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

Thank you to the Vincent community for helping us refresh this important plan.

The Strategic Community Plan (SCP) is Vincent's most significant guiding document. The purpose of the plan is to establish the community's vision for our future.

It underpins everything that we do at Vincent. It paves the way for Council's decision-making on what is important to our community.

Our first version, SCP 2018 – 2028 set up a solid foundation for Vincent to thrive.

We developed the original plan after engaging with hundreds of people as part of Imagine Vincent – the biggest community engagement initiative in our history.

Four years on, it was time to touch base again with our community and review this vision and priorities through the Imagine Vincent: The Sequel campaign.

We ran online surveys, met people at face-to-face workshops and held pop-up stalls in town centres, popular locations and community events such as Neon Picnic, Kyilla Community Farmers' Market and the Pickle District After Dark.

As a result, we received a total of 843 submissions. More than 1400 people visited the Imagine Vincent: The Sequel webpage and over 9900 people were reached through our social media channels.

The feedback confirmed the original vision and priorities aligned with what our community is thinking now.

It is rewarding to know we are on the right track with some improvements that can be made.

This new plan is an extension of the original which guided the development and completion of many key projects.

These projects include the ambitious Sustainable Environment Strategy, delivering the Food Organics and Garden Organics (FOGO) three-bin system, significant park upgrades at Haynes Street Reserve and Banks Reserve and safer street initiatives such as 40km/h on local roads.

During the development of the plan, we heard overwhelmingly from our local community that they wanted to see underground power rolled out in Vincent.

Residents saw underground power as a way to increase tree canopy within streets and enhance the aesthetic appeal of our community.

In late 2022, we launched our Vincent Underground Power Project with Western Power and included the undergrounding of power lines as a key outcome in the SCP.

Vincent will continue to deliver a raft of community projects supported by the key priorities in the new plan.

We are excited to work with our community to make Vincent a more vibrant, diverse and sustainable place for generations to come.

Emma Cole **Mayor**

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, Mt 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, Mt 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:

- **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.

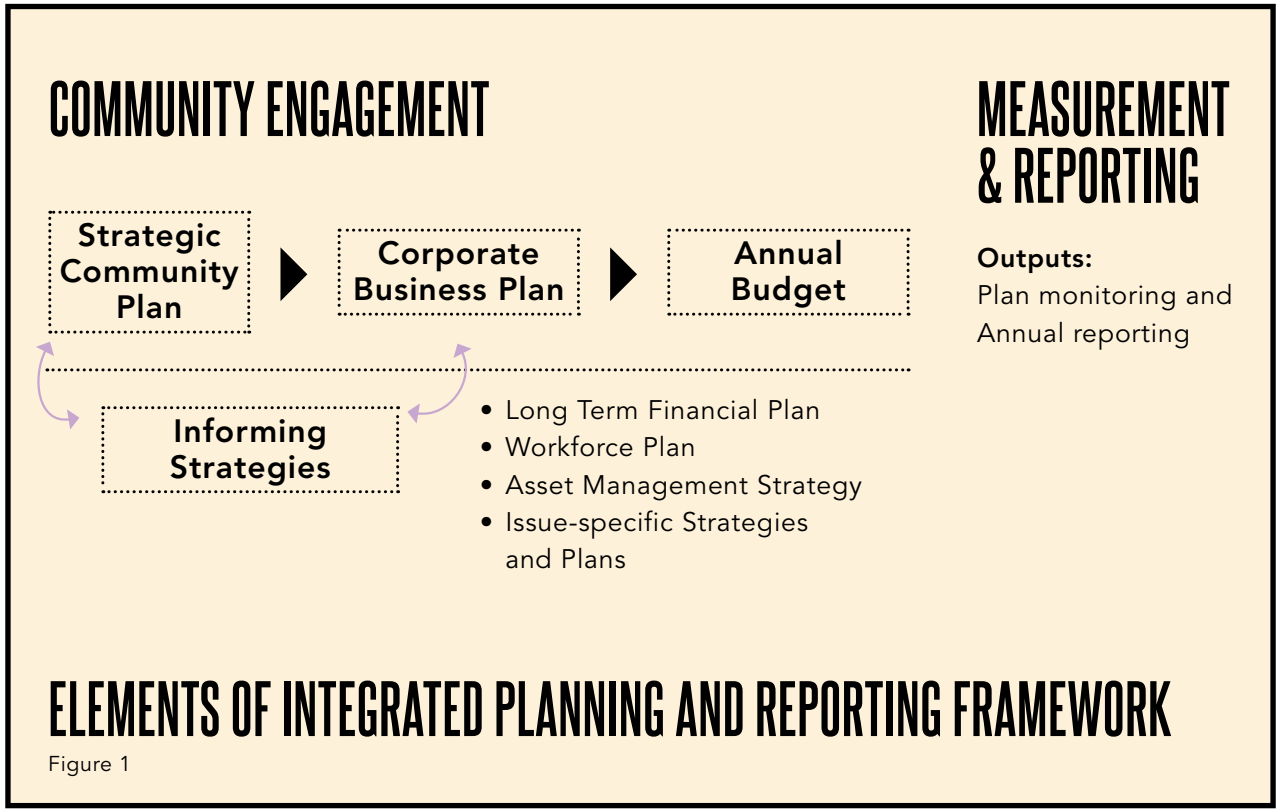


Figure 1

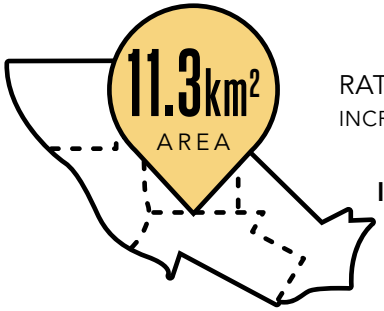
LONG TERM FINANCIAL PLAN is a 10-year rolling plan that assists the City to set priorities in accordance with its financial resources, through consideration of key assumption-based analysis. This allows the organisation to make decisions in a financially sustainable manner.

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, Mt Lawley, Mt 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

NEW CITIZENS

1165

residents of Vincent have become citizens over the past 5 years

PEOPLE WHO LIVE AND WORK IN VINCENT

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

3336

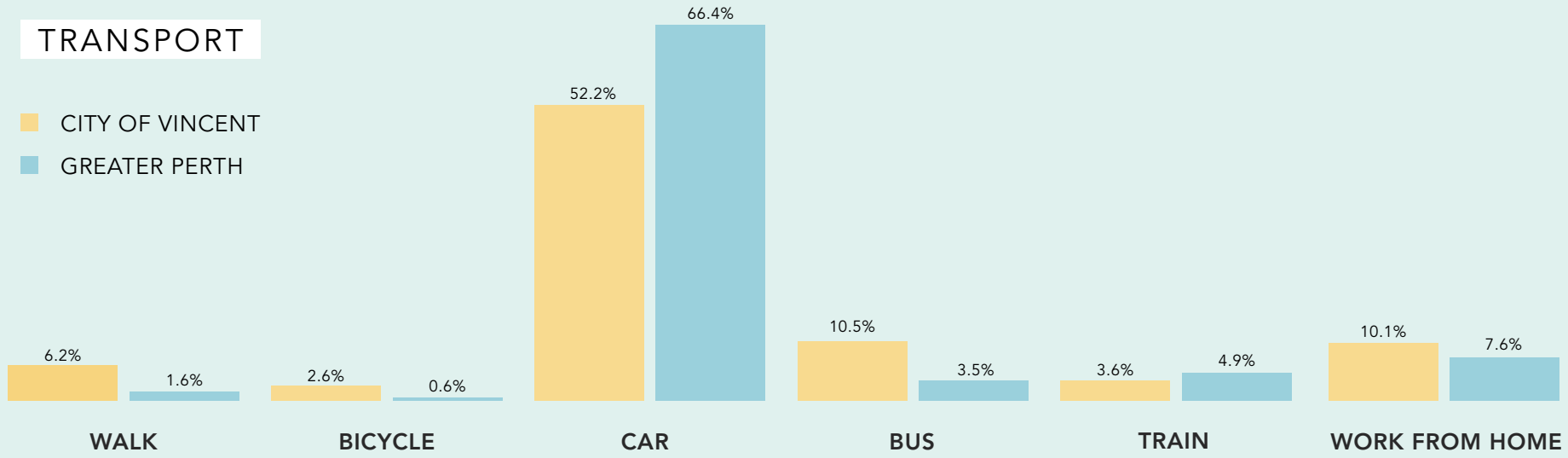
or

13.7%

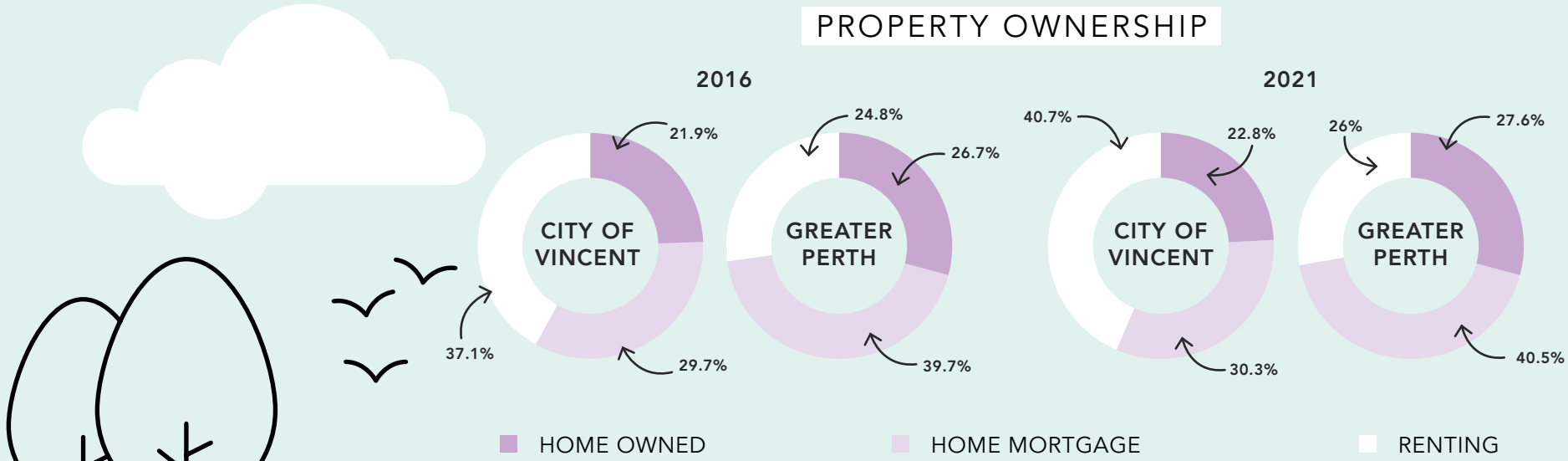
also live locally.

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

TRANSPORT



PROPERTY OWNERSHIP



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

SUBURB PROFILE

	Highgate	Leederville	Mt Hawthorn	Mt 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 ENVIROMMENT

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.

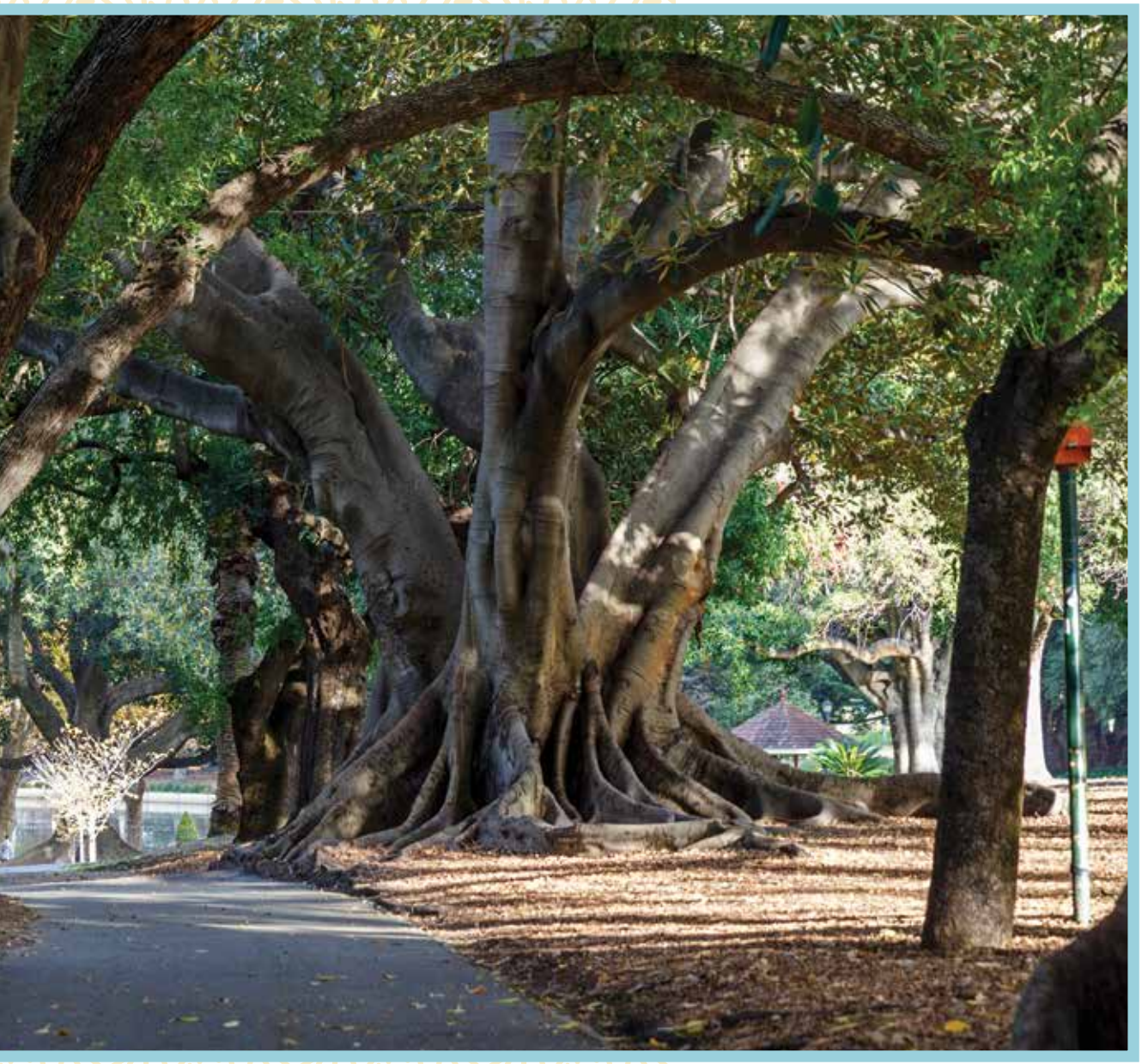
SENSITIVE DESIGN

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

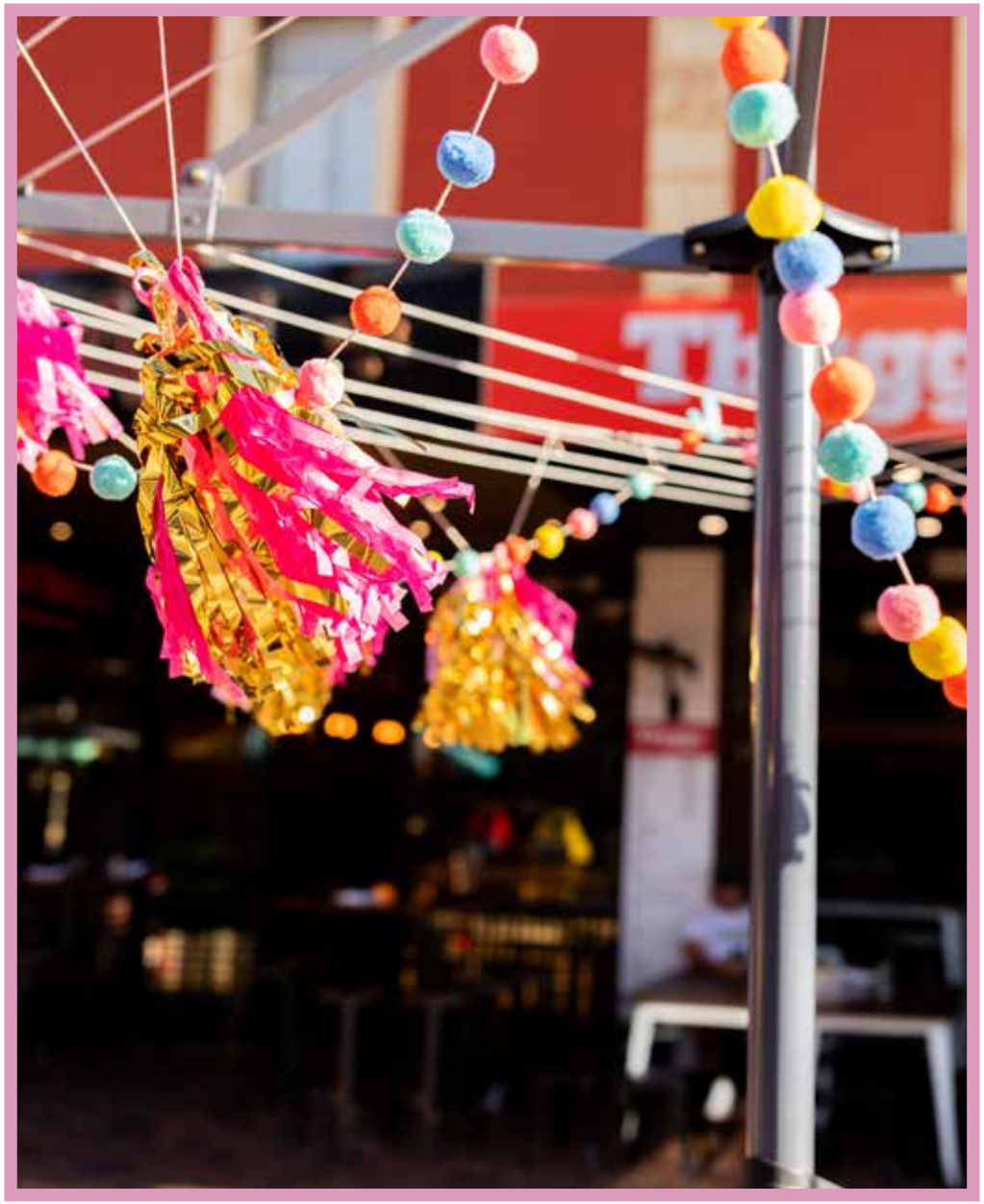
We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique, and connect with those around us to enhance our quality of life.

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 – 2026



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 Mt 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

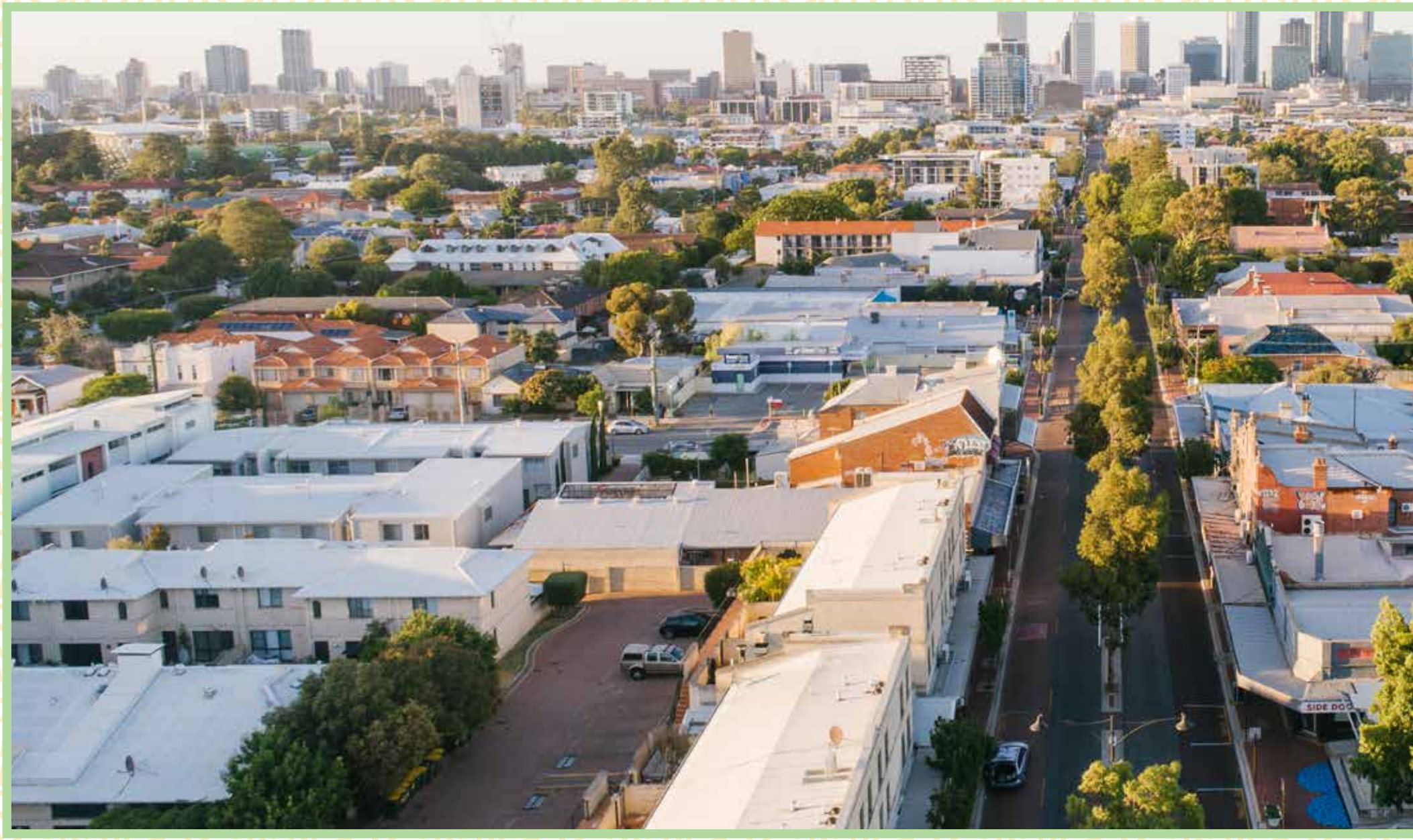
Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high-quality developments that respect our character and identity and respond to specific local circumstances.

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 and 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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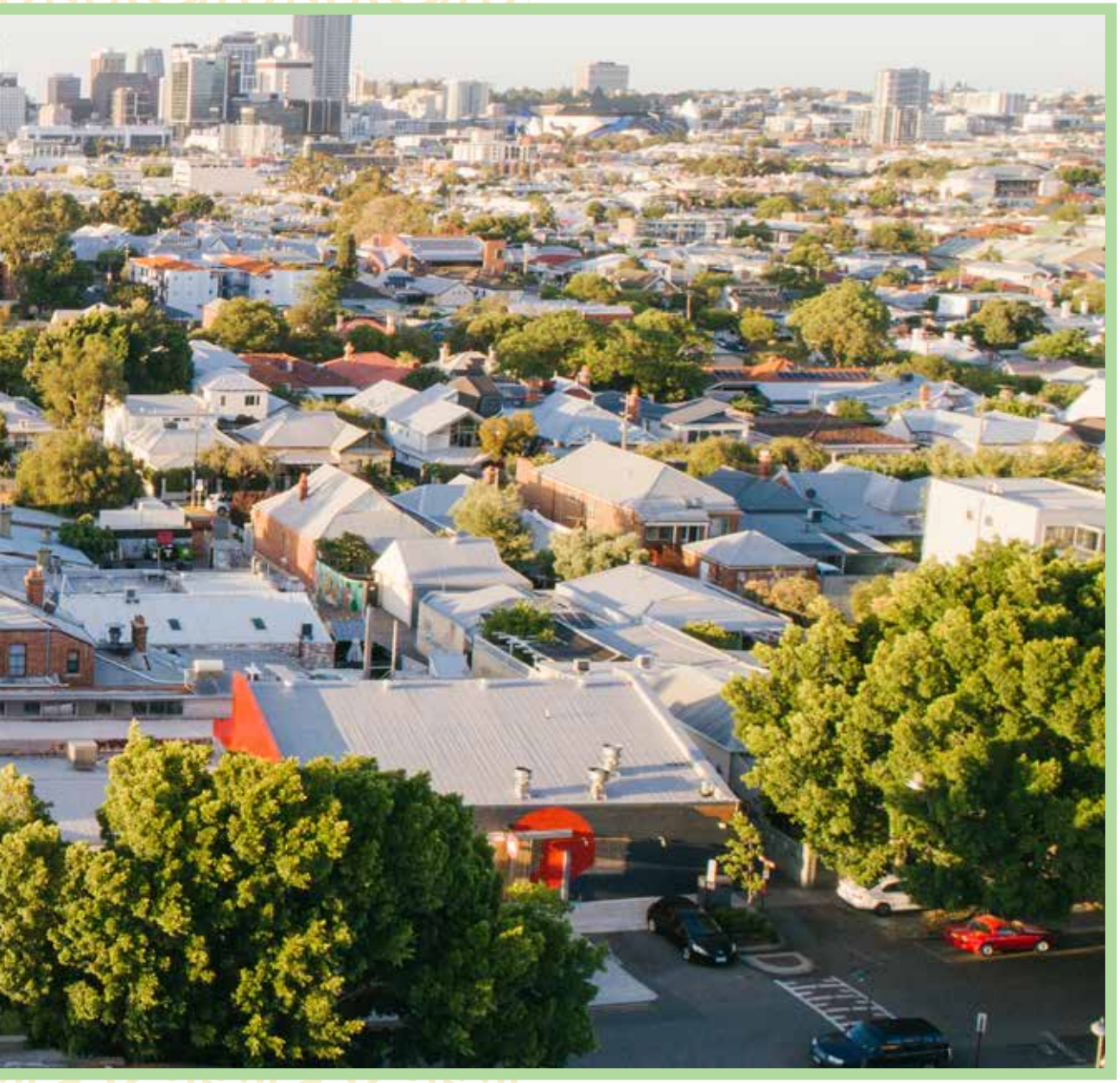


INNOVATIVE AND ACCOUNTABLE

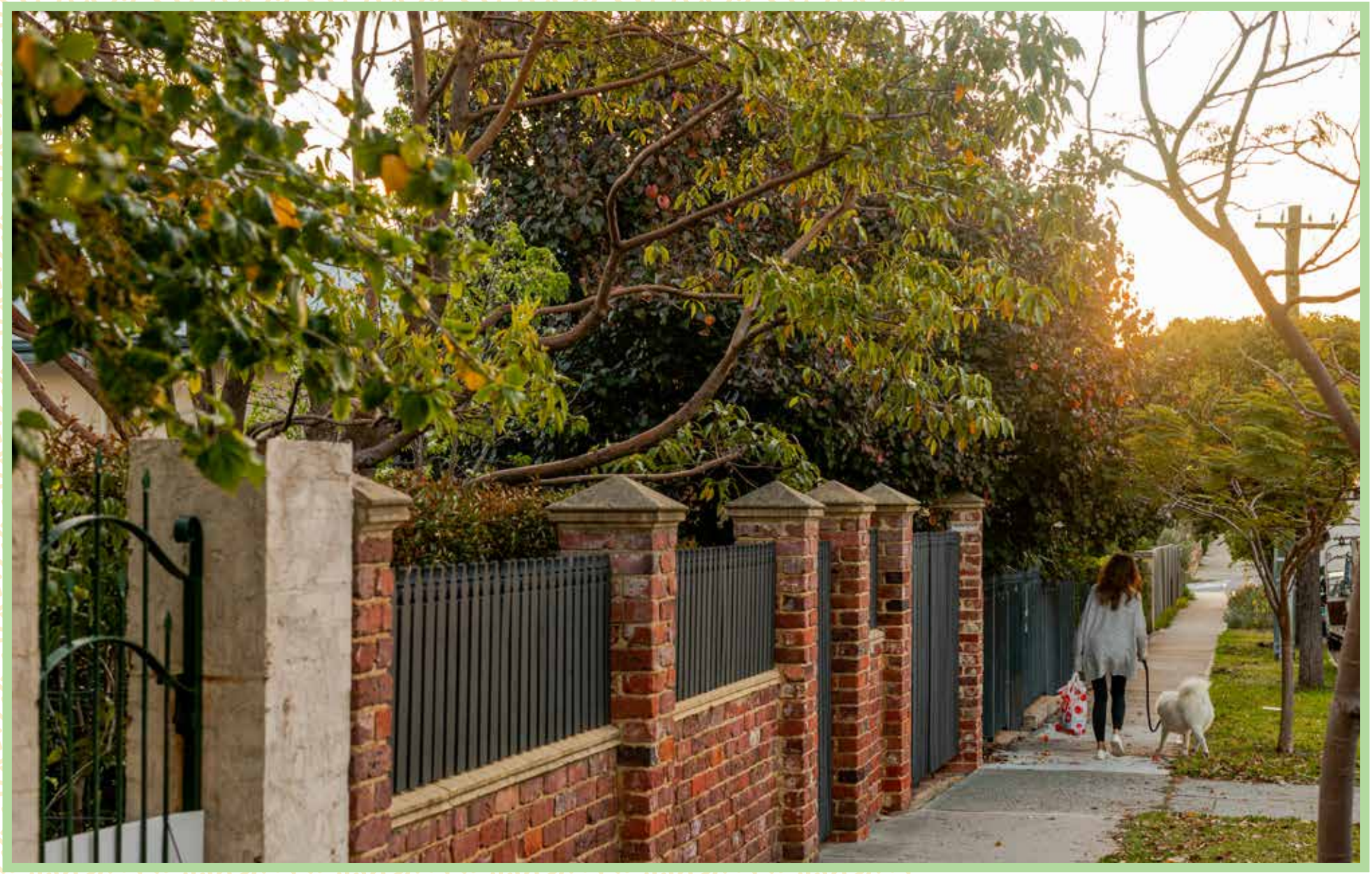
We have a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

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 four years*

**Unless stated otherwise*

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