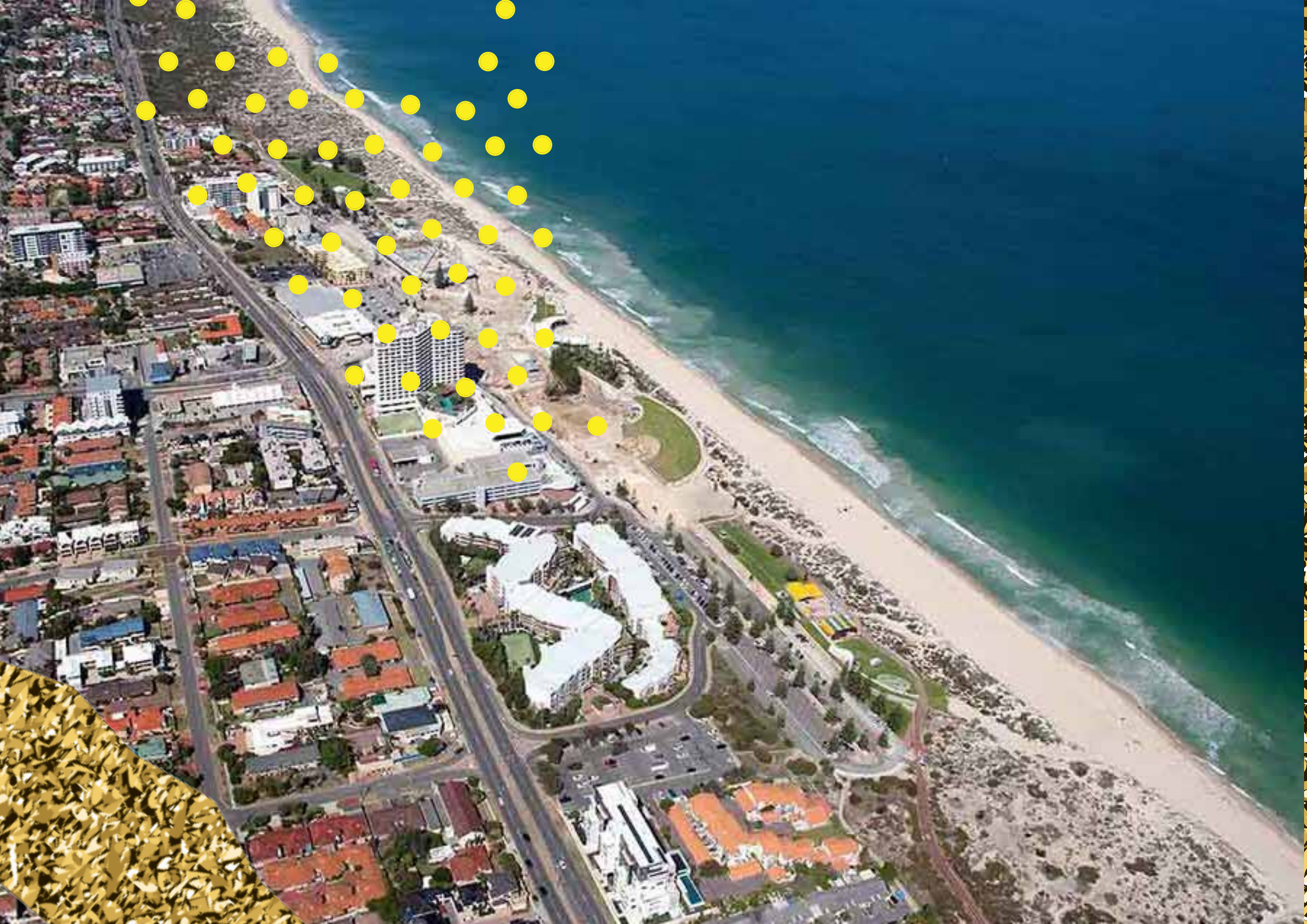
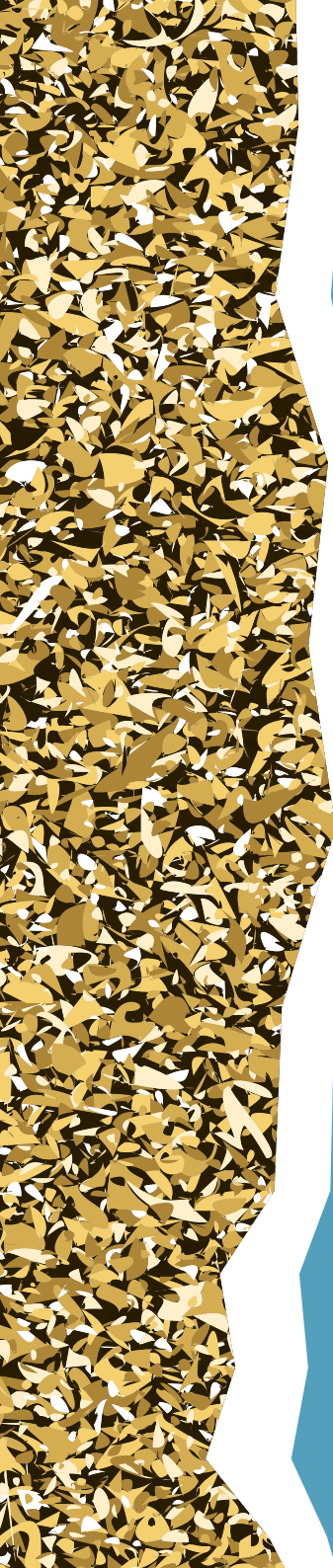


The background of the cover features several abstract, organic shapes. In the top right corner, there are overlapping shapes in orange and yellow. In the bottom left corner, there is a blue shape and a textured, golden-brown shape. A trail of black dots starts near the top left and curves towards the bottom right, passing between the blue and golden shapes.

THE ACTION PLAN 2017 - 2020





WHO ARE WE?

The Scarborough Beach Association is a community collective for people who love one of Perth's most popular beach locations - Scarborough. The SBA brings together local residents, community organisations & businesses, who want to develop a better place to work, live & play. The SBA is committed to positivity.

OUR MISSION

The Scarborough Beach Associations primary mission is to bring together local residents, community organisations and businesses, who want to develop a better place to work, live and play..



EXECUTIVE SUMMARY

The Scarborough Beach Association (The Collective) has developed an Action Plan to engage the Scarborough community in an exciting future for the area. The SBA Collective wants to work with local residents, businesses, Government and community groups to develop vibrant and creative activations that encourage an exciting beach lifestyle.

Scarborough has a rich and vibrant history and we want to ensure today's happenings are tomorrow's stories. This plan aims to achieve this. It is a dynamic plan with achievable short, medium and long term objectives. Our plan is aimed at nurturing the continued co-operation and involvement of local residents, businesses and government which is vital to ensure quality outcomes for the whole community.

With this Action Plan the Collective aims to;

- Establish a vision for Scarborough.
- Identify principles to guide future actions.
- Support worthwhile future efforts.
- Create a vibrant and exciting lifestyle at our Beach.

People talk about the 'good old days' at Scarborough. The 'good old days' are with us now – this is why we work, live and play here. We want to establish a plan that attracts more visitors to share our unique experiences and enjoy what we have.

This Action Plan requires everyone's involvement. Don't be a passenger – join in and become part of the iconic history of Scarborough.



SBA GUIDING PRINCIPLES

PROMOTE, ADVANCE & ENHANCE

The district of Scarborough as a beach-side recreation area, a tourist hub, a holiday destination as well as enhancing and activating the area to reengage with local residents, whilst bringing in new community members from the wider Perth Community.

COLLABORATE

With local government, community organizations, local business and relevant external parties to provide, facilitate and support activations and events within the encompassed area that will support and enhance the concept of the idyllic place to live, work and play.

SUPPORT, IMPROVE & FACILITATE

Communication, social contact and cordial relations between commercial traders, business people, external parties and residents to start developing exciting networks and vibrant activations.

DIVERSITY & INCLUSIVITY

Provide a range of activations that generate interesting experiences for a wide range of people. We want these activations to create a great place for people of all demographics to live, work and play, as well as being inclusive of the different offerings that is Scarborough.



THE

KOOL

KORNER

ICY COLD DRINKS

GRILLS & FISH

HOT WATER

CHERRY RIPE

FRUIT & VEGETABLES

DELICATESSEN

PICNIC HAMPERS

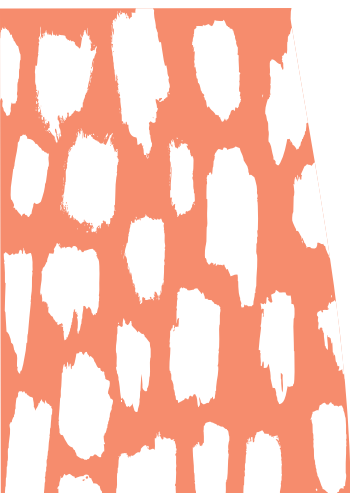
BOB EVANS

Peters
ICE CREAM
SERVED HERE

KODAK FILM

SCARBOROUGH - SAT 24 MON 25

TOBACCO & CIGARETTES



THE HISTORY OF SCARBOROUGH

Scarborough Beach has been a destination for Western Australian beach goers for over 100 years, since the Plank Road was established in 1912. It is WA's premier metropolitan beach and it has a rich history of surfing, surf lifesaving, entertainment and fun. It has always had a welcoming feel and it is easy to be comfortable here. It is home to iconic surf retailers, bars, cafes, shops, playgrounds, sand, water, waves and fun.

The Scarborough Beach Association was established in 1994. It is a Community Collective of members, who live, work and play in Scarborough. The Collective aims to bring us together and enhance our lifestyle by encouraging collaboration for the benefit of our community. The Collective's initial purpose was to provide a platform for local businesses and residents to be heard. It established the Christmas carols in Scarborough – originally known as 'Carols by the Clocktower' and now 'Carols at Scarborough'. This annual event is always a great success, and is now run by Legacy, who is its major beneficiary. The Collective has also been actively involved in all discussions and actions necessary to help bring the revitalization program to the area.



THE CURRENT SITUATION

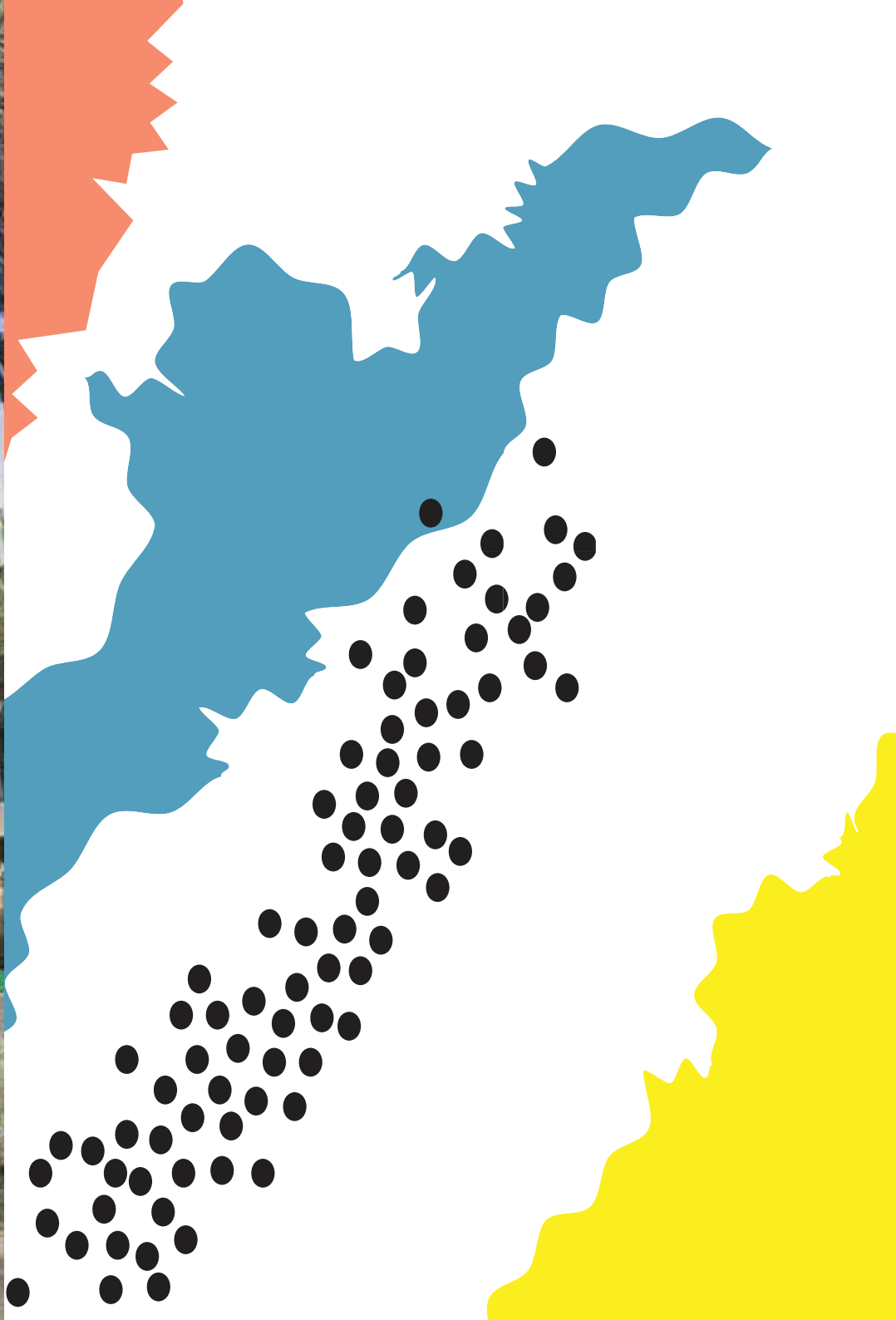
Scarborough Beach is now undergoing its biggest transformation since the Plank Road was built in 1912. The MRA and the City of Stirling are delivering the current revitalization program, which is aimed to transform Scarborough into the iconic destination it should be – an idyllic place to live, visit, work and play.

The Collective is working collaboratively with the MRA and COS to ensure the redevelopment work cause as little disruption as possible, as well as preserving our past and enhancing our future. With the major portion of the redevelopment projected to be completed by December 2017, we are hopeful that these efforts will result in a successful outcome and a more vibrant Scarborough Beach for everyone to enjoy. The Collective now feel it is important for the whole community to come together to support the future outcomes and looks to be the body that promotes, supports, advances and facilitates these opportunities.



Artist Impression - Scarborough Playground
(aerial view north from Sunset Hill)





FOCUS OF THE ACTION PLAN

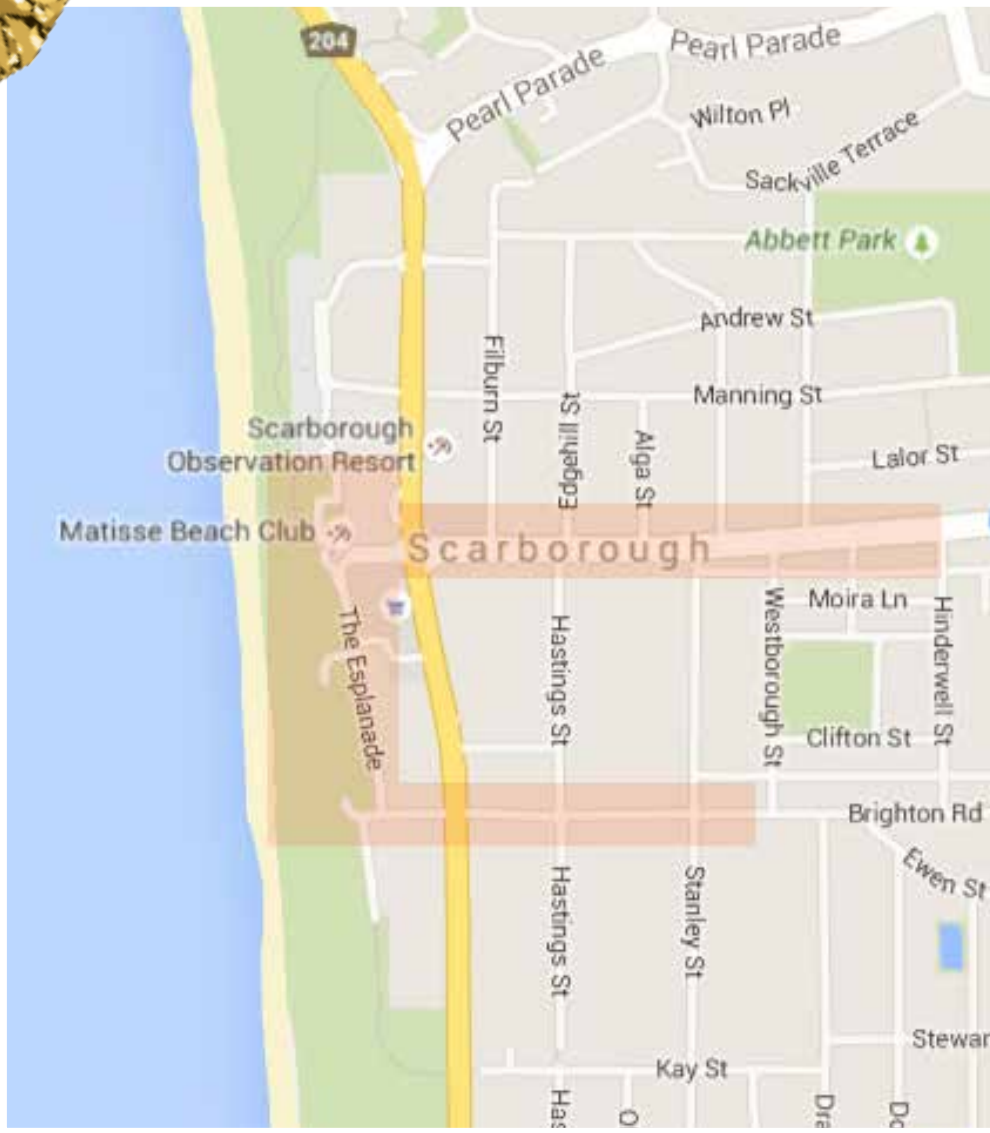
The Collective's Action Plan focuses on being the catalyst for encouraging collaborations between local businesses, local residents, local organisations, The City of Stirling as well as, external parties willing to bring exciting and diverse activations to the Scarborough Community.

Our Action Plan encompasses the coastal area between Brighton Road and up to the northern most section of The Esplanade. The Action Plan intends to encourage collaboration, connect the community, and bring people together.

It is designed that the plan:

- Include short, medium and long term goals
- Be attainable and creative
- Share responsibilities between parties involved in creating activations (Government, businesses, residents and visitors)
- Create a vibrant and exciting beach lifestyle
- Foster exciting activations that in turn build Scarborough as a destination where people want to live, work and play.

We are conscious of the Metropolitan Redevelopment Authority's and The City of Stirling's investment into the future of Scarborough and its aim to create an idyllic place. Our collective, wants to be a part of this future and encourage all to embrace the changes, welcome new and exciting places and spaces to interact and have an inclusive community.



AREA OF FOCUS





YOU SAID

Data correlated from a survey of local residents, business owners & Scarborough visitors by the SBA in December 2016.



YOUR FAVOURITE THINGS ABOUT SCARBOROUGH

The Beach & The Surf
Hospitality Offering (bars/restaurants)
The stunning landscape & sunsets
Events

YOUR COME TO SCARBOROUGH TO

Enjoy the Hospitality Venues
Exercise
Swim & Surf
Shop
Visit the Surf Club



YOU WANT TO SEE MORE

Events (Major & Pop Up/ Free & Ticketed)
Footpath activation & Entertainment (buskers)
Free beach activities
Hospitality & Retail Offerings
Bike Stations & Safe and Accessible Public Transport
Security & Improved Lighting in the area

YOU VISIT SCARBOROUGH

At least once a week!



SUSTAINABILITY MATTERS

Keeping Scarborough in pristine condition is a key concern. Recycling stations & making the beach smoke free is of the utmost concern

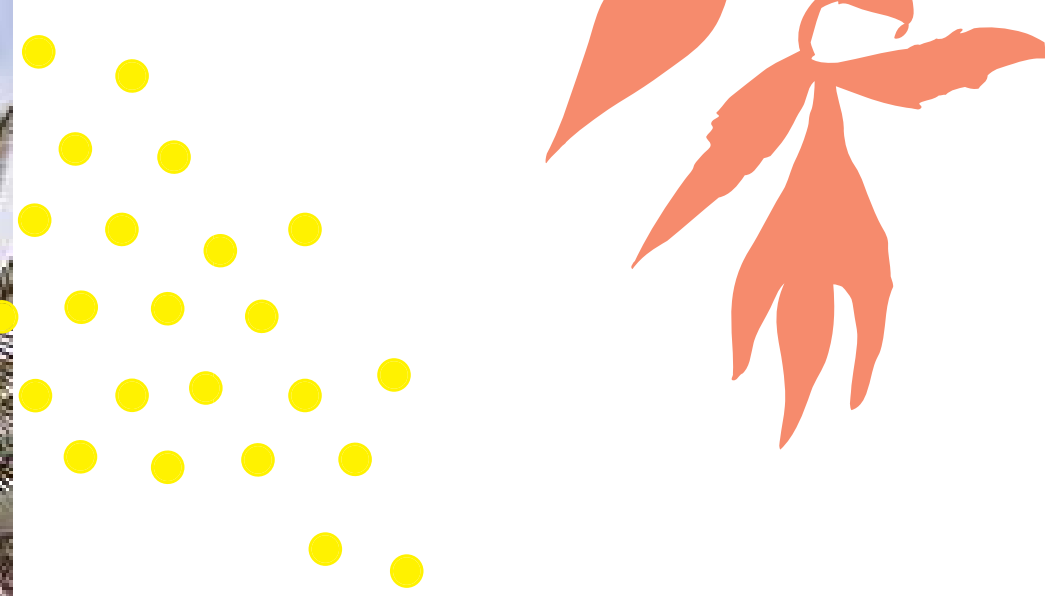




SNAPSHOT OF SBA ACHIEVEMENTS

2016 - 2017

- a) Reinvigoration of the Scarborough Beach Association including development of new committee, vision & objectives
- b) New SBA website, logo & branding
- c) Opened dialogue with the Metropolitan Redevelopment Authority, representing & communicating SBA members feedback in the planning stage of the Scarborough redevelopment
- e) Opened dialogue with the Metropolitan Redevelopment Authority to ensure all SBA members receive exclusive & regular briefings regarding the development
- f) New membership drive resulting in over 50 SBA members (business & residents)
- g) New SBA website developed & social media launched
- h) Conducted an online survey of SBA members & the wider Scarborough community about likes, dislikes and behavioural actions & suggestions for improvement for those who live in and visit the area



THE SBA ACTIVATION & EVENT PLAN

QUICK WINS (6 MONTHS)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
1	Launch SBA Social Media	Gather initial content, set tone and launch both Facebook & Instagram Engage SBA members for content Engage & connect with other local groups with a large social media following	NA	\$100 per month	Launch completed. Content ongoing	SBA & Community
2	Launch SBA Action Plan	Organise event Send invites, media & advertising Launch plan at event	MRA, City of Stirling	\$1200	In Progress	SBA & Community
3	Support & facilitate the Carols at Scarborough 2017	Provide event support for the 2017 event including: local business sponsorship, event volunteers, assistance with Lottery West grants	City of Stirling Legacy WA	TBA	In Progress	SBA & Community
4	Support & facilitate events for the 2017/2018 Summer season	Workshop with City of Stirling events team to gain an understanding of the type & number of events they would like to see in the area. Help to source, support & facilitate new and the return of previous events to Scarborough for the 2017/18 Summer season with the following key objectives in mind: Drive traffic to the area & communicate that although the redevelopment isn't quite complete, Scarborough is open for business & trading as usual this Summer Attempt to drive traffic & increase trade to relieve the financial strain businesses on The Esplanade Investigate the viability of a weekly event with COS & MRA to run from late November to March on a traditionally non peak day (eg Thursday) to drive traffic to the area	City of Stirling MRA	TBA	Planned	Events & Place Making

QUICK WINS (6 MONTHS)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
5	Offer Event Assistance	<p>Add an events section to the SBA website Offer SBA's services to events approved to operate in Scarborough by City of Stirling by:</p> <p>Communication with local business owners for sponsorship/ assistance</p> <p>Call for volunteers from the SBA membership base</p> <p>Giving local businesses the opportunity to sponsor local events</p>	NA	\$100 per month	Launch completed. Content ongoing	SBA & Community
6	Community Groups	<p>Connect with other community groups & local charities to partner in events, opportunities & activities</p> <p>(We Love Scarborough, The Art Collective, Sandswell</p>	MRA, City of Stirling	\$1200	In Progress	SBA & Community
7	Advertising Wilson's Parking	Request from MRA for placement on West Coast Highway for the remainder of the redevelopment	City of Stirling Legacy WA	TBA	In Progress	SBA & Community
8	Poolside Yoga	Approach Beach Pilates Perth about making either Saturday or Sunday morning yoga at Matisse free & promoting as sponsored by SBA & City of Stirling	Matisse Beach Club Beach Pilates Perth	TBC	In Progress	Health & Wellness
9	Taxis	Open dialogue with City of Stirling and the Taxi Board regarding taxi's stopping outside of bars at peak times. Security required to enforce	City of Stirling	\$0	Completed	Local Government & Decision Making Authority

QUICK WINS (6 MONTHS)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
10	Surfing with Bronte Macauley	Surf coaching & demonstration session with Bronte Macauley aimed specifically at juniors. Bronte is WA's only surfer on the World Championship Tour	Surfing WA Local businesses	TBA	Identified	Surf Activity
11	Paving Art to wide paving in front of main retailers with surf/ beach related content & colours	Provide vibrancy & interest whilst walking the length of the current retailers. Encourages patrons to walk the entire length to see the paving art & may in turn give more exposure to businesses along the strip. Could also be a design competition	Local retailers Art Body Local Council MRA	\$30,000	Identified	Art Project & Place Making
12	Bike Racks	Discuss with CoS & MRA the possibility of more bike racks & bike stations	City of Stirling MRA	TBA	Identified	Local Community
13	Feature Markets	Approach interested operators to bring feature markets to Scarborough. Eg- Mili Markets, Made on the Left	Interested Operators	TBA	Identified	Place Making & Events
14	Weekly Night Markets	Address the feedback from locals for a weekly market. Look at a night market on a non peak evening (eg Thursday) to drive traffic to the area. Similar concept to Inglewood Night Markets, strip style with no outdoor licensed areas.	City of Stirling MRA	TBA	Identified	Place Making & Events

SHORT TERM (1 YEAR)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
1	Art Grant	Promote a \$1500 grant which is to be used for the completion of an art work within Scarborough	MRA City of Stirling	\$1500	Identified	Art Projects
2	Scoops for Scarbs	Partner with a local supplier (or similar) to offer a pop up Sunday activation once a month where 400 x free cones are given away	MRA City of Stirling Local Businesses	TBC	Identified	Events
3	Activate new green spaces	Partner to create additional seating & activate new green spaces like Sunset Hill. Deck chairs & pop up furniture for the sunset Additional BBQ's Giant games	City of Stirling MRA Local businesses (sponsor) Local community	TBC	Identified	Events & Place Making
4	Street Buskers & Street Theatre	Call out & registration link for buskers and/ or street performers who would like to perform on Saturday & Sunday late afternoon/evening in Scarborough in peak months. Bookings managed by the SBA	City of Stirling MRA	\$0	Planned	Place Making
5	Sunset Hill Slip & Slide	Research bringing a commercial sized slip & slide to Scarborough for a series of dates through the 2017/18 Summer season	City of Stirling MRA	TBC	Identified	Events & Place Making
6	Develop "how to travel to Scarborough" guide	Work with the MRA to develop a one page image which all businesses can share on social media detailing transport options for Scarborough	MRA	\$0	Identified	Local Government & Decision Making Authority

SHORT TERM (1 YEAR)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
7	Weekend Beach Volleyball	Either a round robin tournament where teams register for an eight week period with local businesses entering teams (especially hospitality venues) and/or nets available for use free of charge on weekends	City of Stirling Local Businesses	TBA	Identified	Events & Place Making
8	Contact Urban Walkabout to include Scarborough	Cottesloe, Nedlands included yet no Scarborough. Ask MRA to support	MRA City of Stirling	\$0	Identified	Marketing & Tourism
9	Santa Surf	Provide event support for 2017 including: sponsorship, cost of public liability insurance, event volunteers, prizes from local businesses, assistance with water management plan through the Surf Club.	Local Businesses City of Stirling Surf Life Saving	\$1000	Planned	Events
10	Liaise with City of Stirling regarding the viability of SLAM Volleyball Festival about returning to Scarborough	If not likely to return, look into viability of staging own beach volleyball competition for early 2018. Could be an event co-run by City of Stirling & The SBA.	MRA City of Stirling Local Businesses	\$20,000	Identified	Events
11	Discuss with COS the viability Rugby WA Beach Rugby Tournament returning to Scarborough	Great sport event for the area	City of Stirling MRA	TBC	Identified	Events
12	Hammock Hotel	Installation of low hammocks to north side of amphitheatre grass	Local Businesses City of Stirling	\$35,000	Identified	Place Making

SHORT TERM (1 YEAR)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
13	Box Park	Installation of open shipping container for activations- giant screen & deck chairs to watch the cricket or sports events, area for busking with an audience. Supported by pop up vendors or local businesses running pop up pods	City of Stirling Local Businesses	TBC	Identified	Place Making
14	Stylised graphics to glass retail boundaries	Approach location retailers with glass boundaries to look at making these more interesting & engaging for passing traffic	City of Stirling Local Businesses	\$1500 per graphic	Identified	Place Making
15	Recycling stations	Approach City of Stirling for sponsorship of recycling machines that are graphic wrapped in Scarborough motifs. Recycling allows local nosiness to offer discount vouchers	City of Stirling Local Businesses	\$13,000 per unit	Identified	Sustainability
16	Communal beach inspired seating	Approach local pop up furniture designers for concepts & local residence for fabrication. To be moved around different identified spaces	Local Residents SBA Designer	\$5000	Identified	Place Making
17	Work with Tourism WA	Work with the MRA & Tourism WA to effectively promote & advertise Scarborough as a tourist destination.	City of Stirling MRA Tourism WA	\$0	Identified	Marketing & Tourism

MEDIUM TERM (2-3 YEARS)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
1	Organise a large scale annual event to draw people from across Perth & interstate	Develop what is to become a quintessentially Scarborough celebration. Must have a focus on the coast. For example- Surf & Skate Festival (see point 8), Coastal Iron Man etc	City of Stirling Local Businesses Local Community	TBA	Identified	Events & Place Making
2	Reinvigorate Thursday's with a concept that all businesses can get involved in	Thursday has traditionally always been the "Scarborough midweek night"	City of Stirling MRA Local Businesses Local Community	TBA	Identified	Events & Place Making
3	NYE Fireworks & an overall campaign for NYE in Scarborough	Similar to model Leederville adopted. Involves all businesses.	City of Stirling MRA Local Businesses Local Community	TBA	Identified	Events & Place Making
4	Interstate & International Conferencing	Work with the MRA, Tourism WA & the PCB to effectively promote Scarborough interstate and internationally (with a strong focus on South East Asia) as a destination providing accommodation, conference, break out & leisure activities suitable for corporate conferences	City of Stirling MRA Tourism WA PCB	\$0	Identified	Marketing & Tourism
5	Surf & Skate Festival	The Surf Boardroom Surf League is the longest running club surfing competition in Australia. The aim would be to expand it to include country clubs from Margaret River, Yallingup, Mandurah, Geraldton & Secret Harbour. Add skate elements. Model off Byron bay Surf Festival which has free art/ community events also http://www.byronbaysurffestival.com.au/	Surfing WA Skate Australia MRA City of Stirling Corporate/ beverage sponsor	\$30,000	Identified	Surf Activity
6	Surf Walk of Fame	Scarborough Beach is very identifiable with its surfing culture. Many a great West Australian surfer has cut their teeth on the waves in Scarborough	City of Stirling MRA Surfing WA Wayne Bowen	TBA	Identified	Surf Activity Tourism

MEDIUM TERM (2-3 YEARS)

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
7	Pop Up Mobile Retail	Approach a local designer & builder to fabricate mobile pods for existing or future retailers to be dotted along The Esplanade and/or on the beach/ green spaces. Pods could be rented by external users & provided free to existing businesses. Painted like beach hubs or similar.	Local Designer Local Builder SBA City of Stirling/ MRA	\$2000 per pod	Identified	Place Making
8	Begin a program for the heritage/historical recognition of Scarborough. Where it has come from and where it is today	Research the history of the various sites/ buildings in Scarborough. Those that are and were there. What was the original building and its purpose for each site – even if now demolished and redeveloped. This can be recorded by way of a Plaque in the wall of each building for tourists to read and follow.	All business/property owners. CoS Local community groups archive	TBA	In progress – have started investigating the history of 2 sites we are on	Tourism – points of interest. 'The Heritage Walk'

LONG TERM

#	ACTION	IMPLEMENTATION	PARTNERS	APROX COST	CURRENT STATUS	AREA
1	Investigate viability & funding for the installation of an artificial reef	Technologies to be reviewed. Consideration of the most appropriate area between Brighton Road and Reserve Street.	CoS MRA Surfing WA Major sponsors	Estimate \$2m	Identified	Tourism WSL for possible WQS event programming



JOIN OR CONTACT US

WWW.SCARBOROUGHBEACH.NET