

2018-19 ACTION PLAN

"Northbridge Common acknowledges the Whadjuk people of the Nyoongar nation as the traditional owners of the land on which we meet and hold our events and we pay our respects to their elders past, present and future."



ABOUT THIS ACTION PLAN

This document outlines the sections and content that we need for our simple Action Plan until the end of this financial year.

Our simple, short-term 2018-19 Action Plan will allow us to:

- Achieve some fundamentals to create a new and sustainable Town Team
- Obtain grant funding ASAP from the City of Vincent to kick-start our work
- Allow us to work together strategically and effectively until 30 June 2019

We are using the OnWilliam draft Action Plan as a base for our work as it is a valuable document that provides a solid foundation for us, via its extensive research, community consultation and expert advice. As a new Town team, we are very fortunate to have this.

However, as we are a new incorporated group, we will need to set and adopt our own Action Plan based on the objectives in our Model Rules, our own personal goals, and feedback from our members and the community.

Before the end of this financial year, the group will meet to set a 2019-20 Action Plan, again based on the good work that OnWilliam has already done, along with our own ideas.

BACKGROUND

Labor's State Member for Perth, John Carey, along with ActivatePerth (AP) co-hosted and co-funded a successful community sundowner event to launch Northbridge Common (NC) in March 2018. With over 200 attendees, there was a lot of interest stirred and local community and business members attended the first incorporated meeting where committee members were sworn in at the Northbridge Brewing Co. on 16th of April, 2018.

Previously, OnWilliam (OW) has been successfully operating in the Northbridge area for over 10 years, creating a wide variety of successful placemaking and community building activities. Our committee was advised that the OW team was ceasing, and that Northbridge Common would take up the mantle and learnings from OnWilliam. We are grateful to the OW team and thank them for their support going forward.

In working with OnWilliam, the team at ActivatePerth, John Carey and learning from other long-time neighbourhood groups, Northbridge Common Inc was set up in a way to ensure both a functional and sustainable committee that is dedicated to effectively delivering on our vision, aims and objectives.

WHO WE ARE

Northbridge Common is a positive and pro-active organisation that aspires to make Northbridge the best place it can possibly be. We will do this through organizing events, streetscape improvements, business promotion and development, place branding, marketing and more.

We communicate directly with Council, representative bodies, decision-making authorities and urban and creative professionals. Our mandate is to 'make things happen' rather than wait for somebody else to take action for us.

Northbridge Common is affiliated with the Town Team Movement which is an 'under-arching', non-profit organisation helping to create a network of town teams around Australia and New Zealand.

Northbridge Common aims to promote civic leadership, active citizenship and community empowerment.

It is positive and proactive organisation that includes businesses, landowners and residents working collaboratively with the City of Perth and the City of Vincent to improve Northbridge.

Northbridge Common is focused on building relationships and practical actions by:

- Contributing to vision and leadership for Northbridge
- Being positive and proactive
- Being non-political in our approach and independent of governments
- Getting stuck in and have a go rather than waiting for "someone else" to do "something"
- Being supportive of high-quality, environmentally sustainable development that provides for current and future residents, businesses and communities
- Being run *by* the community *for* the community

Legal status

Northbridge Common became an incorporated association under the *Incorporated Associations Act 2015* on 2 May 2018. A copy of its model rules are attached.

In accordance with its model rules, the Northbridge Common executive meets monthly.

The current office holders are:

- | | | |
|----------------------|----------------|----------------------------|
| • Chair | Johnny Doan | jd@papermountain.org.au |
| • Deputy Chair | Lisa Fanciulli | letchfanciulli@bigpond.com |
| • Treasurer | Nick Letch | nletch62@gmail.com |
| • Secretary (acting) | Lisa Fanciulli | letchfanciulli@bigpond.com |

Northbridge Common is registered with the Australian Tax Office as a not-for-profit association. It is also registered with the Australian Business Registry, its ABN is 34 707 303 836.

NORTHBRIDGE OVERVIEW

Northbridge Common covers the area bounded by Stirling and Fitzgerald streets from Roe to Vincent street.

The area has a long and colourful history. It was officially named 'Northbridge' in 1979, the year of the State's sesquicentenary. Northbridge sits to the north of Perth.

It sits on traditional camping sites used by the Noongar Aboriginal people despite the dispossession of the Aboriginal people from their land, an Aboriginal presence has survived in the area to this day.

During the late 1890's and early decades of the twentieth century, Northbridge had a diversity of social classes living and working in close proximity and there were many shops and stores along the streets offering a range of goods and services.

Following the First World War, migration had an impact on Northbridge's population. While the Chinese were present from the early decades of the colony, increasing numbers of Greeks and Italians settled in the area. There was an increase in eating establishments in the area, while wine and spirit merchants operated from stores in Newcastle and William Street.

There was also an increase in the number of food importers, grocery stores, hairdressers and tobacconists. In addition, a wider range of shops catering to women's fashions, especially milliners and dress shops, began to appear. Light industries continued to operate in the area, such as the bakeries in Aberdeen and Lindsay Streets. Roe Street and other parts of the area became well known for their illegal, though tolerated, brothels.

During the years immediately after the Second World War, the Australian Government embarked on an ambitious immigration program with the first ships carrying European 'Displaced Persons' arriving in Australia in 1947¹¹. A number of these new arrivals settled around Fremantle and Northbridge where ethnic communities already existed and living costs were more affordable. Post war immigration, combined with the 'baby boom' of the 1950's and 1960's, resulted in a large population increase.

With the increasing number of Italian migrants setting up their homes and businesses in Northbridge, the area became known as 'Little Italy'. During the early 1970's, increasing numbers of 'newcomers' from the Asia-Pacific region settled in the Northbridge area, encouraged by the lifting of the 'White Australia' restrictions.

On 22 April 2000, the Graham Farmer Freeway and Northbridge Tunnel were officially opened by the Premier, the Hon. Richard Court. In April 2000, the State Government also announced plans for the \$35 million 'Northbridge, The Project' concept plan for 27 hectares of land affected by the Northbridge Tunnel. The project was envisaged as a five year plan, to create community recreational areas such as parks and piazzas, and for the protection of significant heritage sites.

In 2009, the Perth Cultural Centre was launched with over \$500 million in investment as a way to transform the area into now one of Perth's most vibrant location.

Since the launch, the Cultural Centre and Northbridge has become home to WA's major cultural and educational institutions, a place filled with arts and culture, independent retailers, and an area that's perfect for families with an exciting nightlife for late-goers.

OUR VISION

Northbridge Common champions Northbridge as the creative and cultural epicentre of Perth through its diversity in culture, business, arts and entertainment - driven by a sense of community at its heart.

OUR OBJECTIVES

- To improve Northbridge's profile and appeal to visitors and locals.
- To bring Northbridge residents and businesses together to work cooperatively with community leaders and local and state governments.
- To make Northbridge more active, resilient and successful.
- To organise and empower the Northbridge community to become engaged and active in the community.

ACTION PLAN STRATEGY AREAS

The On William draft Action Plan has identified 10 Strategy Areas for the development of actions – the Strategy Areas that fall into four broad Placemaking Approaches, as per the table below.

<i>Place Making Approaches</i>	<i>Place Making Strategy Areas</i>
Place Branding and Promotion	1. A Distinctive Brand for Northbridge
	2. Business Attraction and Support
Public Realm Improvements	3. Arts and Identity
	4. Greening Northbridge
	5. A Lighter, Brighter Northbridge
Activation and Programming	6. Active Streets and Spaces
	7. Events and Celebrations
Place Management	8. Traffic and Parking
	9. Presentation and Cleanliness
	10. Social Support Services

FOCUS FOR THIS 2018-19 ACTION PLAN

Based on this work above done by On William, the Northbridge Common committee has chosen to work on these areas during 2018-19 in order for us to reach our goals and positive outcomes for Northbridge:

1. Creating a solid and sustainable Town Team
2. Branding and marketing Northbridge and Northbridge Common
3. Promoting and supporting local businesses
4. Events and connecting with our community
5. Supporting arts and creativity

6. Sustainability, gardening and greening

7. Representing and advocating for our community to government

We're a young 'Town Team' – we've only been around since mid-2018. We've been busy 'getting our ducks in a row' and building the foundation for a solid and sustainable group – so we've been busy doing the below.

- Registering as an incorporated not-for-profit association
- Appointing our Executive Committee, including key roles – chair, treasurer, etc
- Building our [Facebook](#) and [Instagram](#) community (like/follow us!)
- Creating this website so you can stay in touch
- Figuring out what we can offer our business and community members

We're now busy deciding which specific actions will sit underneath these stargey areas – and we welcome your thoughts and ideas, please get in touch!