

# Economic Development Strategy

## Quarterly Reporting Table

February 2021



TOWN OF  
VICTORIA PARK

	Action	Action progress
<b>Pathway 1: Leadership</b>		
1.4	Develop a Partnering Framework to identify and promote all opportunities for partnering with the Town and the conditions under which the Town would support a partnership.	The Business Advisory Group held its first meeting on 14 October 2020.
<b>Pathway 2: Identity</b>		
2.1	Support actions within the Tourism Western Australia, Tourism Action Plan focusing on target audiences that have a high propensity to visit Western Australia and align with the competitive strengths of the Town.	The Town contributed two blogs to the Visit Perth website, as well as contributing towards the combined Christmas campaign blogs featuring all the inner-city Local Governments.
2.2	Develop an understanding of the investment attraction process and translate it to the high value precincts and sectors.	On September 30 a dedicated <i>Invest Vic Park</i> ( <a href="https://investvicpark.wa.gov.au">https://investvicpark.wa.gov.au</a> ) website was launched, which builds on the content in the prospectus and provides more information for investors, developers and businesses in the Town. Over the months leading up to December, investment packs were sent to a number of developers and key stakeholders, as well as Business News articles being released.
<b>Pathway 3: Local to Global Connections</b>		
3.1	Create a regional network and inventory of existing international expertise and relationships to help forge stronger commercial linkages outside the region and leverage new business, trade, clients and public and private investment.	The Simplified Partnership Trading Permit launched on 5 October as part of a collaboration of three of the local governments in the South East corridor. As of 16 December 2020, there were 144 businesses that had registered for the Permit across the three local government areas involved, with 82 of these from the Town. The Permit has received positive comments in the newspaper, radio and on social media.
3.3	Strengthen the Town's image as a smart and innovative place through all relevant promotion and destination branding channels including Tourism Western Australia.	<p>The Town contributed two blogs to the Visit Perth website, as well as contributing towards the combined Christmas campaign blogs featuring all the inner-city Local Governments.</p> <p>The Town collaborated with Destination Perth on a new Destination WA segment, highlighting the attractions and businesses within Carlisle. The video was broadcast on TV on 29 November 2020.</p>

Business packs have been printed to hand out to the business community, as well as published on the Town's website. The Economic Development team are planning digital distribution of the business pack to all businesses in the Town using Australian Business Register contact details. A business contact drive is also being planned.

#### Pathway 4: Smart Town - Digital Innovation

4.1	Develop partnering frameworks that create opportunities for stakeholders to partner effectively and efficiently with the Town across a range of smart and innovative initiatives.	The Business Advisory Group held its first meeting on 14 October 2020. The Burswood Peninsula Alliance continue to meet monthly, with the Steering Group having its quarterly meeting on 19 October 2020.
4.2	Seed the creation of a digitally connected innovation district in the Burswood Peninsula and Causeway Precinct to attract businesses and industries working in the digital economy and creative industries.	The Town is in the final stages of creating the wayfinding plan for the Burswood Peninsula, having workshopped and received feedback on the final draft with stakeholders.
4.3	Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and participate in entrepreneurial thinking within Council.	<p>The Localised platform grew its membership to 61 business listings, with businesses posting a range of articles and noticeboard posts.</p> <p>The Economic Impact and Opportunities assessment was completed in December 2020. Three workshops with local businesses were conducted in October 2020 as part of the process to discuss the impacts of COVID-19 on different industries and how the Town can be providing further support. This assessment will inform future economic development initiatives and projects.</p>
4.5	Actively develop the regional innovation ecosystem's capacity to nurture businesses, artists, creatives and innovators and generate economic growth in key industry sectors.	The Economic Development round of the Business Grants program closed in November 2020. The panel have been assessing these grants and will advise applicants of outcomes in mid January 2021. There were 14 applications received. The Small Business Resilience Grant round is still open. As of 17 December 2020, 5 grants had been approved and 4 grants declined.
4.7	Prepare a Place Performance Measurement Manual to identify the key data that should be collected (including by new technologies) to improve decision making.	Economic data continues to be now being collected by the Covid-19 Action Taskforce and reported to the Covid-19 Response Working Group, including transaction data, parking data and pedestrian counter data.

#### Pathway 5: Creating an Enabling Business Environment

5.1	Ensure the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth.	The Simplified Partnership Trading Permit launched on 5 October as part of a collaboration of three of the local governments in the South East corridor. As of 16 December 2020, there were 144 businesses that had registered for the Permit across the three local government areas involved, with 82 of these from the Town.
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5.3	Initiate an integrated place-based approach across the organisation to achieve outcomes for the Town's significant precincts.	<p>Work continues to be progressed on a number of projects across the organisation in a place focused way to deliver high quality outcomes in the Town's neighbourhoods.</p> <p>Projects underway include (but are not limited too):</p> <ul style="list-style-type: none"> <li>• Edward Millen House Masterplan and Heritage Re-Adaption</li> <li>• Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades</li> <li>• Local Planning Strategy and Place Specific Planning Framework Updates</li> <li>• GO Edwards Park Upgrade</li> <li>• MacMillan Precinct Masterplan</li> <li>• Archer and Mint Street Streetscape Improvement Plan</li> </ul>
5.4	Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community.	<p>The Simplified Partnership Trading Permit launched on 5 October as part of a collaboration of three of the local governments in the South East corridor. As of 16 December 2020, there were 144 businesses that had registered for the Permit across the three local government areas involved, with 82 of these from the Town. The Permit has received positive comments in the newspaper, radio and on social media.</p> <p>The Economic Development round of the Business Grants program closed in November 2020. The panel have been assessing these grants and will advise applicants of outcomes in mid January 2021. There were 14 applications received. The Small Business Resilience Grant round is still open. As of 17 December 2020, 5 grants had been approved and 4 grants declined.</p>
5.5	Engage with the Western Australian and federal government agencies to leverage grants and assistance and training programs.	<p>The Economic Development round of the Business Grants program closed in November 2020. The panel have been assessing these grants and will advise applicants of outcomes in mid January 2021. There were 14 applications received. The Small Business Resilience Grant round is still open. As of 17 December 2020, 5 grants had been approved and 4 grants declined.</p> <p>The Town has acquired a grants platform, Grant Guru, which the community and businesses can use to find relevant (non Town related) grants.</p>
5.6	Support and build networks of information and ideas sharing between public sector, research organisations and the private sector.	On 29 October 2020, the Town held an online networking event in collaboration with Localised, to connect local businesses in the area as well as to promote the Localised platform.

	<ul style="list-style-type: none"> <li>• Convene an annual program of events to connect firms with each other and the broader community.</li> <li>• Work with start-ups to link them with industry and research networks to assist commercialisation and funding.</li> <li>• Link knowledge based firms to innovation, training, master classes and mentoring programs.</li> </ul>	
5.8	Develop an ongoing business engagement program for broader business consultations throughout the sector.	<p>The Business Advisory Group held its first meeting on 14 October 2020.</p> <p>The Localised platform grew its membership to 61 business listings, with businesses posting a range of articles and noticeboard posts.</p> <p>The Economic Impact and Opportunities assessment was completed in December 2020. Three workshops with local businesses were conducted in October 2020 as part of the process to discuss the impacts of COVID-19 on different industries and how the Town can be providing further support. This assessment will inform future economic development initiatives and projects.</p> <p>Business packs have been printed to hand out to the business community, as well as published on the Town's website. The Economic Development team are planning digital distribution of the business pack to all businesses in the Town using Australian Business Register contact details. A business contact drive is also being planned.</p>

## Pathway 7: High Value Sectors

### Tourism, sports, leisure and events

7.1	Promote and position the Town as Perth's and WA's sports and events capital.	<p>The Town contributed two blogs to the Visit Perth website, as well as contributing towards the combined Christmas campaign blogs featuring all the inner-city Local Governments.</p> <p>The Unwrap Vic Park campaign launched at the start of December 2020, promoting all the Christmas offerings within the Town, including the promotion of external and Town run events. For businesses this also included promotion of shop local messaging and the creation of a local business shopping 'catalogue' created using Pinterest.</p>
7.2	Investigate an events and tourism governance model with the aim of improving coordination across the stakeholders (particularly Tourism	The Inner Perth Marketing Collective continues to meet regularly, holding a meeting between October and December to discuss upcoming collaborative campaigns.

	WA) with regards to marketing, visitor servicing and product development.	The Operations Project Control Group as part of the Burswood Peninsula Alliance continues to meet monthly to discuss upcoming events and promotional opportunities.
7.4	Taking into account the Tourism Western Australia, Tourism Action Plan, prepare a targeted destination marketing plan to promote the Town to priority markets, including criteria to guide the assessment of priority or premium events.	The Town worked with a group of Murdoch University students on a Destination Management Plan for the East Vic Park area, as part of the student's last year practical unit. The final plan was presented in November 2020.
<b>Knowledge Industries and Biopharmaceuticals</b>		
7.6	Develop a place-based investment facilitation strategy for each of the high value sectors giving attention to the role of local government in providing a competitive environment, partnerships and measurable returns to the community.	On September 30 a dedicated Invest Vic Park ( <a href="https://investvicpark.wa.gov.au">https://investvicpark.wa.gov.au</a> ) website was launched, which builds on the content in the prospectus and provides more information for investors, developers and businesses in the Town. Over the months leading up to December, investment packs were sent to a number of developers and key stakeholders, as well as Business News articles being released.
<b>Retail and Hospitality</b>		
7.11	Explore and promote programs, including workshops and webinars, to help businesses integrate technology into the retail and hospitality offering.	The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised platform. Where appropriate, the <i>Vic Park Biz News</i> e-newsletter also promotes opportunities available to local businesses.
7.12	Collaborate with businesses to introduce Wi-Fi hotspots and identify opportunities to promote specific offers through digital avenues.	The Localised platform grew its membership to 61 business listings, with businesses posting a range of articles and noticeboard posts, including business offers.  The Unwrap Vic Park campaign launched at the start of December 2020, promoting all the Christmas offerings within the Town. For businesses this included promotion of shop local messaging and the creation of a local business shopping 'catalogue' created using Pinterest, which provided them the chance to promote offers and products through the catalogue.
7.13	Promote business development programs (Ausindustry) and engagement with the Small Business Mentoring Service through the Small Business Development Corporation.	The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised platform. Where appropriate, the <i>Vic Park Biz News</i> e-newsletter also promotes opportunities available to local businesses.

7.14	Support Town marketing campaigns and business initiatives to incorporate and promote the retail and hospitality offer across all precincts.	<p>The Unwrap Vic Park campaign launched at the start of December 2020, promoting all the Christmas offerings within the Town. For businesses this included promotion of shop local messaging and the creation of a local business shopping 'catalogue' created using Pinterest, promoting business products and offerings.</p> <p>The 'Visit Perth' website provides the platform to promote retail and hospitality offerings. There have been additional businesses listed on the website, as well as a number of additional blog released between October and December which promote businesses within the Town.</p>
7.15	Through Tourism Western Australia, promote the Town in key interstate and international markets as a place with a diverse range of authentic experiences including premium retail and hospitality offerings.	<p>The Town contributed two blogs to the Visit Perth website, as well as contributing towards the combined Christmas campaign blogs featuring all the inner-city Local Governments. A number of additional businesses have also been listed on the website.</p> <p>The Town collaborated with Destination Perth on a new Destination WA segment, highlighting the attractions and businesses within Carlisle. The video was broadcast on TV on 29 November 2020.</p>
7.18	Implement a Shopfront Improvement Grant Scheme.	<p>The Economic Development round of the Business Grants program closed in November 2020. The panel have been assessing these grants and will advise applicants of outcomes in mid January 2021. There were 14 applications received. The Small Business Resilience Grant round is still open. As of 17 December 2020, 5 grants had been approved and 4 grants declined.</p>