

## City Centre Vibrancy Strategy Stakeholder and Councillor Presentation

Held at City of Greater Geraldton  
10am, Friday 27 April 2012

### General / overall

- Strategy well received by all stakeholders and Council
- Alignment on strategies and initiatives as presented
- Particular emphasis placed on the need for Governance models as proposed by Place Match
- No amends required to the strategy as recorded from the group
- The comments below are generic and recorded for the purpose of reference by CGG.

WHO / ORGANISATION	FEEDBACK AND COMMENTS
Cr Neil Bennett	<p><b>Governance</b></p> <ul style="list-style-type: none"> <li>- Marina is example of poor planning by State Government</li> <li>- LandCorp etc need to be involved in planning for local level outcomes</li> <li>- Governance structures are good and we need to ensure State Government players are represented</li> </ul> <p><b>Measuring vibrancy outcomes</b></p> <ul style="list-style-type: none"> <li>- Economic monitoring – need to understand the economic and social benefit</li> <li>- Council gives \$1.5M for community group funding – some over 3 years. There is an opportunity to enter into measured agreements with community groups whereby outcomes need to be reported against initiatives</li> </ul> <p><b>New Geraldton visitors centre</b></p> <ul style="list-style-type: none"> <li>- Early concept plan for visitor centre has been developed but there may still be an opportunity to consider its location in the city centre if this is advocated as preferred use / location.</li> </ul>
Pollinators	<p><b>Measuring vibrancy outcomes</b></p> <ul style="list-style-type: none"> <li>- Laneways project proposed in West End including pop up shop</li> <li>- Have worked with private landowner to fund under Business Improvement model. Our biggest challenge is convincing surrounding retailers that it will deliver them direct economic benefits.</li> <li>- How do we measure social impact – how do you measure?</li> <li>- Vibrancy tracking assessment is needed (see Cr Neil Bennett’s comments above)</li> </ul> <p><b>Activation and place branding</b></p> <ul style="list-style-type: none"> <li>- We have lots of ideas but don’t want to do things that aren’t aligned with bigger picture and uncoordinated.</li> <li>- Can we use an empty shopfront to act as a forum / space for people to talk about what they want to see in the city centre?</li> </ul>

	<ul style="list-style-type: none"> <li>- Building getting painted in West End – why can't we incorporate branding?</li> <li>- Museum is a good example – people walk past but they don't stop because they don't have a reason to at the moment</li> <li>- Electrical reel seating outside Pollinators space is a perfect example of quick wins – delivered for basically no cost and now people use the seats and linger in the area</li> </ul>
Karen CGG	<p><b>Grants and funding</b></p> <ul style="list-style-type: none"> <li>- 1% grants underway</li> <li>- CGG can providing funding through grants</li> </ul> <p><b>Laneway activation</b></p> <ul style="list-style-type: none"> <li>- Transform Post Office Lane through green and vines</li> </ul>
James Davies – Art Gallery	<p><b>Council as an enabler</b></p> <ul style="list-style-type: none"> <li>- How can CGG influence to make events and activation happen more easily?</li> <li>- Rules and regulations prevent things happening because of excessive requirements for events</li> <li>- Gallery running events in park next to Gallery (evacuation plan is needed, but we also need to fence people in)</li> <li>- Clock Tower is considered a building... why?</li> <li>- What can CGG do here to facilitate?</li> </ul>
CGG staff member	<p><b>Residential living</b></p> <ul style="list-style-type: none"> <li>- Residents in the city centre – what role will they play?</li> <li>- Place Match identified alignment with Hames Sharley study and reiterated that residents are a key strategy – albeit very long term</li> </ul>
MWCCI	<p><b>Strategy process from here</b></p> <ul style="list-style-type: none"> <li>- When will the full strategy be released?</li> <li>- What is the comment period?</li> </ul> <p><b>Holistic approach to vibrancy</b></p> <ul style="list-style-type: none"> <li>- Want whole of approach – holistic</li> <li>- Concern that Council won't embrace all aspects of the strategy – this has happened in the past</li> </ul> <p><b>Governance</b></p> <ul style="list-style-type: none"> <li>- Love the concept of Governance model</li> </ul> <p><b>De-regulation of trading hours</b></p> <ul style="list-style-type: none"> <li>- Commended that the concept of deregulated trading hours was integrated into other aspects of city vibrancy</li> </ul> <p><b>Council as an enabler / activation</b></p> <ul style="list-style-type: none"> <li>- People try things, they don't work so they don't get legs</li> <li>- Christmas Gala day didn't get support from CGG or others</li> <li>- Consolidation of activities and funding is a good move. We have the enthusiasm but need funding and expertise to make our events successful</li> <li>- District rotary conference – welcome held at the Museum</li> <li>- Marina activation occurred and it was well received – loved it</li> </ul>

	<p><b>Visitor centre</b></p> <ul style="list-style-type: none"> <li>- Where would visitor centre be located? Could be located at Number 1 Railway Station</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>- Embrace residents so they become the visitors as well</li> </ul>
Alex McKinnon	<ul style="list-style-type: none"> <li>- When will report be released for comment?</li> </ul>
Councillor Des Brick	<p><b>Governance</b></p> <ul style="list-style-type: none"> <li>- Governance models are great</li> <li>- People are working in silos at the moment</li> <li>- Lots of common alignment but people don't know – we need strategic cooperation to ensure we are all working towards the same goals. Eg: Today is the first I've heard of the Christmas Gala Day.</li> <li>- Enthusiasm is there</li> </ul>
CGG employee	<ul style="list-style-type: none"> <li>- Need to ensure we accommodate access for disabled and make it a welcoming place for all – acknowledge multi cultural</li> </ul>
CGG employee	<p><b>Pedestrian only malls</b></p> <ul style="list-style-type: none"> <li>- Would you close the marine terrace to cars?</li> <li>- Place Match advised that cars provide activity and activation – to take cars away from Marine Terrace would be a huge detriment.</li> </ul>
Jimmy – Economic development coordinator	<p><b>Pedestrian only malls (in response to above)</b></p> <ul style="list-style-type: none"> <li>- In Malaysia, sections of certain roads are closed for certain times in the day and traders are allowed to trade out into the malls</li> <li>- Perhaps we could consider this for Marine Terrace?</li> <li>- An opportunity to explore</li> <li>- Current visitation to various markets is low – we can consolidate</li> </ul>