



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)

To be a positive, proactive and supportive business community that enhances the Subiaco Town Centre as a thriving 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)

OBJECTIVE ONE



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

KEY ACTIONS

RESOURCES AND SUPPORT NEEDED

TIMING (COMPLETION DATE)

Increase data base (aim to sign up 300)

- Establish effective mechanisms for maintaining membership database
- Establish effective communications methods for promoting what Subiaction has to offer

- Council list of businesses (Database)
- Promotion by Subiaction current members
- Operational funding to support membership management

30 November 2018

Conduct quarterly business network sundowners/ social gatherings to build relationships

- Schedule locations/venues
- Confirm dates and promote to the members to lock in dates

- Council list of businesses (Database)
- Support from other businesses to host the functions
- Operational 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

- Establish Facebook site
- Establish 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 connect
- Profile local businesses, events and discussion on the site
- Appoint moderators and site coordinators

- Committee member to establish the page
- Appoint committee members to monitor the page content and to add content to the page
- Database of members and businesses to invite

31 May 2018

Redo the current website to make it more contemporary and functional

- Develop a web map of key content for the site
- Seek pro-bono support to establish the site
- Appoint members to update the site in an ongoing manner

- Pro-bono support to develop the site
- Operational support to manage the site in an ongoing manner

December 2018

OBJECTIVE TWO



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

KEY ACTIONS	RESOURCES AND SUPPORT NEEDED	TIMING (COMPLETION DATE)
<p>Develop a campaign targeted at local residents to bring them back to the town centre 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 “love where you live” 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 “love where you live” message</p> <ul style="list-style-type: none"> Develop a schedule of activities (e.g. music in the park 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 	June 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 membership base 	Ongoing

OBJECTIVE THREE



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

KEY ACTIONS

RESOURCES AND SUPPORT NEEDED

TIMING (COMPLETION DATE)

Establish a database of local organisations within the Subiaco boundary with large (e.g. major businesses; hospitals; schools etc)

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:

- Discount offers
- Invites to special events
- Information on local businesses

- Development of the brand 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

- 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

- 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

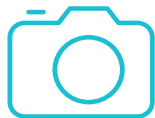
Conduct a focussed Summer Campaign that generates activities and initiatives that generate engagement with local workers and community, e.g.

- Businesses on the street every Friday
- Pop up shops

- City of Subiaco support for low key activities and events
- Operational funding to conduct events

End of 2018

OBJECTIVE FOUR



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

SUBI
action

KEY ACTIONS

Work with the City of Subiaco to support the launch and key events from the See Subiaco Initiative

RESOURCES AND SUPPORT NEEDED

- City of Subiaco team to brief Subiaction on what is proposed

TIMING (COMPLETION DATE)

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

- City of Subiaco team to brief Subiaction on what is proposed
- Social media
- Website
- Business communications

Ongoing

Meet with Minister for Small Business and Tourism, Hon Paul Papalia

- Let 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

- Letters drafted and placed on letterhead
- Development of a designed version of the plan to show to the Minister

30 June 2018



OBJECTIVE FIVE



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

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

- 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

- 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

- 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

- 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):

- 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:

- Let 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

- Letters drafted and placed on letterhead
- Development of a designed version of the plan to show to the MLAs

OBJECTIVE SIX



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

SUBI
action

KEY ACTIONS

Establish a fundraising strategy that includes seeking funding from local sponsors as well as grants from key agencies

Sources to include for example:

- Local business fundraising
- LotteryWest
- Healthway
- Dept Culture and the Arts

RESOURCES AND SUPPORT NEEDED

- Appoint a fundraising coordinator
- Seek advice/training on grant applications

TIMING (COMPLETION DATE)

Early 2019

Increase committee membership to at least 15 to enable proper delegation of tasks and roles in line with the agreed office bearer positions and development of sub-committees.

- Establish larger database of businesses and members
- Contact members to encourage participation in the committee

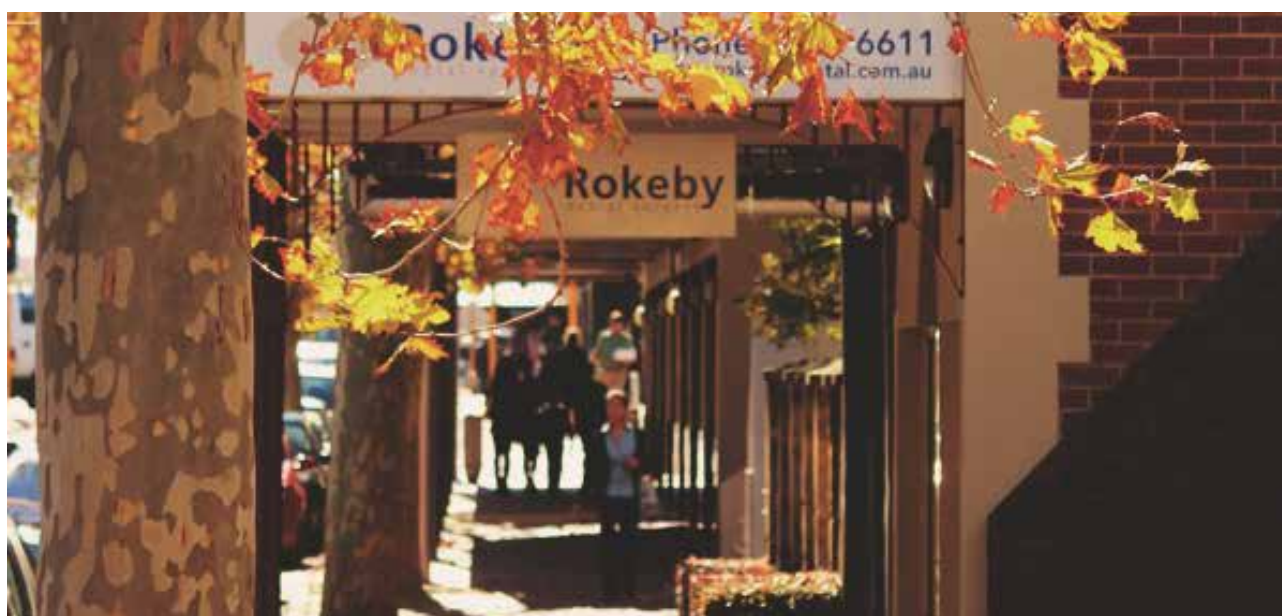
December 2018

Reinforce the Subiaction brand in all communication:

- Develop a tag line for the group that can go with the logo
- Develop a clear branding approach

- 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

