phase</p>	<ul style="list-style-type: none"> Committee and community time 	Ongoing
Mind the Gap		
<ul style="list-style-type: none"> Identify areas that “fall through the cracks” because of multiple government ownership. For example: Matagarup Bridge area, Langley Park and the underpass to Claisebrook Pond. 	<ul style="list-style-type: none"> Operational resource Grant funding 	
Facilitate business engagement		
<ul style="list-style-type: none"> Brief Commissioners/Councillors and Local State and Federal Government Members on EPCG's vision and strategies Schedule face to face meetings with relevant City of Perth Commissioners/Councillors and staff members to ensure the perspective of residents and local businesses is known and the EPCG Committee is aware of Council issues and priorities. Facilitate resident and business comment on key policies and decisions from the City of Perth and State Government in particular. 	<ul style="list-style-type: none"> Operational resource Encourage businesses to join as Corporate Partners (\$1k + cash/ in kind investment) Identify projects that will benefit from a Working Group beyond Committee membership. 	Ongoing



EAST PERTH COMMUNITY GROUP AREA OF OPERATION



MAP: CITY OF PERTH COMMUNITY PLAN

OUR STRATEGY



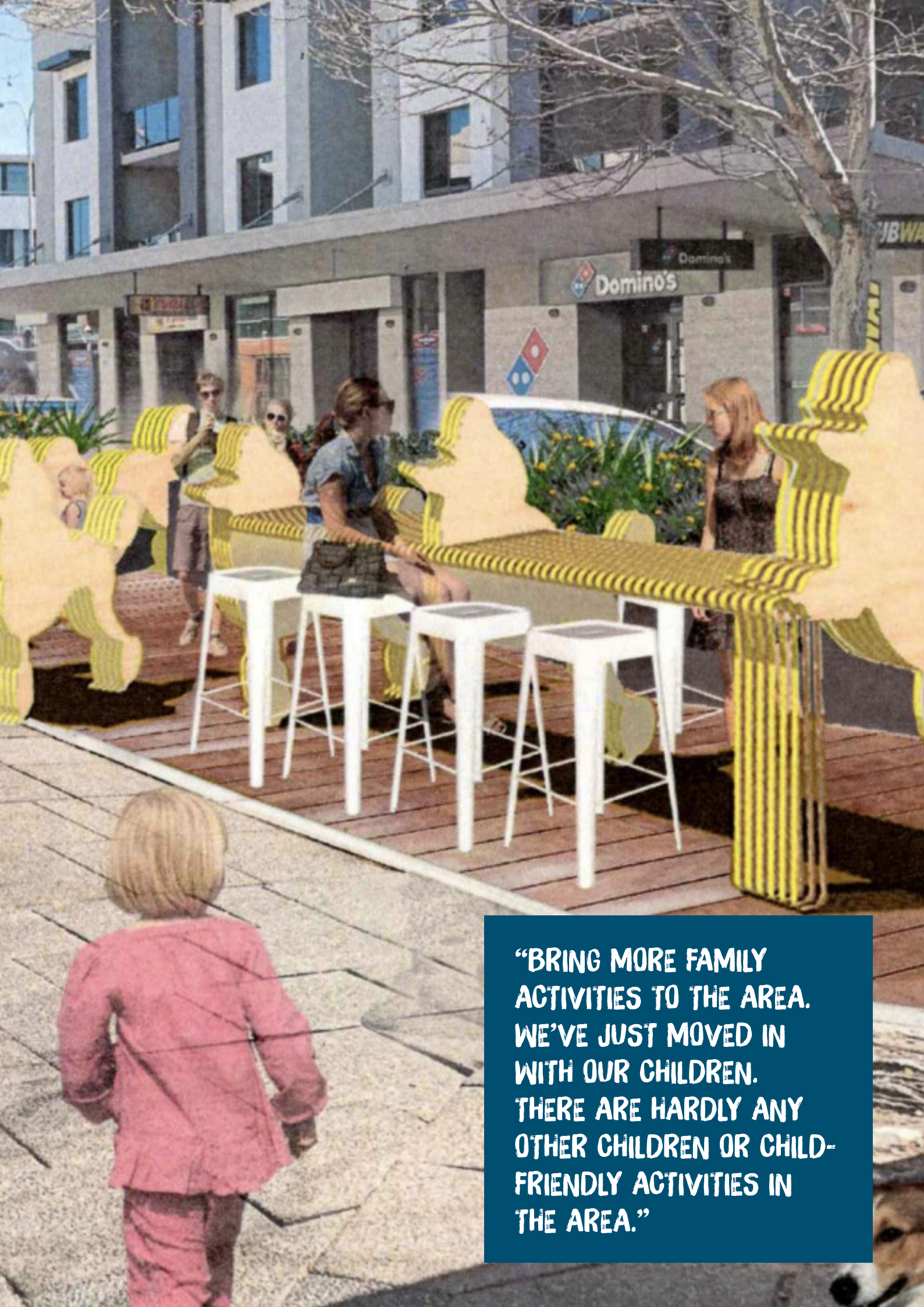
COMMUNITY SAFETY

Liaise with WA Police and the relevant government agencies and residents to maintain community safety and security in East Perth.



OBJECTIVE 06 COMMUNITY SAFETY

PRIORITY ACTIONS	RESOURCES & FUNDING	WHEN
Liaise with WA Police and the relevant government agencies and residents to maintain community safety and security in East Perth.		
Use Member Meetings to: <ul style="list-style-type: none">• Update the community on relevant crime issues eg letterbox theft.• Continue activation projects that assist filling empty tenancies eg Fill this Space	<ul style="list-style-type: none">• Available grants• Continue to act as the Neighbourhood Watch organisation for the area	Quarterly
Community Signage		
<ul style="list-style-type: none">• Develop signage with whimsical text to encourage visitors to pick up rubbish and cyclists to slow down when passing through community parks and recreational areas.	<ul style="list-style-type: none">• EPCG Committee/Grant	Ongoing
Homelessness Strategy Support		
<ul style="list-style-type: none">• Identify mechanisms for EPCG to support the implementation of the Homelessness Strategy.• Identify a designated charity to support in the homelessness sector and establish a community Working Group to support fundraising effort.	<ul style="list-style-type: none">• Homelessness Working Group	Jan 2020



**“BRING MORE FAMILY
ACTIVITIES TO THE AREA.
WE’VE JUST MOVED IN
WITH OUR CHILDREN.
THERE ARE HARDLY ANY
OTHER CHILDREN OR CHILD-
FRIENDLY ACTIVITIES IN
THE AREA.”**

The East Perth Community Group
is grateful for the support of the City of Perth,
the State Government of Western Australia
and the Federal Government of Australia



City of Perth

For more information about the East Perth Community Group,
please visit: www.eastperthcommunity.org.au

THANKS TO OUR
CORPORATE
PARTNER

