

## **'Outraged by the Outrage': Grass-Roots Pro-Change Advocacy by Future Bayswater**

**Paul Shanahan**

Michelle Prior

Andrew Watt

Linda Slater

Ben Doyle

Phil Slater

Courtney Babb

Greg Da Rui

Gary Warne

Local Bayswater residents and members of Future Bayswater, Western Australian Community Group

The City of Bayswater is 6kms from the Perth CBD and is home to over 70 000 residents. The Bayswater Town Centre is centrally located within this local government area and close to the Swan River and anchored by a railway station. Despite this, it has lacked investment over the past 50 years resulting in a stale town centre with little vibrancy and many transport issues.

After a local government town hall meeting was dominated by a vocal group opposing the area's first mixed use apartment development within 150 metres of the railway station, frustrated by the lack of depth of the anti-development arguments and a local survey that showed a strong mood for change, Future Bayswater was formed to create an alternate positive voice to support the revitalisation of the Bayswater Town Centre.

Entirely self-funded, the local resident group has used an evidenced-based website, social media and concise advocacy presentations to lobby key decision makers including Members of parliament and election candidates for an adequately scoped and funded local activity structure plan. They also coordinated a high profile speaker series featuring 25 expert presenters, to bring knowledge and expertise on heritage, urban design, environment, transport and place-making to the residents of Bayswater. This has resulted in thousands of people attending in person and engaging online via Facebook live streaming.

This presentation will outline the path to forming the group, the lessons learnt and the next steps for building community interest and capacity in revitalisation of their town centre.