



Annual Report 2014



**beaufort
street
network**

www.beaufortstreet.com.au

Beaufort Street Network 2014 Annual Report

The Beaufort Street Network is a community organisation dedicated to improving one of Perth's most distinctive urban places – Beaufort Street in Mount Lawley and Highgate and the surrounding area.

The Network brings local residents and businesses together to develop better places to live, work, run a business and have fun. We are a positive and proactive group committed to making Beaufort Street a better place.

The Network works 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.

The past year has been another extremely busy year for our organisation and our gallant volunteers. The key challenges and achievements included:

Beaufort Street Festival 2014



The Beaufort Street Festival 2014 is back for the fifth year on November 15th 2014. 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. Bringing together the community which includes volunteers, residents, businesses and local Festival Managers.

The Steering Committee this year included 4 from last year, Dale Emery, Pam Herron, Annabel Keogh and Jas Day plus 3 new members, Jen Jones, Dan McAullay and Ryan Knowles. Together with Aaron Rutter and Paul Fletcher from Jump Climb and Nikki Graski 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 2015 and beyond. In a little over 2 weeks, another hard year of engagement will be realised and we trust this will be the Festival to beat all others.

Beaufort Street Streetscape Upgrades

The Network worked proactively with the City of Vincent to upgrade the street, including:

- Conducting a 'street audit' to identify issues
- Planting new trees, shrubs and garden beds to provides hade and greenery
- Installing two new colourful feature murals on the road and footpath surfaces on the corner of Grosvenor Road and St Albans Avenue. This will be the first time this has happened on a major road in Australia. The artworks will provide new entry statements in to the precinct and help slow traffic speed
- Installing 12 new seats to create a more comfortable place for people
- Upgrading bike racks to encourage cycling

Better Beaufort Action Plan

The Network developed a plan for a Better Beaufort Street in conjunction with the community. 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. But there are huge benefits for businesses, residents and visitors.

The actions completed so far include:

- Promoting Beaufort Street in the Urban Walkabout production Pieces of Perth
- Assisting with Mary Street Piazza 2 Week Pop Up Trial
- Changes to local laws to encourage street entertainers
- Streamlining alfresco dining application procedures and street trading for local businesses
- Installing new planters (painted 200 litre barrels) on the corner of Field and Walcott Streets
- Wayfinding stenciled footpath signage to help people find places such as train stations, central Perth, Hyde Park etc
- Mounting new Beaufort Street maps on the walls of the Flying Scotsman and Homestead Realty to assist tourists and visitors
- Launching the first Better Beaufort \$1,000 Grant Competition



Beaufort Street Art Market



The Beaufort Street Art Market ran its first event on the first Sunday in September. After only 2 markets this has proven to be very popular with both locals, visitors and artists.

In a celebration of Perth's local creative brilliance and talent, the market gives local artists, designers and craftspeople the opportunity to display their work and wears in an open, free and creative environment.

Mary Street Piazza



Beaufort Street will soon have a great new place for people to meet, relax and enjoy.

The Mary Street Piazza was approved by the City of Vincent Council on 9 September 2014. It will now be professionally designed and built. This will be a community space for decades to come.

The piazza was trialed between 25 July and 8 August 2014 and

Network volunteers helped run and promote it. The purpose of the trial was to provide an opportunity for people to see what could be done in the space and assess

things like traffic and parking impacts. The community feedback was fantastic with 87% of the 300 submissions supporting a new public space for Beaufort Street.

Laneway Mural Project



The Laneway Collective is bringing together local artists, residents and land owners to create inspiring laneway art.

The Network is supporting the first major project, which will create a unique street art gallery in a forgotten laneway between Grosvenor Road and Chelmsford Road in Mount Lawley. The laneway is just behind IGA on Beaufort Street.

The project involves more than 30 artists and 30 residents.
Find out more at <https://www.facebook.com/lanewaycollective>

Network Membership

Membership committee:

Jen Jones, Pam Herron, Emma Kenton & Ryan Knowles

Over the past year the membership committee have made it even easier for both businesses and residents to become members of The Beaufort Street Network, through our website and the Register Now online payment system.

The team have 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.

The next step the committee want to implement is an increase in the resident membership fee from \$15 per annum to \$25. Whilst still offering great value for money we are aiming to increase our revenue to push forward with some fantastic programs for the street, listed in our Action Plan. As we are a not for profit

organisation solely dependent on our volunteers, any funds raised through memberships go back into the community.

Network Marketing

Marketing Committee:

Dean Cracknell, Michelle Xa Rechichi, Danielle Van Kampen, Adrian Tatasciore, Elaine MacLeod

This year we established a Marketing Sub-Committee that has developed a Marketing Plan, marketing procedures, standards and materials, social media platforms and logos.

The website has been upgraded to make it more user friendly, to provide an avenue for the promotion of our member businesses and to help us achieve our aim of being the "go to" website for services on Beaufort Street.

The Marketing committee works closely with the Membership Committee to make sure our desire to be the best community group in the world is achievable! (Ok, we'll settle for being the best in the West!)

Public Art

We are pleased to announce that our Pozible project should be launched in January. After deciding to abandon the Doll's Head due to many logistical issues, we identified a project this year called The Bike Chandelier. Much of the year has been spent getting the appropriate approvals in place with the Lessee and Lessor of the building and the City of Vincent. Contract with these parties and the designers reSpoke are now in place.

This is an amazing community effort funded by the community and The Beaufort Street Network matching the funding by City of Vincent to ensure this project goes ahead. Those who have contributed to make this a reality can look forward to the launch in the laneway commonly known as Jackson's Laneway.

The Network has also co-funded murals on the walls of Salsas and Method Clothing in conjunction with the businesses and have others in the pipeline for 2014-2015.

Community Engagement

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

There are also 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.

