



Our Future Directions

Our Vision

(OUR ULTIMATE ASPIRATION)

**Perth's most unique, inviting and thriving village centre,
where businesses are valued and locals love to live**

Our Mission

(OUR REASON FOR BEING)

*Subiaction is a positive, proactive and independent team of local volunteers
focussed on enhancing Subiaco as a vibrant, thriving and attractive destination
where people want to live, work, shop and socialise.*

Our Objectives

(WHAT WE SEEK TO ACHIEVE)

Subiaction seeks to:



Build a strong, collaborative and proactive business community that effectively promotes all that the town centre has to offer



Create a "must see" town centre experience for tourists so that they come, spend, stay and return in the future



Unite with local residents so they love where they live and value their local businesses by shopping, eating, drinking and playing in their town centre



Foster positive relationships with all levels of government to create mutual benefit and inspire investment in, and support for the town centre



Connect with local workers where they engage with the town centre as their daily place to socialise and shop



Provide strong governance to ensure the organisation is sustainable and effective in achieving its vision

Our Strategy

(HOW WE WILL ACHIEVE OUR OBJECTIVES)



Build a strong, collaborative and proactive business community that effectively promotes all that the town centre has to offer

OBJECTIVE ONE

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
Increase data base (aim to sign up 300) <ul style="list-style-type: none">Establish effective mechanisms for maintaining databaseEstablish effective communications methods for promoting what Subiaction has to offer	<ul style="list-style-type: none">Council list of businesses (Database)Promotion by Subiaction current membersOperational funding to support database management	30 November 2018
Conduct quarterly business networking sundowners/social gatherings to build relationships <ul style="list-style-type: none">Schedule locations/venuesConfirm dates and promote to the members to lock in dates	<ul style="list-style-type: none">Council list of businesses (Database)Support from other businesses to host the functionsOperational funding to support the event and promotion	June 2018 September 2018 December 2018 March 2019
Establish a Closed Facebook Group to engage local business members <ul style="list-style-type: none">Establish Facebook siteEstablish clear rules of use to ensure proper and appropriate use of the page (i.e. focus on the positive)Promote site to members and local businesses with a link to click on and connectProfile local businesses, events and discussion on the siteAppoint moderators and site coordinators	<ul style="list-style-type: none">Committee member to establish the pageAppoint committee members to monitor the page content and to add content to the pageDatabase of businesses to invite	31 May 2018
Redo the current website to make it more contemporary and functional <ul style="list-style-type: none">Develop a web map of key content for the siteSeek pro-bono support to establish the siteAppoint members to update the site in an ongoing manner	<ul style="list-style-type: none">Operational support to manage the site in an ongoing manner	December 2018





Unite with local residents so they love where they live and value their local businesses by shopping, eating, drinking and playing in their town centre

OBJECTIVE TWO

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
<p>Develop a campaign targeted at local residents to bring them back to and be advocates for the town centre and local businesses (Bring out the voice of the silent majority)</p> <ul style="list-style-type: none"> Develop promotional materials (see campaign) to provide at the venue to promote the "There's lots to love" message and support for local businesses Provide information on what people can do to advocate for their town centre 	<ul style="list-style-type: none"> Seek funding to develop the campaign and messages – who link to existing "See Subiaco" campaign (Localising) Operational support to manage the site in an ongoing manner 	December 2018
<p>Develop links with Subiaco Markets team to help cross promote and build partnerships</p> <ul style="list-style-type: none"> Engage with Jodi (councillor) to see how the relationship can be fostered Establish a stall or other activities where local businesses can be promoted and supported at the markets 	<ul style="list-style-type: none"> Support from Subiaco Markets team Promotional materials developed that can be used at the markets 	December 2018
<p>Start some low key activities for local residents to engage in the town centre and support the "There's lots to love" message</p> <ul style="list-style-type: none"> Develop a schedule of activities (e.g. music in the town centre or other simple events) Link to existing major events calendar 	<ul style="list-style-type: none"> City of Subiaco support for low key activities and events Operational funding to conduct events 	February 2019
<p>Work with local businesses to establish a "special offering" that is provided to local residents and workers who shop and support local businesses (e.g. Subiaco Card/App). This could include for example:</p> <ul style="list-style-type: none"> Discount offers Invites to special events Information on local businesses 	<ul style="list-style-type: none"> Development of the brand concepts for the new offering Development of the information pack Link with See Subiaco Operational budget 	Early 2019
<p>Continue and improve existing major town centre activation events in partnership with the City of Subiaco, including</p> <ul style="list-style-type: none"> Night of lights Christmas Events Street Party 	<ul style="list-style-type: none"> Partnership funding with City of Subiaco Greater support from database 	Ongoing



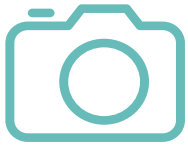


*Connect with local workers where they
engage with the town centre as their daily
place to socialise and shop*

OBJECTIVE THREE

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
Establish a database of local organisations within the Subiaco boundary (e.g. major businesses; hospitals; schools etc)	<ul style="list-style-type: none">• Map/database of local organisations	30 November 2018
Work with local businesses to establish a “special offering” that is provided to local residents and workers who shop and support local businesses (e.g. Subiaco Card/App). This could include for example: <ul style="list-style-type: none">• Discount offers• Invites to special events• Information on local businesses	<ul style="list-style-type: none">• Development of concepts for the new offering• Development of the information pack• Link with See Subiaco• Operational budget	Early 2019
Establish a special event (with drinks and food) to invite CEOs, Human Resource Managers and Social Club Committees from the key organisations to talk about benefits of engaging with the Subiaco Town Centre and to seek their support to connect with local workers <ul style="list-style-type: none">• Develop special event invite• Host at a local entertainment business (e.g. Subiaco Hotel)• Provide the attendees with an information pack• Develop “special offerings” for local workers that can be communicated by the attendees to their staff	<ul style="list-style-type: none">• Support from City of Subiaco team• Operational budget to develop event materials and cover event costs• Promotional materials developed that can be used at the markets	Mid 2019
Conduct a focussed Summer Campaign that generates activities and initiatives that generate engagement with local workers and community, e.g. <ul style="list-style-type: none">• Businesses on the street every Friday• Pop up shops	<ul style="list-style-type: none">• City of Subiaco support for low key activities and events• Operational funding to conduct events	End of 2018





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OBJECTIVE FOUR

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
Work with the City of Subiaco to support the launch and key events from the See Subiaco Initiative	<ul style="list-style-type: none">City of Subiaco team to brief Subiaction on what is proposed	30 June 2018
Promote key events and activities undertaken by the City of Subiaco and the See Subiaco initiative using Subiaction networks and communication channels	<ul style="list-style-type: none">City of Subiaco team to brief Subiaction on what is proposedSocial mediaWebsiteBusiness communications	Ongoing
Meet with Minister for Small Business and Tourism, Hon Paul Papalia <ul style="list-style-type: none">Letter to the Minister follow up by a phone callIdentify key priorities for the government and how they align with what Subiaction is seeking to achieve (e.g. job creation)Identify the key actions that Subiaction want the Minister to support	<ul style="list-style-type: none">Letters drafted and placed on letterheadDevelopment of a designed version of the plan to show to the Minister	30 June 2018





Foster positive relationships with all levels of government to create mutual benefit and inspire investment in, and support for the town centre

OBJECTIVE FIVE

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
Advocate to the City of Subiaco to develop a register / database of local businesses that can be used by Subiaction to increase its network	<ul style="list-style-type: none"> City of Subiaco team to brief Subiaction on what is proposed 	30 June 2018
Conduct a meeting with the Mayor to outline Subiaction's vision and strategy and seek engagement and support from the City for town centre activation and revitalisation	<ul style="list-style-type: none"> City of Subiaco team to brief Subiaction on what is proposed Social media Website Business communications 	Ongoing
Generate Business engagement in key Local Government Decisions <ul style="list-style-type: none"> Campaign to ensure all businesses are registered to vote Conduct engagements with the Local Government elected members to outline Subiaction's vision and strategies Schedule Subiaction/business representation and deputations at Council meetings to ensure that the Local Government hear the perspective of local businesses Generate business comment on key policies and decisions from the City of Subiaco and state government 	<ul style="list-style-type: none"> Development of a designed version of the plan to show to the Minister 	30 June 2018
Invite State Ministers and members of parliament to meet and discuss Subiaction's vision and how they can partner with the organisation to support their priorities. Invites to go to (for example): <ul style="list-style-type: none"> Hon Paul Papalia, Minister for Small Business and Tourism Hon Rita Saffioti, Minister for Planning, Lands and Transport Hon Bill Marmion, Member for Nedlands Following actions required to organise the meetings: <ul style="list-style-type: none"> Letter to the Minister follow up by a phone call Identify key priorities for the government and how they align with what Subiaction is seeking to achieve (e.g. job creation) Identify the key actions that Subiaction want the Minister to support 	<ul style="list-style-type: none"> Letters drafted and placed on letterhead Development of a designed version of the plan to show to the MLAs 	





Provide strong governance to ensure the organisation is sustainable and effective in achieving its vision

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OBJECTIVE SIX

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
<p>Establish a fundraising strategy that includes seeking funding from local sponsors as well as grants from key agencies</p> <p>Sources to include for example:</p> <ul style="list-style-type: none">• Local business fundraising• LotteryWest• Healthway• Dept Culture and the Arts	<ul style="list-style-type: none">• Appoint a fundraising coordinator• Seek advice/training on grant applications	Early 2019
<p>Increase committee membership to at least 15 to enable proper delegation of tasks and roles in line with the agree office bearer positions and development of sub-committees.</p>	<ul style="list-style-type: none">• Establish larger database of businesses and members• Contact members to encourage participation in the committee	December 2018
<p>Reinforce the Subiaction brand in all communication:</p> <ul style="list-style-type: none">• Develop a tag line for the group that can go with the logo• Develop a clear branding approach	<ul style="list-style-type: none">• Develop simple branding style guide• Seek pro-bono support on marketing	December 2018





*Subiaction acknowledges the ongoing
support of the City of Subiaco*

To find out more about Subiaction go to
www.subiaction.org.au

