



TOWN OF
VICTORIA PARK



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VIC PARK

Economic Development Strategy

Quarterly progress report

Jan 2022 - Mar 2022



Quarterly progress report

Economic Development Strategy EDS Pathway 1. Leadership

Action	Current quarter progress	Previous quarter progress
1.1 - Confirm the role of the Economic Development Committee in guiding and driving the implementation of the Strategy	Economic Development Committee ceases to exist.	Economic Development Committee ceases to exist.
1.2 - Report annually to Council and community on the delivery of actions contained within the Strategy	Quarterly reporting to take place on the progress of the Economic Development Strategy: Pathways to Growth 2018-2023 from October 2019 onwards.	Quarterly reporting to take place on the progress of the Economic Development Strategy: Pathways to Growth 2018-2023 from October 2019 onwards
1.3 - Incorporate the priority actions into relevant plans and projects to ensure a whole-of-Council approach	<p>Actions from the Economic Development Strategy: Pathways to Growth 2018-2023 continue to be incorporated into relevant projects and plans, including:</p> <ul style="list-style-type: none"> • The Town's Place Plans; • The Town's economic development campaigns; • The Town's business events and training, including the Vic Park Business Awards; • The Town's investment presence- Invest Vic Park; • The Town's interactions with external stakeholders, including those on the Burswood Peninsula and those from the Inner City Councils. 	<p>Actions from the Economic Development Strategy: Pathways to Growth 2018-2023 continue to be incorporated into relevant projects and plans, including:</p> <ul style="list-style-type: none"> • The Town's Place Plans; • The Town's economic development campaigns; • The Town's business events and training, including the Vic Park Business Awards; • The Town's investment presence- Invest Vic Park; • The Town's interactions with external stakeholders, including those on the Burswood Peninsula and those from the Inner City Councils.
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	<p>The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town. Meetings have been held with key stakeholder groups and the report is being finalised.</p> <p>The Stakeholder Relations team launched their event sponsorship program on 1 February.</p>	<p>The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town. Meetings have been held with key stakeholder groups and the report is being prepared.</p>

Economic Development Strategy EDS Pathway 2. Identity

Action	Current quarter progress	Previous quarter progress
2.1 - Support actions within the Tourism Western Australia, Tourism Action Plan focusing on target audiences that have a	A Lunar New Year campaign was delivered, encouraging people to celebrate Lunar New Year in the Town. Videos were filmed featuring local residents and businesses and were	A Christmas and Lunar New Year campaign was delivered, encouraging people to shop local and visit the Town over the festive period. Videos were filmed featuring local residents and

Action	Current quarter progress	Previous quarter progress
high propensity to visit Western Australia and align with the competitive strengths of the Town	promoted across social media and at Movies by Burswood. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.	businesses and were promoted across social media and at Movies by Burswood and Christmas Flicks at Optus Stadium. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.
2.2 - Develop an understanding of the investment attraction and translate it to the high value precincts and sectors	A meeting was held with Invest and Trade WA to discuss opportunities in the Town and an ongoing partnership.	Not progressed this quarter.

**Economic Development Strategy
EDS Pathway 3. Local to Global Connections**

Action	Current quarter progress	Previous quarter progress
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	A meeting was held with Invest and Trade WA to discuss opportunities in the Town and an ongoing partnership.	Not progressed this quarter.
3.2 - Ensure Western Australian Government Trade Commissioners have access to up-to-date information on the strengths and competitiveness of the Town's business and cultural strengths	A meeting was held with Invest and Trade WA to discuss opportunities in the Town and an ongoing partnership.	Not progressed this quarter.
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	A Lunar New Year campaign was delivered, encouraging people to celebrate Lunar New Year in the Town. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.	A Christmas and Lunar New Year campaign was delivered, encouraging people to shop local and visit the Town over the festive period. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood and Christmas Flicks at Optus Stadium. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps. The Town won three awards, all of which were promoted across LinkedIn and other social media platforms to highlight the Town has an innovate place: - Economic Development Australia Award for the Simplified Trading Partnership Permit - Western Australia

Action	Current quarter progress	Previous quarter progress
		Institute of Public Administration Australia for our Dynamic Parking Management - Planning Institute of Australia Award for the Town's Transport Strategy and Parking Management Plan
3.4 - Host in conjunction with Austrade and Ausindustry a coordinated schedule of export readiness workshops and seminars to local companies looking to develop their international business awareness and awareness.	Not progressed this quarter.	Not progressed this quarter.
3.5 - Undertake a preliminary review of the economic, cultural, civic benefits associated with international Sister City or partnering relationship	Not progressed this quarter.	Not progressed this quarter.

Economic Development Strategy

EDS Pathway 4. Smart Town - Digital Innovation

Action	Current quarter progress	Previous quarter progress
4.1 - Develop partnering frameworks that create opportunities for the Town and industry stakeholders to partner effectively and efficiently across a range of smart and innovative initiatives	<p>The Burswood Peninsula Alliance continue to meet monthly. The Inner City working groups continue to meet to discuss relevant economic development and destination marketing topics.</p> <p>The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p>	<p>The Burswood Peninsula Alliance continue to meet monthly. The Inner City working groups continue to meet to discuss relevant economic development and destination marketing topics. Work is currently underway to deliver a series of business events across the inner city. The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p>
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	Not progressed this quarter.	The draft Making Space for Culture Report (December 2021) identifies Burswood as a "Strategic Creative Cluster" and a range of actions to progress when resources become available.
4.3 - Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and promote entrepreneurial thinking within Council	<p>The Localised platform grew its membership to 180 business listings, with businesses posting a range of articles and noticeboard posts.</p> <p>The five business grant recipient projects continue to be rolled out.</p>	<p>The Localised platform grew its membership to 178 business listings, with businesses posting a range of articles and noticeboard posts. Five business grants were awarded in the 2021/22 Business Grants program. These projects will roll out through until the end of the 2021/22 financial year.</p>

Action	Current quarter progress	Previous quarter progress
4.4 - Invite technology, research partners and start-ups to collaborate on prototypes, pilot and evaluate new technologies and urban infrastructure and services that address local, state and national level urban challenges and priorities	Not progressed this quarter.	Not progressed this quarter.
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 five business grant recipient projects continue to be rolled out.	Five business grants were awarded in the 2021/22 Business Grants program. These projects will roll out through until the end of the 2021/22 financial year. The draft Making Space for Culture Report (December 2021) contains a range of actions for the Town's creative industries to progress when resources become available.
4.6 - Review and update relevant policy frameworks to support the adoption of innovative proposals and fast-track pilot technology deployments in tender and procurement processes	Not progressed this quarter.	Not progressed this quarter.
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	Not progressed this quarter.	Not progressed this quarter.

Economic Development Strategy

EDS Pathway 5. Creating an Enabling Business Environment

Action	Current quarter progress	Previous quarter progress
5.1 - Ensure the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth	The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.	The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.
5.2 - Adopt a 'Priority Planning' program that facilitates developments which contribute significant value to the Town	Not progressed this quarter.	Not progressed this quarter.

<p>5.3 - Initiate an integrated place-based approach across the organisation to achieve outcomes for the Town's significant precincts</p>	<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"> • Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades • Local Planning Strategy and Place Specific Planning Framework Updates • Albany Highway Precinct Structure Plan • Social Infrastructure Strategy 	<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"> • Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades • Local Planning Strategy and Place Specific Planning Framework Updates • Transport Strategy and Parking Management Plan • Social Infrastructure Strategy
<p>5.4 - Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community</p>	<p>The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p> <p>The five business grant recipient projects continue to be rolled out.</p>	<p>The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p> <p>Five business grants were awarded in the 2021/22 Business Grants program. These projects will roll out through until the end of the 2021/22 financial year.</p>
<p>5.5 - Engage with the Western Australian and Federal Government agencies to leverage grants and assistance and training programs</p>	<p>The Town continues to promote grants and training that are available to the Town's local business community, in particular COVID-19 related support grants.</p>	<p>The Town continues to promote grants and training that are available to the Town's local business community.</p>
<p>5.6 - Support and build networks of information and ideas sharing between public sector, research organisations and the private sector</p>	<p>The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised events calendar. Where appropriate, the Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.</p> <p>On the 8 February a business breakfast was held, providing businesses the chance to network and hear from the Chamber of Commerce and Industry WA's chief economist on how the local and state economy is going.</p>	<p>The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised events calendar. Where appropriate, the Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.</p> <p>Planning is underway for a business breakfast featuring the Chamber of Commerce and Industry WA's Chief Economist, as well as planning to deliver a series of business events across the inner city, which would provide the chance for businesses to network and hear from subject matter experts.</p>
<p>5.7 - Build the reputation of the Town as a great place for investment by identifying and promoting its business success stories</p>	<p>Not progressed this quarter.</p>	<p>Not progressed this quarter.</p>
<p>5.8 - Develop an ongoing business engagement program for broader business consultations throughout the sector</p>	<p>The Localised platform grew its membership to 180 business listings, with businesses posting a range of articles and noticeboard posts.</p>	<p>The Localised platform grew its membership to 178 business listings, with businesses posting a range of articles and noticeboard posts.</p>

Economic Development Strategy
EDS Pathway 6. High Value Precincts

Action	Current quarter progress	Previous quarter progress
6.1 - Lead the establishment of the Burswood Peninsula Steering Committee that will provide strategic impetus to planning and investment in the precinct areas including areas of mutual interest such as events, marketing, accessibility and the overall user experience	Steering Committee continues to meet quarterly.	Steering Committee continues to meet quarterly.
6.2 - Progress a Terms of Reference for Burswood Peninsula Steering Committee	Completed.	Completed.
6.3 - Prepare a Place Plan that identifies and prioritises the improvements required for the Peninsula to reach its potential. This includes, but is not limited to, short and long term ambitions, improving accessibility, profiling innovative technologies and improving the overall place experience	Completed	Completed
6.4 - Establish a leadership-based agreement with Curtin University targeting the development of a long term partnership that supports broader growth objectives of the Curtin City Centre and the managed growth of the Town community, in the context of place making, capacity building and strategic planning	Not progressed this quarter.	Not progressed this quarter.
6.5 - Prepare a Place Plan that identifies and prioritises the improvements required for the Albany Highway Precincts to grow. This includes, but is not limited to, short and longterm ambitions, urban form, historic context, civic life and community, commercial activity, accessibility and movement	Completed	Completed

6.6 - Prepare Place Plans for Lathlain, Carlisle, Welshpool and the Causeway Precinct that identifies and prioritises the improvements required for each precinct to grow. This includes, but is not limited to, short and long-term ambitions, urban form, historic context, civic life and community, commercial activity, accessibility and movement

Completed

Completed

**Economic Development Strategy
EDS Pathway 7. High Value Sectors**

Action	Current quarter progress	Previous quarter progress
7.1 - Promote and position the Town as Perth's and WA's sports and events capital	Not progressed this quarter.	Not progressed this quarter.
7.2 - Investigate an events and tourism governance model with the aim of improving coordination across the stakeholders (particularly Tourism 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.	The Operations Project Control Group as part of the Burswood Peninsula Alliance continues to meet monthly to discuss upcoming events and promotional opportunities.
7.3 - Prepare a business case framework that guides Council's approach to the selection, management and evaluation of tourism and events through to 2023	The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town. Meetings have been held with key stakeholder groups and the report is being finalised. The Stakeholder Relations team launched their event sponsorship program on 1 February.	The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town. Meetings have been held with key stakeholder groups and the report is being prepared.
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	Not progressed this quarter.	Not progressed this quarter.

7.5 - Profile a major events calendar as a key economic and visitation stimulator highlighting the broad events program to a state and national level

The Town continues to support community and civic events and celebrations. The Town has sponsored a number of events, including:

- Movies by Burswood
- Vic Park Farmers Markets

It also delivered a number of events, including:

- Breakfast on the Swan- State of the Economy
- A range of community events and activations

The Town continues to support community and civic events and celebrations. The Town has sponsored a number of events, including:

- Christmas Flicks by Optus Stadium
- Movies by Burswood
- Vic Park Farmers Markets

It also delivered a number of events, including:

- Cocktails and Candy Canes
- The Twilight Trios
- Breakfast on the Swan- State of the Economy

Economic Development Strategy

EDS Pathway 7. High Value Sectors - Knowledge Industries and Biopharmaceuticals

Action	Current quarter progress	Previous quarter progress
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	Completed	Completed
7.7 - Plan for the location of knowledge-based industries including appropriate land use, and identifying a city competitive advantages and incentives framework, and a coordinated business attraction strategy	Local Planning Scheme No. 2 is currently underway and will address land use permissibilities.	Local Planning Scheme No. 2 is currently underway and will address land use permissibilities.
7.8 - Coordinate a strategic approach to the development of knowledge and innovation industries in the town	Not progressed this quarter.	The draft Making Space for Culture Report (December 2021) contains a range of actions for the Town's creative industries to progress when resources become available.
7.9 - Make it easier for the Town to appropriately engage knowledge-based firms as suppliers via procurement innovation to cut down on red tape and advocate for other organisations to do the same	Not progressed this quarter.	Not progressed this quarter.

Economic Development Strategy

EDS Pathway 7. High Value Sectors - Retail and Hospitality

Action	Current quarter progress	Previous quarter progress
7.10 - Work with Optus Stadium and Crown Perth to facilitate opportunities to leverage event patronage spend in the areas of activity throughout the Town	A Lunar New Year campaign was delivered to promote the Town's Asian businesses. The Town worked with Crown to find opportunities to leverage on their celebrations.	A Lunar New Year campaign was delivered to promote the Town's Asian businesses. The Town worked with Crown to find opportunities to leverage on their celebrations.
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 Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.	The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised platform. Where appropriate, the Vic Park Biz News 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 180 business listings, with businesses posting a range of articles and noticeboard posts.	The Localised platform grew its membership to 178 business listings, with businesses posting a range of articles and noticeboard posts.
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 Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.	The business events and training calendar continues to promote upcoming training and events for local businesses, as does the Localised platform. Where appropriate, the Vic Park Biz News 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	A Lunar New Year campaign was delivered, encouraging people to celebrate Lunar New Year in the Town. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.	A Christmas and Lunar New Year campaign was delivered, encouraging people to shop local and visit the Town over the festive period. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood and Christmas Flicks at Optus Stadium. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.
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	A Lunar New Year campaign was delivered, encouraging people to celebrate Lunar New Year in the Town. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy. All were promoted via a Lunar New Year version of the Explore More maps.	A Christmas and Lunar New Year campaign was delivered, encouraging people to shop local and visit the Town over the festive period. Videos were filmed featuring local residents and businesses and were promoted across social media and at Movies by Burswood and Christmas Flicks at Optus Stadium. A number of Lunar New Year activations were run, including a lantern installation, dragon dancing and a horoscope trail along Albany Hwy.

Action	Current quarter progress	Previous quarter progress
		All were promoted via a Lunar New Year version of the Explore More maps
7.16 - Explore new and further seasonal trading opportunities for start-up businesses, pop-ups and short-term operators, enabling the testing of business models and locations and assisting the sector to constantly evolve and provide unique experiences	Not progressed this quarter.	The draft Making Space for Culture Report (December 2021) contains a range of actions for the Town's creative industries to progress when resources become available.
7.17 - Identify opportunities to activate vacant spaces within precincts, and engage with leasing agents, property owners and innovative retail and hospitality start-up businesses to promote and activate these spaces	Not progressed this quarter.	The draft Making Space for Culture Report (December 2021) contains a range of actions for the Town's creative industries to progress when resources become available.
7.18 - Implement a Shopfront Improvement Grant Scheme	Not progressed this quarter.	Not progressed this quarter.