



**NORTHBRIDGE COMMON
ACTION PLAN**

Updated April 2021

Northbridge Common acknowledges the Whadjuk people of the Bibbulman nation as the custodians and caretakers of the land on which we operate and pay our respects to their elders past, present and future. Always will these be the lands of Aboriginal and Torres Strait Islander people.

Contents

Welcome	1
Our Vision	1
Together, we aim to:	1
How Northbridge came to be	2
Oh, so central	3
A multicultural haven	3
Active day and night	4
Something for everyone	4
People of Northbridge	4
Action Plan	6
Our Focus Areas	6
Action Plan snapshot	6
Activate	7
Champion	8
Shape	9
Manage	11
Community at its core	13

ICECREAM

Billy
VAN
CREAMY
OPEN





Welcome

Northbridge Common is a volunteer collective of residents, business owners and creatives united for the core purpose to enrich our neighbourhood. We love Northbridge and invest our time and energy to bring our community together through events and activities, and fun place making projects. We build stronger networks and empower each other to celebrate everything our unique and vibrant neighbourhood has to offer.

We partner with the City of Vincent and City of Perth to advocate for positive change and promote all the great things happening on our patch.

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.

We invite you to join us as we do our bit to ensure Northbridge holds its place as Perth's best neighbourhood – a place where a tight-knit community lives amongst a cultural melting pot of unique and surprising experiences and encounters.

Together, we aim to:

- Organise and empower the local community to feel engaged and connected
- Celebrate the vibrancy of Northbridge
- Co-operate with a diverse range of stakeholders in our engagement and activities
- Support a sense of community and inclusivity for all in our neighbourhood, from locals to visitors in the area
- Drive a community led approach in our advocacy.



How Northbridge came to be

What we call Northbridge today is located on important Whadjuk-Noongar camping sites and hunting grounds, including places called Yandilup, Yoordgoorading and Boojormelup. The area comprised a series of freshwater lakes and wetlands, rich in food sources including water birds, *kooya* (frogs), *gilgies* (freshwater crayfish), *yakan* (turtles) and plant foods such as bulrushes¹.

Following European settlement and the systematic displacement of Whadjuk people from their land, the wetlands were drained and filled for the development of Perth's first market gardens. It was an important food bowl for the fledgling Swan River Colony.

From market gardens to workers' cottages and commercial buildings, the area experienced a rapid expansion from the 1880s, and even more so during the 1890s gold boom. The location was convenient to the city centre, on the railway line, and attracted a diversity of social classes who lived close to their businesses.

The state's first library, art gallery and museum were established here in the 1890s, and the Perth Cultural Centre is still Western Australia's heart of theatre, art, music and cultural activities.

More than any other area of Perth, historical waves of migration have shaped and enhanced Northbridge. First came the Chinese population present from the early decades of the colony; followed by post WWI Greeks and Italians, that established eateries, wine bars and produce stores. After WWII a second wave of Europeans chose to settle in Northbridge. Not only were living costs more affordable, but their cultural communities and support networks were already established. The most recent wave of migration has come from the Asia-Pacific region, including Vietnam.

It wasn't until 1979 that the area to the north of the horseshoe bridge was named 'Northbridge' - the year of the State's sesquicentenary.

¹ Gnarla Boodja Mili Mili (Our Country on Paper) gnarlaboodjamap.dlgsc.wa.gov.au/



Oh, so central

Northbridge has never been more accessible from the City and the central railway station. Just a few minutes' stroll over the newly sunken railway line and Yagan Square, and you're in the heart of a hub for shopping, cafés, restaurants and entertainment venues.

Wander around Northbridge and you'll see people from all walks of life: families, students, tourists, migrants, artists, professionals, old and young, all coming together to enjoy what the area has to offer. People flock to our neighbourhood day and night because of its centrality and vibrancy.



A multicultural haven

Northbridge is a haven for food, music, theatre and events that celebrate the life of people from all around the world. Central to Northbridge is its multicultural character, with one in two residents born overseas. From Little Italy to Chinatown, restaurants, places of worship, provedore and clothing stores, migrants have settled here and chosen to make their living in Northbridge showcasing their cuisines, culture and wares. A wide variety of venues offer opportunities for our many diverse groups to share their cultural identities, while living and sharing common space in Northbridge.

Active day and night

Once perceived as a somewhat seedy and dangerous district, families in particular avoided Northbridge in the 1980s and '90s. Since the new millennium, Northbridge has turned its reputation around. Our inner-city location now brims with people during the day settling in to enjoy some of Perth's best coffee and food, soaking up the sun in our lush parks and piazzas or in search of a unique treasure in one of our independent boutiques and galleries.

Annual events like Perth Festival and PrideFEST are experiencing unprecedented popularity while Fringe World is now Perth's most popular annual festival and the third largest Fringe festival in the world, seeing hundreds of thousands of people swarm into Northbridge and the city to enjoy the incredible array of entertainment on offer.

For those with a penchant for nocturnal delights, Northbridge has restaurants, theatres, bars and clubs a plenty – including cosy spots nestled in basements, to others with spectacular rooftop views. And following a busy day and evening, Northbridge now has a wide range of accommodation from backpacker hostels to flash hotels for visitors to rest their heads.

Something for everyone

Northbridge boasts layers of culture and heritage. You can enjoy a picnic in Hyde Park or grab a bite to eat along William Street. You can catch a show at the Perth Theatre or PICA, ending the night at a cocktail bar. You can wander the streets admiring the beautiful heritage buildings, eclectic architecture or colourful murals. Visit the Art Gallery or WA Museum Boola Bardip, then relax at a café at the Perth Cultural Centre. Shop in one of the many boutiques and retro fashion outlets, then hang out in a backpacker bar. Take in some live music, performance art or a rooftop movie. There's something for everyone in Northbridge.

People of Northbridge

Take a walk around our patch and bump into a local and you're more likely to strike up a conversation with a young, well-educated person from a multi-cultural background than someone with a family and mortgage obligations as in other areas of Perth.

2016 Census data	Northbridge (City of Perth)*	Greater Perth
Median age	31	36
University qualification	31%	23%
Lone person households	27%	22%
Couples with children	3%	31%
Median weekly household income	\$1,468	\$1,636
Households renting	46%	26%
Households with a mortgage	17%	40%
Overseas born	50%	36%
Language other than English at home	38%	20%

(Source: profile.id.com.au)

* Area bounded by Newcastle Street in the north, the Midland/Armadale railway lines in the east, Barrack Street and Roe Street in the south, and Charles Street in the west.



The
Pleasure
Garden

BAR

Action Plan

Our Action Plan reflects our community’s collective desires to enrich and improve our streets and surrounds.

It is based on countless conversations and contributions from residents, visitors and businesses gathered progressively at Northbridge Common events and builds off the findings from our predecessors, *On William*.

This Plan is designed to:

- Bring our vision to life,
- Provide a comprehensive, practical and achievable roadmap,
- Be supported by implementation plans developed annually, and
- Be delivered in partnership with local businesses, residents, other community groups, and local and state government

Our Focus Areas

Activate	Events and celebrations to bring life and energy to our streets, laneways, parks and businesses.
Champion	Using our networks and channels to spread the word of how amazing Northbridge is while advocating for better decisions for, and investment in, our community.
Shape	The ‘hard stuff’ – greenery, public art etc – needed for Northbridge life to unfold.
Manage	Making sure we’re striking up wins in the most efficient, effective and enjoyable way possible.

Action Plan snapshot

These are strategies that we believe we have the skills and energy to implement.

Activate	Champion	Shape	Manage
Support community activation	Develop a marketing plan	Social exchange	Good governance
Support business-led activation	Create awareness and engagement	Green the streets	Quarterly reviews
Support delivery of a cultural celebrations	Advocate for positive change and investment	Arts and culture	Run effective and enjoyable committee meetings

Activate

Strategy	Actions	Who Else Is Involved	Timing	Priority	Tips
1. Support Community Activation	<ul style="list-style-type: none"> Eg: social sundowners, community picnics etc. Identify location – e.g. park, piazza. Identify ‘hook’ to attract people – e.g. guest speaker, activity etc. Obtain casual park hire or license from CoV/CoP if relevant (note fees). Promote through networks – online, leaflets, posters. Organise any materials or activities needed. Encourage guests to become involved, volunteer. 	<ul style="list-style-type: none"> Local businesses LGAs (hire space) Department of Local Government, Sport & Cultural Industries/ Department of Liquor Racing and Gaming (occasional licence) Local media 	All year	High	<ul style="list-style-type: none"> Tie in with seasonal activities. Keep it simple and free. Guests to pay for their own drinks.
2. Support Business-led Activation	<ul style="list-style-type: none"> Eg: Washing Lane Reception, Pooch-A-Palooza dog fashion show. Identify local business willing to provide venue. Identify ‘hook’ to attract people – e.g. guest speaker, activity etc. Promote through networks – online, leaflets, posters. Organise any materials or activities needed. Encourage guests to become involved, volunteer. 	<ul style="list-style-type: none"> Local businesses 	All year	High	<ul style="list-style-type: none"> Tie in with local business interests and promotions. Encourage businesses to reach out to NBC with ideas.
3. Support Delivery of Cultural Celebrations	<ul style="list-style-type: none"> Co-ordinate with cultural and minority groups to identify opportunities such as: <ul style="list-style-type: none"> Lunar New Year – February Harmony Day – March NAIDOC Week – July Greek Festival Day – October PrideFEST – November Obtain LGA support/approvals, as required. Perform conduit/champion role between LGAs, funding bodies, participating businesses. Support event marketing and promotions. Run specific event activities (e.g. entertainment, arts, music). 	<ul style="list-style-type: none"> Aboriginal community Multicultural groups Chung Wah Italian Club Hellenic Community Pride WA LGAs DLGSCI – Office of Multicultural Interests (grants) 	Various	High	<ul style="list-style-type: none"> Leverage existing energy and goodwill. Many grant opportunities available – e.g. DLGSCI, LGAs.

Champion

Strategy	Actions	Who Else Is Involved	Timing	Priority	Tips
4. Develop a marketing plan	<ul style="list-style-type: none"> Keep it high level: key principles, messages and timing for communications. Establish SWOT analysis, audience profiles. Establish Northbridge Common's offer / hook to develop partnerships. Identify target groups to partner / collaborate. 	<ul style="list-style-type: none"> LGAs – marketing teams 	Throughout	High	<ul style="list-style-type: none"> Ensure flexibility in plan's design to accommodate new opportunities
5. Create Awareness and Engagement	<ul style="list-style-type: none"> Leverage social media including Facebook group. Create content – news, events, stories of Northbridge Identify community and business champions. Monitor popular accounts for news, events, happenings. Create quarterly newsletter – brand, template, style guide. Compile content – e.g. our achievements, recent and upcoming events/activities, volunteer opportunities and interviews with interesting locals and businesses. Publish & distribute. 	<ul style="list-style-type: none"> Active social media accounts – So Perth, Urban List etc. LGAs – marketing teams Centre for Stories Paper Mountain Local media Local businesses 	Throughout	High	<ul style="list-style-type: none"> Develop common tone of voice / key messages. Share responsibility across committee. Approach real estate agents to distribute in return for small logo / presence.
6. Advocate for positive change and investment	<ul style="list-style-type: none"> Develop focus areas and advocacy strategies. Leverage local transformation projects to direct investment into Northbridge. For example: <ul style="list-style-type: none"> Establish central community centre available for meetings, workshops etc (could be linked to community garden). Champion trial of 'open streets' for people (no traffic) along James and Lake Streets during summer festival seasons. 	<ul style="list-style-type: none"> LGAs State Government agencies – e.g. PTA, MRWA, WA Police 	Throughout	Low to High (as issues arise)	<ul style="list-style-type: none"> Keep abreast of key issues & new developments. Contact developers active in the Northbridge area. Doing leg work to be able to strike when opportunities arise.

Shape

Strategy	Actions	Who Else Is Involved	Timing	Priority	Tips
7. Social Exchange	<ul style="list-style-type: none"> Promote inclusivity with events that appeal to youth, elderly and all demographics. Foster community connections through social and business partnerships. Explore locations – e.g. Yagan Square, Museum Street etc. Hire equipment and co-ordinate set up. Market and promote opportunity through networks. 	<ul style="list-style-type: none"> LGAs (approvals, funding) Local businesses Local community groups 	As opportunities arise	High	<ul style="list-style-type: none"> Highlight benefits to target groups to unlock funding / support.
8. Green the streets	<ul style="list-style-type: none"> Strike partnership with private landowners to establish temporary, moveable garden on vacant land e.g. corner of Monger and William Streets. Identify sites for greening opportunities eg: community gardens on LGA -owned sites. Promote and maintain greening sites. 	<ul style="list-style-type: none"> Landowners LGAs 	As opportunities arise	High	<ul style="list-style-type: none"> Reach out to local green thumbs for support.
9. Arts and Culture	<ul style="list-style-type: none"> Champion local artists for local art. Beautify the streets. 	<ul style="list-style-type: none"> Landowners Local businesses 	As opportunities arise	Medium	<ul style="list-style-type: none"> Tap into The Butcher Shop's insights / intel.



Manage

Strategy	Actions	Who Else Is Involved	Timing	Priority	Tips
10. Good Governance	<ul style="list-style-type: none"> • Elect new committee at AGM. • At first management committee meeting following AGM: <ul style="list-style-type: none"> - Establish roles and responsibilities: <ul style="list-style-type: none"> - Chair - facilitate discussion, manage voting. - Secretary - agendas, minutes, membership list - Treasurer - financial reporting, budget - Other roles as required - Develop yearly operations calendar - what, who, when, how - to steer grant spending, volunteer time and community energy. - Quarterly core focus, ie an intense 'sprint' period of action. 	<ul style="list-style-type: none"> • N/A 	AGM and following	High	<ul style="list-style-type: none"> • Focus on what's realistically achievable <ul style="list-style-type: none"> - projects generally require a lot more investment than anticipated.
11. Quarterly Reviews	<ul style="list-style-type: none"> • Put call out to form action groups specific to priority projects - e.g. events, community garden. • Develop project proposal for consideration by management committee - rationale, methodology, timeframe, resources required etc. • Implement following approval. • Support project action groups. 	<ul style="list-style-type: none"> • N/A 	Quarterly	High	<ul style="list-style-type: none"> • Keep project proposals simple to start off with. • Make sure everyone feels supported.
12. Run effective and enjoyable committee meetings	<ul style="list-style-type: none"> • Share project action groups progress, troubleshoot issues, approve funding • Consider new project opportunities • Finish meetings with opportunity for social catchups • Invite LGA officers to share information, troubleshoot issues 	<ul style="list-style-type: none"> • LGAs 	Throughout	High	<ul style="list-style-type: none"> • Keep meetings to under one hour where possible to maintain focus.





Community at its core

We are a team that embraces passionate people leading initiatives that improve the social, cultural and mental wellbeing of our neighbourhood. We are fortunate to work with local government, state government, business owners, residents, creatives and community leaders to help us in our vision.

This plan has been informed by dozens of people generously offering their time, knowledge, experience and creative energy which guide our broader engagement and activity.

As a volunteer-run organisation, we are always looking for extra support. We invite you to join us on this journey, as we endeavour to continue to champion, celebrate and advocate for our neighbourhood.

If you've got some great ideas, or simply want to connect - reach out to us!

hello@northbridgecommon.org.au

northbridgecommon.org.au/contact/

Prepared by:

element.