

Beaufort Street Network Annual Report 2015



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The Beaufort Street Network is a positive and proactive community organisation working to create a better Beaufort Street in Mount Lawley and Highgate.

The Network brings local residents and businesses together to develop better places to live, work, run a business and have fun. We work to:

- Encourage and promote the unique vibrancy, lifestyle and retail environment on the street;
- Work with local governments, other community organisations and private developers wherever possible to develop new initiatives and projects that enhance Beaufort Street;
- Inspire and foster the creative community through coordinating the Beaufort Street Festival; and
- Provide a strong voice for residents, retailers and community groups.

It's been another busy year for the Network and we have strengthened our organisation. The major highlights this year are summarised below.

Beaufort Street Festival 2015



The Beaufort Street Festival is back for the sixth year on Saturday, 14th November 2015. The Network is extremely proud of the Festival and all the people who have worked tirelessly to make this event one of the most popular on the Perth social calendar. The Festival brings the community together and includes volunteers, residents, businesses and local Festival Managers.

The Steering Committee this year included 5 from last year, Dale Emery, Pam Herron, Annabel Keogh, Jen Jones and Jas Day plus 2 new members, Emma Kenton and Ciaran Cooke. Together with Aaron Rutter and Paul Fletcher from Jump Climb and Nikki Graski and Brett Walsh from The Event Agency, we have brought back the community involvement and put great emphasis on security and infrastructure and in ensuring the Festival is commercially sound heading into 2016 and beyond. In a little under 2 weeks, another hard year of engagement will be realised and we trust this will be a Festival that the whole community embraces.

Better Beaufort Action Plan

The Network developed the Better Beaufort Action Plan in 2013 based on community feedback. It's already an exciting and unique place, but it could be even better. But great places don't just happen. They need to be created by people for people. It takes some hard work.

The actions completed this year include:

- Installation of a major piece of public art featuring a new chandelier made from recycled bike parts next to St Michael's restaurant. The bike chandelier was made by reSpoke and funded by the City of Vincent, local residents through a Pozible campaign and the Network
- The new Lightbox Laneway Gallery in the lane between St Michael's and Orno Interiors installed by the City of Vincent
- Launching the second Better Beaufort \$1,000 Grant Competition
- Mural in the Fresh Provisions car park, part-funded by the Network
- New street trees and a seat were put in outside Fat Dragon and Scents of Taste on Walcott Street
- A Walking Workshop discussed the ideas, opportunities and challenges for the street

We conducted a survey in May 2015 to get feedback on what is happening on the street and what people like and don't like. The survey was completed by 267 people and the best things over the last 12 months were:

- New street art and murals – liked by 69% of survey respondents
- New street trees and landscaping – 54%
- Beaufort Street Art Market – 41%
- Beaufort Street Festival – 36%
- Murals on Beaufort Street surface – 35%
- Mary Street Piazza Pop Up – 27%
- Installation of new seats – 30%
- Beaufort Street sign – 19%

We also asked locals and visitors whether Beaufort Street had gotten better or worse over the last 12 months. The results were:

- Much better – 10%
- Better – 39%
- About the same – 33%
- Worse – 14%
- Much worse - 3%
- Not sure – 2%

So we still have plenty of work to do and would love your help. Let us know if you have ideas or want to get involved.

Beaufort Street Market



The Beaufort Street Market is held on the first Sunday of every month. The market provides an opportunity for local artists, designers and craftspeople to display their work in relaxed, inexpensive and creative space.

One of the highlights was our Dogtober Market in October 2015 featuring a dog-wash, photographer and doggie treats plus the normal creative vibe.

The Market has been popular with locals and visitors and provides a great excuse to come down to Beaufort Street on a Sunday morning.

Name the Laneways

The Network is working with the City of Vincent to name twelve currently unnamed laneways around Beaufort Street. These laneways have been here for decades. But they have never had official names. Naming the laneways is will help create a 'sense of place' and future laneway activations.

This is a great community project and everyone is welcome to get involved. We're looking for clever names that resonate with the area and its community.

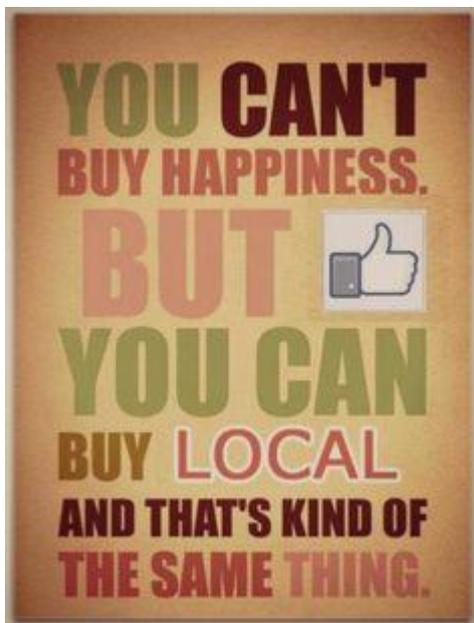
Find out more and make your submission on the City's of Vincent's website – <http://www.vincent.wa.gov.au/namethelanes>. Submissions are due by 20 November.

Mary Street Piazza



The new Mary Street Piazza will provide a great new place for people to meet, relax and enjoy. The piazza is on the corner of Mary and Beaufort Streets and is scheduled to be completed in early November. The Network will be co-hosting the piazza launch on Friday 13th November 2015 and we hope to see our members and the broader community embrace this new space. Special thanks to the City of Vincent for this innovative project.

Shop Local Campaign



Beaufort Street is one of Perth's traditional 'main streets' with shops, cafes and restaurants on either side of a busy road. Our local businesses and particularly retailers are facing new challenges with the rise of online retail and expansion of major shopping centres.

The Network partnered with Yelp to promote a Shop Local on Beaufort Street campaign.

Shopping local is one of the easiest and best ways to support a vibrant and independent street without lots of chain stores.

Shopping local keeps your money in our community.

Network Membership

Membership Committee 2015:

Jen Jones, Pam Herron, Emma Kenton & Julian Wright

Over the past year, the Membership Committee has made it even easier for both businesses and residents to become members of the Network through our website and the Register Now online payment system.

The team has been committed to providing value for money to our members and have introduced many "member specials" that can be redeemed locally, increasing the incentive to join and also promoting the business members on the street.

As we are a not for profit organisation solely dependent on our volunteers, any funds raised through memberships go back into the community.

Beaufort Street businesses who participate in the Festival by way of sponsorship, stalls or business registration, automatically become members with \$95 per business going back into community projects. Any business member who is not listed on our website is encouraged to send us your details so we can promote your business and attract as many people as possible to the street.

Network Marketing



Membership Committee:

Emma Kenton Danielle Van Kampen, Adrian Tatasciore, Dean Cracknell

The Marketing Committee has been working on various campaigns and developed the 'I love Beaufort' campaign featuring reusable bags to cut down on plastic and snazzy stickers to show our pride in the street. There are more calico shopping bags for sale for just \$10 each.

The Network's social media presence is attracting more followers and the website attracts up to 600 hits a day.

Pozible Bike Chandelier

After a long wait this project is soon to go ahead. This project represents a true collaboration by the Beaufort Street Network, the local residents and businesses who donated funds so willingly and the City of Vincent. Funds raised by the community were matched by the Network and that total was matched by City of Vincent. We are very lucky to have such a supportive council.

Tell us what you think. Get involved.

We want to hear from you! How can Beaufort Street be improved? Let us know your ideas.

There are lots of ways for you to get involved. We can let you know what is going on and find something you would be interested in helping with. Or you might have your own ideas. Creating a better place can be fun and build on your skills and abilities. It is also a great way to meet creative and passionate locals.

