

## 11.4 Advocacy Priorities 2021

<b>Location</b>	Town-wide
<b>Reporting officer</b>	Carrie Parsons
<b>Responsible officer</b>	Anthony Vuleta
<b>Voting requirement</b>	Simple majority
<b>Attachments</b>	Nil

### Recommendation

That Council adopts the advocacy priorities for 2021 as listed in this report.

### Purpose

This report provides a list of projects in advocacy focus areas for the Town, that are to be adopted as agreed priorities for strategic and concentrated advocacy effort in 2021.

### In brief

- The progress of each advocacy priority adopted in 2020 was reviewed and deliberated on at the November 2020 Concept Forum, seeking direction on any continuing or new priorities needing advocacy in 2021.
- This report lists projects prioritised for advocacy in 2021 as agreed by Council at a November Concept Forum.
- These include the continuation of focused advocacy effort for the Edward Millen Redevelopment and McCallum Park Active Area projects and the inclusion of Lathlain Park Community and Sports Club (Perth Football Club), Burswood Station East Planning Framework and Public Realm, and the Archer / Mint Streetscape Improvement Plan.

### Background

1. There are many competing projects that require advocacy effort across the Town and local government with exponential growth occurring in the Perth metro area.
2. A strategic and proactive approach with a set of targeted annual priorities with specific focus is needed, to continue being successful in the advocacy space to bring key transformational projects to fruition and achieve social change in the Town.
3. In 2018 the Town formalised an internal advocacy framework, and in 2019 and 2020 Council adopted agreed priorities to ensure that key projects and social issues would be advanced and supported, conveyed to the public, and are strategically planned with advocacy effort tracked and evaluated. Council resolved to review advocacy priorities annually.
4. In 2020 adopted priorities included the Edward Millen Redevelopment, METRONET Precinct Planning, Release of Collected Waste via landfill levy, McCallum Park Active Areas and Access and Inclusion.
5. Council recently received a report with monthly tracked advocacy efforts made by the Town's project owner, subject matter experts, over the year on the five 2020 priority projects adopted for advocacy.
6. This report recommends the priority projects to adopt for advocacy priority in 2021.

## Strategic alignment

Civic Leadership	
Strategic outcome	Intended public value outcome or impact
CL1 – Everyone receives appropriate information in the most efficient and effective way for them	Public adoption of advocacy priorities and shared information will likely encourage mutual support from the community and strategic partners.
CL3 - Well thought out and managed projects that are delivered successfully.	Advocacy efforts will assist with project awareness and delivery.
CL6 - Finances are managed appropriately, sustainability and transparently for the benefit of the community.	Advocacy wins will lessen the burden on the Town's budget and Long-Term Financial Plan.

Economic	
Strategic outcome	Intended public value outcome or impact
EC1 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Securing third party funding and support for key projects will positively impact the Town's economic profile.

Environment	
Strategic outcome	Intended public value outcome or impact
EN1 - Land use planning that puts people first in urban design, allows for different housing options for people with different housing need and enhances the Town's character.	The Town needs to advocate for and plan future developments to respond to population growth and to meet State Government infill targets.

Social	
Strategic outcome	Intended public value outcome or impact
S01 - A healthy community.	Advocacy efforts in the social impact space will assist in supporting a physically and mentally healthy community.
S03 - An empowered community with a sense of pride, safety and belonging.	Advocacy efforts will assist in supporting a safer and more accessible community.

## Engagement

Internal engagement	
Stakeholder	Comments
Town executive management team and Project Owners	Engaged through internal workshops and Concept Forum 24 November 2020
Town staff with specific subject matter expertise	Engaged to provide further project and advocacy effort details of shortlisted priorities.
Elected members	Engaged through information provided on the councillor

## Legal compliance

[Section 2.7 Role of council](#)

[Section 2.10 of the Local Government Act 1995](#)

## Risk management consideration

Risk impact category	Risk event description	Consequence rating	Likelihood rating	Overall risk level score	Council's risk appetite	Risk treatment option and rationale for actions
Financial	<p>Missed opportunities for funding and influencer support to effect change.</p> <p>Increased pressure on budget planning and rates, without other channels for financial support toward key projects.</p>	Moderate	Likely	High	Low	Treat with adoption of advocacy priorities and strategically plan targeted advocacy efforts toward achieving specific project advocacy goals.
Environmental	N/A				Medium	
Health and safety	N/A				Low	
Infrastructure/ ICT systems/ utilities	N/A				Medium	
Legislative compliance	N/A				Low	
Reputation	Ad hoc advocacy efforts and unsuccessful bids or poor impact in the social change space will reflect badly on the Town's role of advocating for and	Moderate	Likely	Low	Low	Adopt advocacy priorities and strategically plan targeted advocacy efforts toward achieving specific project advocacy goals.

	supporting its community.					
Service delivery	N/A				Medium	

## Financial implications

Current budget impact	Sufficient funds do not exist within the annual or forecasted budgets to deliver these projects. Although some budget forecasting has been considered to support delivery of the projects listed for advocacy prioritisation, significant gaps exist. The Town could absolutely not deliver or will experience extreme delays in delivering any of them without advocacy windfalls.
Future budget impact	While the Town does budget for annual and cyclical grant rounds open to Local Governments, successful stratified advocacy efforts will likely decrease pressure on budgeting cycles need for rate rises.

## Analysis

7. It continues to be important for Council to adopt advocacy priorities, with planned strategies and tactics that aim to take advantage of industry and state-based funding programs, on top of usual opportunistic efforts that are identified and acted upon over the year.
8. Projects selected for priority sit within key focus areas for the Town, as identified by the Advocacy Framework, which include:
  - a) infrastructure
  - b) integrated transport and movement
  - c) urban design
  - d) social impact
  - e) sustainability
9. They also align with outcomes in the Town's Strategic Community Plan and Long-Term Financial Plan. Projects for priority are selected on the basis of meeting the following criteria:
  - a) Key transformational project
  - b) Broad community benefit
  - c) Reduced barriers for the community to achieve
  - d) Future growth of local economy
  - e) High risk if not delivered or delayed
  - f) Could not be delivered without external funding or third-party influence or support
  - g) Presents a good number of opportunities to directly and indirectly engage decision makers
10. Council has given direction for the following projects to be adopted as Advocacy Priorities in 2021.
  - a) Edward Millen Redevelopment

The Town is implementing a strategy to realise the potential of the Edward Millen Hospital historical buildings at No. 999 Albany Hwy East Victoria Park. Realising commercial viability of a redevelopment and surrounding public open space, will require exploration of all funding options to balance the new permitted uses and wishes on the community. For the first time the precinct is available, to unlock the significant heritage buildings and expansive surrounds to be activated with; community, entertainment, recreation, educational, civic, heritage, cultural and creative opportunities, or for small-scale production purposes. This kind of activation will complement the

Town's multimillion-dollar desired investment into the surrounding parklands, which will include new playgrounds, landscaping, soft scaping, hardscapes, heritage site interpretations, artworks and a performance stage and amphitheatre.

b) McCallum Park Active Areas

Taylor Reserve and McCallum Park are located on the foreshore of the Swan River. The large open spaces and stunning backdrop of the Swan River and Perth City skyline make the park a perfect place for recreational and social activities. In 2017 the Town commissioned the Taylor Reserve and McCallum Park Concept Report which provided the concept design for a variety of new spaces. Council has approved the project to proceed to detailed design. The Town is now seeking external partners to embrace this opportunity to collaborate and co-fund the project for the remaining capital funds required. The design provides a variety of exciting new high-quality spaces throughout the park creating a destination for local, state, national and international visitors. It will provide recreation opportunities for community and visitors from near and far to connect and participate through use of: "hype-court" art-style basketball courts, a BMX pump track, a skate/ scooter park, cultural activities and community events.

c) Lathlain Community and Sports Club (Perth Football Club)

This development will provide a functional, multipurpose, universally accessible community hub for community group access, anchored by Perth Football Club's administration, football operations, and community program delivery. It includes game day and event spectator seating and club membership spaces, to be shared for maximum use by both the club and the community. The development is anchored by the critical needs of the Perth Football Club for their accommodation, to meet current standards and building compliance, as well as address the broader requirements from the introduction of the women's Australian Rules football competition. The development is to be multipurpose and multiuse, so facilities and building uses can be shared, with occasional or seasonal club use for year-round broader access and uses by the local and wider community.

d) Burswood Station East Planning Framework and Public Realm

The Town has prepared a new draft planning framework for the Burswood Station East Precinct. The framework is the first step in redeveloping the area to a vibrant, urban neighbourhood and will be a core component of the Town meeting its infill dwelling targets. A critical part of this transformation is creating safe, pleasant public places that suit the needs of the local community. The draft planning framework will assist in the identification, design and funding of these public places and puts an emphasis on the impact buildings have on the quality of streets and public places they interact with. The draft planning framework comprises two parts - Scheme Amendment 82 will amend the Town's Local Planning Scheme to include new development objectives and basic development standards, and Local Planning Policy 40, will provide additional guidance on how development can meet the new objectives and basic development standards, as well as the concept designs for the streets, lanes and park the Town will ultimately construct.

e) Archer/Mint Streetscape Improvement Plan

Archer and Mint Streets form a critical north/south connection between the East Victoria Park Town Centre, Carlisle Station, Carlisle Town Centre and then Orrong Road and onto Belmont City Centre.

The current street is not pedestrian/cyclist friendly and is unlikely to support private investment in the immediate and surrounding neighbourhoods. The Town has prepared a Streetscape Improvement Plan based on best practice design principles and rigorous community engagement. The design includes the following features.

- Reduced carriageway widths in aid of the pedestrian environment
- Protected bicycle lanes
- Improved crossing points, especially near the East Victoria Park Primary School
- Shared spaces in the Carlisle Town Centre
- Significant increases in street tree planting.

This is a transformative project for Carlisle and East Victoria Park that will make a significant contribution to the success of the future Carlisle Station METRONET precinct, pedestrian and cycling infrastructure and related public health benefits, potential private investment, and environmental outcomes associated with reduced carbon emissions and reduction in the urban heat island effect.

### **Relevant documents**

Not applicable.