



MAIN STREET

— Comes to life —

The Main St Co-Op is a not-for-profit community organisation based in Osborne Park, the heart of Perth's most densely populated suburban area. We support and empower local businesses, residents and government to bring Main St to life. Co-Op members meet regularly to discuss how a unique urban experience can be created around the Main St precinct.

VISION

Main St comes to life for now and future generations

CORE VALUES

SUSTAINABILITY

TRUST & INCLUSIVITY

PROACTIVITY & POSITIVITY

COLLABORATION

mainstreetco-op.com.au

MAIN STREET CO-OP

STRATEGIC PLAN 2016 – 2018

MAIN STREET

Main Street Osborne Park is located approximately 7km from the Perth CBD within the City of Stirling. It is a popular café, shopping and business strip which attracts people from all over Perth to dine at its multicultural and traditional cuisine restaurants and cafes, and shop in a number of specialty stores.

MISSION

To engage residents, businesses and government in urban renewal processes around the *Main Street precinct* stimulating the economy, building community and celebrating a unique urban lifestyle.

PURPOSE

- *Improve the amenity of Main St creating a welcoming urban environment for locals and visitors both day and night*
- *Build the existing desirability of the Main St precinct as a unique family-friendly inclusive destination*
- *Empower all community members, businesses and governments to collaborate*
- *Stimulate the local economy through collaboration and urban renewal, bringing Main St to life*
- *Deliver initiatives which encourage investment, stimulate growth and meet the needs of future generations*



STRATEGIC OBJECTIVES

<u>YEAR</u>	<u>ORGANISATION SUSTAINABILITY</u>	<u>URBAN RENEWAL</u>	<u>STIMULATING THE ECONOMY</u>	<u>BUILDING COMMUNITY</u>
<u>2016</u>	<ul style="list-style-type: none"> ✓ Co-op founded ✓ Constitution developed 	<ul style="list-style-type: none"> ✓ Place-making workshop attendance, informing 'Main St Activation Strategy' ✓ Delivery of early activation initiatives eg. public art murals 	<ul style="list-style-type: none"> ✓ Personal support for new small businesses 	<ul style="list-style-type: none"> ✓ Participation in existing community events
<u>2017</u>	<ul style="list-style-type: none"> ✓ Media presence & releases outlining initiatives ✓ Stakeholder mapping & meetings ✓ Development of strategic plan, membership structure & committee roles ✓ Short-term funding applications 	<ul style="list-style-type: none"> ✓ Scoping sessions with town planners ✓ Strategic government meetings enhancing Main St Activation Strategy ✓ Precinct action plan drafting process 	<ul style="list-style-type: none"> ✓ Local business forum pilot ✓ Co-operative membership expanded ✓ Communication & social media support for small businesses 	<ul style="list-style-type: none"> ✓ Main St identity program launched, including signage ✓ Ongoing presence at existing community events ✓ Establish social media presence
<u>2018</u>	<ul style="list-style-type: none"> ✓ Calendar of events to activate Main St launched ✓ Review strategic plan ✓ Establish sponsors & partnerships 	<ul style="list-style-type: none"> ✓ Precinct action plan launched ✓ Short term reform implemented: traffic & streetscape changes 	<ul style="list-style-type: none"> ✓ Local business forum expanded ✓ Emerging local business grants incubation program developed 	<ul style="list-style-type: none"> ✓ Main St identity program growth ✓ Inaugural community event launched

CONTACT & MEMBERSHIP

The Main St Co-Op is an incorporated association based in Osborne Park registered with the Department of Commerce registration number **A1021581H**

We can be contacted via our website or email address below. Connect with us on social media.

mainstreetco-op.com.au

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