



TOWN OF
VICTORIA PARK

Restart Vic Park

Moving beyond COVID-19

COVID-19 Response Strategy



WE'RE OPEN
VIC PARK



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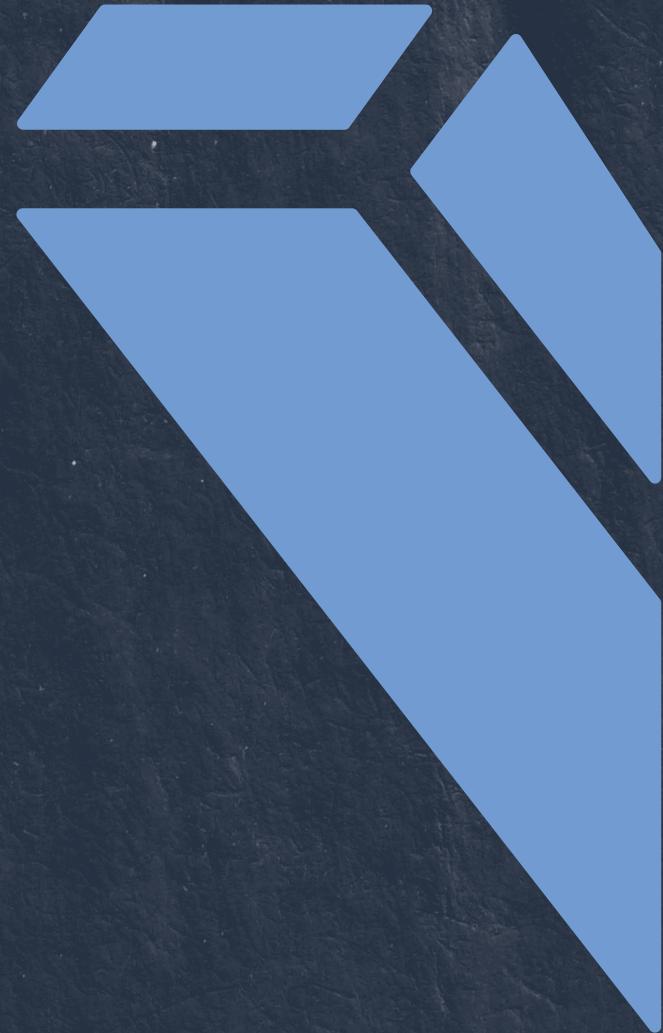
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WE'RE OPEN
VIC PARK



Our Vision

The Town of Victoria Park: A dynamic place for everyone



Our Mission

We will communicate with, empower and support the community and promote social, economic and environmental sustainability to create our vision.

Overview

The Town of Victoria Park's COVID-19 Response Strategy outlines Council's overall approach to responding and recovering from the COVID-19 pandemic.



The aim of this strategy is to detail how the Town will facilitate the recovery of its community following the COVID-19 pandemic.

The strategy will seek to:

- define Council's goals through three impact phases
- identify Council's priority in achieving those goals
- outline how priorities will be implemented



What we know

Globally, COVID-19 is resulting in serious and widespread illness, deaths and the disruption of society's normal functions. The pandemic has had, and continues to have, serious global, national, state and local implications, made more challenging by the complexity of its on-going nature.

As a result, COVID-19 has affected the world unlike anything we've seen in modern times. There have been border closures, shutting down of arts and sports, rapid and large-scale adoption of remote working arrangements, social distancing, 'stay at home' orders, closure of public places and trading restrictions that have seen many businesses physically close their doors.

During these unusual, uncertain and trying times, the Town has been diligent in doing its part to help stop the spread by following guidance and advice from the Government of Western Australia. However the impacts of this pandemic are much more than ending its spread – even when life returns to 'normal' there will be long-lasting impacts on life as we know it and our own community here in Victoria Park.

Unlike a natural disaster where impacts can be seen in the physical and built world, this pandemic will largely affect our social and economic ecosystems. Social distancing measures, even after they're lifted, will continue to impact our interactions and it may take much longer than the reopening of trading for the economy to fully recover.

In a typical emergency, local government is responsible for managing recovery affecting the community by:

- assisting recovery at a personal, community, economic and environmental level.
- ensuring that recovery activities are community-led.
- ensuring that available government and non-government support to affected communities is targeted.
- assisting communities to rebuild in a way that enhances social, economic and environmental values where possible.
- improving resilience of the relevant communities.
- ensuring that lessons learned through the recovery process are captured and available to managers of future recovery processes.

Understanding the challenges of COVID-19 and its distinct difference to traditional emergencies, this strategy outlines the Town's goals for each of the impact phases, in the short, medium and long term, with a focus on social and economic outcomes.



What we'll do

During these unprecedented times, we have been guided by our Strategic Community Plan 2017-2032, along with its vision and mission, to set strategic goals and initiatives that will help us get through to emerge stronger from this pandemic. In setting these goals and initiatives we commit to:



Reflect

Reflect on the impacts on our community and local economy.



Learn

Learn from decisions made, both good and bad.



Grow

Grow as a community, aiming for a better, brighter future.

Our goals and initiatives

The goals and initiatives identified by the Town have been categorised into three phases.



Survive

This is the short-term, immediate crisis response phase. It focuses on providing relief to the community and surviving the pandemic.



Revive

This phase focuses on medium term initiatives and is dedicated to guiding the Town through recovery from the pandemic.



Thrive

The third and final phase captures the long-term view and focuses on coming out of the pandemic situation together.



Survive

This is the short-term, immediate crisis response phase. It focuses on providing relief to the community and surviving the pandemic.

S1. Maintain the social fabric of our community

In a time of uncertainty, restrictions and the dissolution of normal life, we are committed to maintaining the community's social fabric and responding to its new and emerging needs.

S1.1	Lead through crisis by making clear decisions and communicating about them early, simply and often.
S1.2	Bring the community together in working through adversity so that no one gets left behind.
S1.3	Assist local groups in providing for the unique needs of the vulnerable, and newly vulnerable in our communities.

How we'll know we've succeeded

Our community understands the rules, observes safety measures and is helping each other get through this time of crisis.



S2. Maintain our local economy

In a time of financial instability and the threat of economic decline, we are committed to instilling confidence in and maintaining the local economy.

S2.1	Make it easy for local businesses to stay open through promotion, support and guidance.
S2.2	Champion local businesses as they explore new and creative ways to continue serving the community.
S2.3	Invest in the local economy by providing financial relief to our sporting and community groups, ratepayers and local businesses.

How we'll know we've succeeded

Our local businesses feel supported and able to stay open, and we are doing our part to give back while easing financial burden on our community.



Revive

This phase focuses on medium term initiatives and is dedicated to guiding the Town through recovery from the pandemic.

R1. Reconnect our local community

As social restrictions are lifted and our public places come back to life, we are committed to reconnecting our local community to positively move towards a new future.

R1.1	Stimulate social activity and create opportunities for connection and interaction.
R1.2	Inspire optimism about the future and prioritise public safety.
R1.3	Support a community-led approach to allow recovery to start from sideways and bottom-up.

How we'll know we've succeeded

Our community feels safe in reintegrating back into social life and is optimistic about its future. There are many opportunities to interact through community events and the reopening of public places.



R2. Reactivate the local economy

As rules relax, businesses open their doors and people return to work, we are committed to reactivating the local economy by doing our part in helping get people back on their feet.

R2.1	Invest in the local economy by creating new opportunities.
R2.2	Make it easy for local businesses to adapt and evolve.
R2.3	Position the Town as a leading place to engage and do business.

How we'll know we've succeeded

Business is picking up and people are investing back into the local economy. New and existing businesses find it easy to work with the Town.



Thrive

The third and final phase captures the long-term view and focuses on coming out of the pandemic situation together.

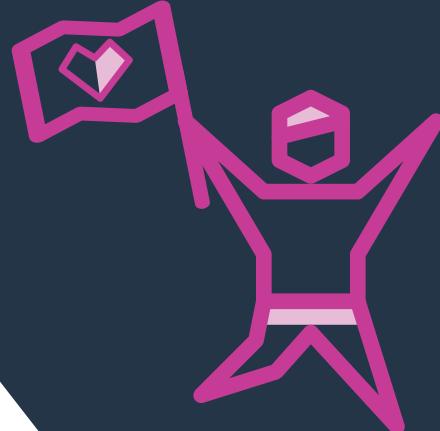
T1. Re-imagining the community

The 'new normal' is now taking shape, it is a time for reflection, learning - but more importantly, growth. In this time, we are committed to leading the community in thinking big and embracing this new world.

T1.1	Celebrate big wins, small wins and everything in between.
T1.2	Grow stronger together by learning from our past and moving forward.
T1.3	Empower our community to remain active, curious and united.

How we'll know we've succeeded

The community is engaged, positive and actively participating in shaping our new plan for the future. We have moved past the crisis but have looked back to reflect and learn from each other and have moved into a brighter future.



T2. A new and revived local economy

Businesses are flourishing; people from far and wide are exploring what the Town has to offer. In this time, we are committed to strengthening our local economy by supporting diversity, growth and innovation.

T2.1	Look after the stability of our local economy.
T2.2	Be open to different possibilities, opportunities, people and views.
T2.3	Become a hub for innovation, where new ideas can be pursued and explored.

How we'll know we've succeeded

New and existing businesses are opening up in the Town because new ideas are embraced and welcome. The Town of Victoria Park is a leading destination, where businesses and people go out of their way to come to work, play and live.



How we'll do it

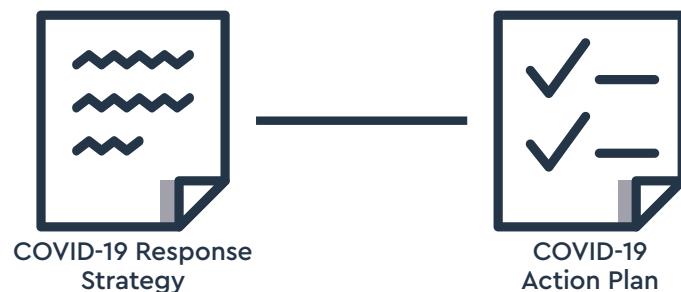
To ensure there is appropriate oversight in implementing the COVID-19 Response Strategy, a COVID-19 Response Working Group has been established to oversee the development and delivery of a COVID-19 Action Plan.

1 Identify

Guided by the set strategic initiatives, the Town will identify actions that contribute towards achieving the social and economic goals in each of the impact phases. These actions will be documented in the COVID-19 Action Plan (CAP) as a supplement to this strategy.

Overseen by the COVID-19 Response Working Group (CRWG), the development of the CAP will come from actions already in Council-adopted plans and strategies and any new actions identified as a result of emerging opportunities.

An ever-evolving and agile document, the CAP is not intended to be set in stone, but rather, be a guiding document that will lead the Town towards achieving the strategic goals set out in this strategy.



How we'll do it

2 Deliver

Once the CAP has been developed, the Town will operationalise and lead the delivery of actions contained. This includes thinking outside the box, leveraging on the community's strengths, and using a partnership approach, to ensure that actions are delivered in the most efficient and appropriate way. In conducting its on-the-ground delivery of the CAP, the Town will be required to liaise with the CRWG to ensure it has appropriate support, tools and resources to deliver on Council's strategic goals.

3 Report

With Council responsible for setting the strategic direction and overseeing the Town's performance, the CRWG will be responsible for reporting to Council regularly on its progress towards achieving the set goals for each impact phase. The CRWG will also serve as a conduit to Council to enact movement into different phases, identify any need to reassess or amend the strategy, and refer any other matters as it sees fit.

To ensure the CRWG maintains oversight of action delivery and can sufficiently inform Council, relevant officers will be required to report and present to the CRWG on its progress in implementing the CAP on a regular basis.





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