



5th April 2013

Submission on City Centre Vibrancy Strategy

Dear Councillors,

On behalf of Pollinators Inc, please accept our submission on this draft strategy.

Pollinators Inc in-principle supports many of the recommendation and are already leading the way in implementing the proposed strategies.

Below are recommendations for additions or amendments that should be incorporated into the final document. Incorporating these changes will ensure a truer reflection of the current situation, clarification of roles, and more effective implementation.

We also have some specific recommendations for changes to text or priorities:

1. Not-for-profit organisations actively contributing to Vibrancy strategy implementation, such as Pollinators' CityHive in Swansea House, ACDC, and/or their landlords should be prioritised for receiving the 3-year rate holiday starting in the 2013/14 financial year,
2. Include additional actions in "Quick Wins" e.g. "Harness the city's creative capital by promoting and supporting grass roots vibrancy initiatives" [Recommendation from p34]
3. Maps should be corrected e.g. P3,4,25 to more accurately reflect the activities and businesses in the "West End"
4. Recommendations should refer to the work done on "Livening up the Laneways" and the associated branding (attached),
5. The "Digital Technology Strategy" should be updated to reflect the recommendations and priorities of the Digital First and Smarter City strategies/policies,
6. There should be reference to diversity and social and economic justice in the implementation of the strategy. There is a risk that the city centre could become exclusive and gentrified if a diversity of non-commercial needs and user groups are not accommodated.

We would be happy to provide additional or clarifying information to support this submission, so please don't hesitate to call on 04666 94702

Yours Sincerely,

Andrew Outhwaite
Executive Officer



About Pollinators Inc

About Pollinators

Pollinators Inc is a member-based social enterprise creating cultural, physical, economic and social spaces that enable individuals, businesses and agencies to contribute to the development of regional WA through innovation and collaboration.

Isolation can reduce the confidence, commitment, competency, and creativity of the leaders on whom our communities' present and future prosperity depend, and we believe the Digital Strategy and IBM report would be critical in reducing that isolation.

Pollinators Inc addresses isolation and creates conditions and 'platforms' that increase the likelihood of success:

1. CityHive — coworking and innovation space,
2. Swarm — training, workshops, networking and professional development events,
3. Catalyst — 4-month learning program for social entrepreneurs,
4. Buzz — regular newsletter, social media and online community,
5. Laneways — pop-up and short-term spaces for art and services in the CBD,

Since starting in early 2011 we've supported hundreds of members, enabled thousands of attendees at events to learn, and provided more than ten thousand hours of affordable, creative workspace.

Pollinators' innovations include:

- Comprehensive research and engagement into learning needs, markets, and opportunities for sustainable success, all completed before we started operating,
- Avoiding grant-dependency through pursuing a social enterprise model, generating revenue through sales (workspace, event tickets etc.),
- Embodying collaboration facilitating partnerships, information sharing and cooperation amongst agencies, businesses and community organisations,
- Opening and operating WA's first coworking space — CityHive,
- Growing a membership-base who benefit from and pay for services,
- Tackling challenges and opportunities that other government, business and community organisations won't or can't e.g. Urban regeneration,
- Structuring and working differently through short-term, performance-based contracts, volunteer CityHive hosts, all our management systems being online.

Coming up in 2013

Services, programs and projects for 2013 include:

- Design of an full-year learning program, including use of technology to enable learning programs to be delivered across Western Australia via the web around WA,
- Facilitating Catalyst for the Midwest's emerging community leaders, and progressing opportunities to extend the program to other parts of WA,
- Opening a new 350m2 'CityHive' coworking and innovations space in mid 2013, sharing our learning through workshops, training and presentations around WA.



Recommendations for changes to the City Centre Vibrancy Strategy

Pollinators Inc in-principle supports many of the recommendation and are a key partner in implementing the proposed strategies.

Below are recommendations for additions or amendments that should be incorporated into the final document. Incorporating these changes will ensure a truer reflection of the current situation, clarification of roles, and more effective implementation.

P3/map. Correct the map — activities and organisations such as Cavana, MWCCI and the community arts/events are in the West End, not in the mall.

P4/map. Correct the map — derelict buildings picture in lower right are in the West End, not in the mall.

P5. An additional/explicit Place Management Strategy should be “Use economic incentives and levers to resource activation”. i.e. there must be revenue streams that tax ‘bad’ landowners / tenants, not good owners/tenants. This is similar to the sub-recommendation of “investigate alternative revenue sources” on p11, and either/both should be strategies in their own right.

P6. There should be reference to diversity and social and economic justice in the implementation of the strategy. There is a risk that the city centre could become exclusive and gentrified if a diversity of non-commercial needs and user groups are not accommodated.

P8. An additional Place Management Strategy should be “Use economic incentives and levers to resource activation”. i.e. there must be revenue streams that tax ‘bad’ landowners / tenants, not good owners/tenants.

P11. In the last line, Add “Cultural Organisations” as having a role in ensuring CGG staff are accountable.

P16. Add the CGG-funded Pollinators-delivered Laneways Branding (attached) as an example of Place Branding that should be considered as part of branding consolidation.

P25/map. Correct the map — Restaurant / cafe / tourism precinct should extend West of Cathedral Ave towards the West End e.g. Jaffle Shack, Culinary HQ, Fluer High Tea, Tanti’s, Cavana, Roma, Provincial, Latitude Pearls.

P26 . Cultural Organisations/Community Groups should be added to the actions such as “relocate youth centre to city centre” and “support/promote/advertise EOI opportunities for pop-up shops”

P34 . Cultural Organisations/Community Groups should be added to the actions such as “implement the arts, culture and heritage business plan” and “continue to support youth activities”

Quick Wins. We support these initiatives and Pollinators and our members are already working on many of them. Additional quick wins should be:

- Install additional facilities to encourage cycling and walking,
- Maintain the ‘unoccupiable building rate’ and ensure a significant percentage of that income is re-invested in place-making and enterprise development through partner organisations,
- [Recommendation from p34] “Harness the city’s creative capital by promoting and supporting grass roots vibrancy initiatives”



- Encourage festivals such as Gfest, Sustainable Innovation Festival to have outdoor events in the City Centre.