

Economic Development Strategy

Quarterly Reporting Table

October 2020



TOWN OF
VICTORIA PARK

	Action	Action progress
Pathway 1: Leadership		
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.
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 <i>Economic Development Strategy: Pathways to Growth 2018-2023</i> 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 <i>Economic Development Strategy: Pathways to Growth 2018-2023</i> 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; • The Town's investment presence: <i>Invest Vic Park</i>; • The Town's interactions with external stakeholders, including those on the Burswood Peninsula Alliance 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>Partnered with a number of external stakeholders, including:</p> <ul style="list-style-type: none"> • Ongoing partnership with Morawa to provide assistance to each other on issues of common interest; • Ongoing work with the inner city Councils to achieve greater outcomes across the whole inner Perth region; • Terms of Reference, Charter and Governance structure agreed upon for the Burswood Peninsula Alliance (group of interested stakeholders on the Peninsula); • Partnership with Cities of Canning, Gosnells and Armadale on an advocacy platform for the South East corridor, as well as collaborative economic development projects. <p>The Business Advisory Group membership has now been endorsed by Council, and consists of local businesses, EMs and Town staff that can provide key input and advice into already identified projects as they are planned and then delivered. The first meeting will be held mid-October.</p>

Pathway 2: Identity

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.

Work continues with the Inner Perth Marketing Collective on the 'Visit Perth' website. The website (<https://www.visitperth.com.au/>) and neighbourhood map launched in August with a hype video featuring businesses across all five LGAs. Individual LGA videos were rolled out throughout September on the Visit Perth Facebook page highlighting businesses in each of the areas, as well as promoting the website and collaboration.

Work is complete on the Town's tourist map, *Explore More Vic Park*, which will be the first piece of destination marketing collateral that can be used to promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.

The Town continues to work with stakeholders across the Peninsula to ensure achieved partnership approach to the delivery of great place outcomes. This includes ongoing discussions around the proposed zipline and other tourism offerings from Matagarup Bridge (supporting Tourism Action Plan action '3c') and the coordination of events across the Peninsula.

2.2 Develop an understanding of the investment attraction process and translate it to the high value precincts and sectors.

The Town's investment prospectus *Invest Vic Park* was launched in December 2019. This prospectus highlights the strengths and opportunities of each of the Town's places and promotes the Town's high value sectors.

On September 30 a dedicated *Invest Vic Park* (<https://investvicpark.wa.gov.au>) website was launched, which builds on the content in the prospectus and provides more information for investors, developers and businesses in the Town. A supporting *Invest Vic Park* campaign will be rolled out in the next few months (potentially the next year) to promote it to our target audiences, including Business News articles, mail outs to key stakeholders and a social media posts.

Pathway 3: Local to Global Connections

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 Town is involved in a number of regional networks, including:

- MOU with the inner city Councils to achieve greater outcomes across the whole inner Perth region. This includes dedicated groups that discuss and

		<p>work collaboratively on topics including planning, transport and economic development;</p> <ul style="list-style-type: none"> • Inner Perth Marketing Collective and ongoing discussions with Tourism WA and Destination Perth; • South East CEO group- partnership with Cities of Canning, Gosnells and Armadale on an advocacy platform for the South East corridor, as well as collaborative economic development projects. <p>Once the second stage of the Town's investment prospectus is launched (the website), progress towards increased international relationships will commence.</p>
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.	Once the second stage of the Town's investment prospectus is launched (the website), progress towards increased international relationships will commence.
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>Work continues with the Inner Perth Marketing Collective on the 'Visit Perth' website. The website and neighbourhood map launched in August with a hype video featuring businesses across all five LGAs. Individual LGA videos were rolled out throughout September on the Visit Perth Facebook page highlighting businesses in each of the areas, as well as promoting the website and collaboration.</p> <p>Work is complete on the Town's tourist map, <i>Explore More Vic Park</i>, which will be the first piece of destination marketing collateral that can be used to promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.</p> <p>The Town is collaborating with Destination Perth on a new Destination WA segment, highlighting the attractions and businesses within Carlisle. Planning is underway for the segment.</p>
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.	Once the second stage of the Town's investment prospectus is launched (the website), progress towards increased international relationships will commence.

3.5	Undertake a preliminary review of the economic, cultural, civic benefits associated with international Sister City or partnering relationship.	Once the second stage of the Town's investment prospectus is launched (the website), progress towards increased international relationships will commence.
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.	<p>The Town is working effectively in the following partnering frameworks:</p> <ul style="list-style-type: none"> • Inner City Local Government MoU (destination marketing, statutory planning, transport, strategic planning/economic development/culture, place management) • Burswood Peninsula Alliance; • Curtin University; and • Trackless Tram Investigation Consortium <p>The Business Advisory Group membership has now been endorsed by Council, and consists of local businesses, EMs and Town staff that can provide key input and advice into already identified projects as they are planned and then delivered. The first meeting will be held mid-October.</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.	<p>The Town is in the process of developing a wayfinding plan with a consultant for the Burswood Peninsula. The plan will dictate where and what kind of wayfinding is required on the Peninsula, including the opportunity for digital wayfinding. The plan is currently onto its first finalised draft and being presented to Burswood Peninsula stakeholders in October.</p> <p>Ongoing discussions are being held with the Burswood Peninsula Alliance around ways to use innovative technologies on the Peninsula.</p>
4.3	Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and participate in entrepreneurial thinking within Council.	<p>The Town has acquired an online business platform, Localised (https://vicpark.localised.com.au/), which allows local businesses to interact with one another and engage with the Town in a more timely manner. The platform has now launched, and there are currently 45 businesses on the directory.</p> <p>The Town will be undertaking a number of industry roundtable discussions with local businesses, to feed into an Economic Impact and Opportunities Assessment. A consultant has been engaged to complete the assessment, which aims to analyse the impact and opportunities of COVID-19 on the business community.</p>

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.	
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.	<p>The Town sponsors two delegates within the Town to attend Curtin University's Ignition Program, with the 2020 program wrapping up in September. Curtin Ignition is an intensive training program for aspiring entrepreneurs, academics and corporate innovators to trial and then prepare business ideas for the commercial environment.</p> <p>The Town will be launching COVID-19 Business Grants in October, which will provide access to funding for the business community to implement growth ideas.</p>
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.	
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.	<p>Work is being conducted on a report outlining pedestrian counting technology and a business case as to which technology we should be using. This will feed into the Place Performance Measurement Manual. This project is now on hold due to the current environment, so resources can be committed elsewhere.</p> <p>Economic data is now being collected by the Covid-19 Action Taskforce and reported to the Covid-19 Response Working Group.</p>
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.	Council adopted a Local Planning Policy (at its meeting held 21 April 2020) to make it easier for businesses to adapt during the declared emergency period and beyond. Local Planning Policy No. 41, exempts certain changes of use within existing buildings located within the Town's local centre zones and the Albany Highway precinct from the need to obtain development approval. By exempting a range of compatible land uses, the Town aims to make it easier for businesses to adapt while supporting economic recovery and local employment.
5.2	Adopt a 'Priority Planning' program that facilitates developments which contribute significant value to the Town.	

<p>5.3</p>	<p>Initiate an integrated place-based approach across the organisation to achieve outcomes for the Town's significant precincts.</p>	<p>Work continues 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"> • Edward Millen House Masterplan and Heritage Re-Adaption • Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades • Local Planning Strategy and Place Specific Planning Framework Updates • GO Edwards Park Upgrade • Higgins Park and Playfield Reserve Masterplan • MacMillan Precinct Masterplan • Archer and Mint Street Streetscape Improvement Plan <p>The preparation of Place Plans has been a whole-of-organisation process that translates and priorities projects generated from the Town's range of informing strategies and work of various service areas to provide an integrated vs silo-ed approach to development of the Town's places. The final Place Plans were endorsed at the September OCM, ensuring the ongoing prioritisation of projects through a place based approach.</p>
<p>5.4</p>	<p>Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community.</p>	<p>Work has recommenced with other local government to reduce red tape when it comes to Environmental Health approvals and permits. The Simplified Trading Partnership Permit launched at the beginning of October, and makes it easier for mobile food vendors to trade across LGA borders at approved Council events.</p> <p>Council adopted a Local Planning Policy (at its meeting held 21 April 2020) to make it easier for businesses to adapt during the declared emergency period and beyond. Local Planning Policy No. 41, exempts certain changes of use within existing buildings located within the Town's local centre zones and the Albany Highway precinct from the need to obtain development approval. By exempting a range of compatible land uses, the Town aims to make it easier for businesses to adapt while supporting economic recovery and local employment.</p> <p>The Town will be launching its own COVID-19 Business Grants in October, which will provide access to funding for the business community to adapt during COVID-19 recovery.</p>

5.5	Engage with the Western Australian and federal government agencies to leverage grants and assistance and training programs.	<p>The Small Business Development Corporation and Australian Taxation Office training and workshops are currently being delivered virtually due to the COVID-19 situation. The workshops continue to be promoted on our website and Localised.</p> <p>The Town will be launching its own COVID-19 Business Grants in October, which will provide access to funding for the business community to adapt during COVID-19 recovery.</p> <p>The Town is also cataloguing relevant funding opportunities at a Federal and State level and linking them to major projects to reduce the burden on rate payers and support delivery occurs.</p>
5.6	<p>Support and build networks of information and ideas sharing between public sector, research organisations and the private sector.</p> <ul style="list-style-type: none"> • Convene an annual program of events to connect firms with each other and the broader community. • Work with start-ups to link them with industry and research networks to assist commercialisation and funding. • Link knowledge based firms to innovation, training, master classes and mentoring programs. 	<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 <i>Vic Park Biz News</i> e-newsletter also promotes opportunities available to local businesses.</p> <p>A virtual Localised Meetup is currently being organised to bring together businesses and provide a chance for them to network in a virtual capacity given COVID-19. The Meetup will also be a chance to promote the Localised platform to the business community.</p>
5.7	Build the reputation of the Town as a great place for investment by identifying and promoting our business success stories.	<p>The Town's investment website <i>Invest Vic Park</i> provides a range of information for investors, developers and businesses in the Town, including a number of case studies with success stories of developers and investors in the Town.</p>
5.8	Develop an ongoing business engagement program for broader business consultations throughout the sector.	<p>The Town has acquired an online business platform, Localised, which allows local businesses to interact with one another and engage with the Town in a more timely manner. The platform has now launched, and there are currently 45 businesses on the directory.</p> <p>The Business Advisory Group membership has now been endorsed by Council, and consists of local businesses, Ems and Town staff that can provide key input and advice into already identified projects as they are planned and then delivered. The first meeting will be held mid-October.</p>

The Town will be undertaking a number of industry roundtable discussions with local businesses, to feed into an Economic Impact and Opportunities Assessment. A consultant has been engaged to complete the assessment, which aims to analyse the impact and opportunities of COVID-19 on the business community.

Pathway 6: High Value Precincts

Burswood Peninsula

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.	At the last meeting (July 2020) the Burswood Peninsula Alliance Steering Committee, endorsed the Terms of Reference and Charter, and was provided an update on key projects and progress. The next meeting will be held in October 2020. Operations and Infrastructure Project Control Group (PCG) meetings of the stakeholders on the Peninsula continue monthly.
6.2	Progress a Terms of Reference for Burswood Peninsula Steering Group Committee.	At the September 2019 meeting of the Burswood Peninsula Alliance Steering Committee, both the Terms of Reference and Charter were agreed upon, and the new governance structure was endorsed to be implemented.
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.	The preparation of Place Plans has been a whole-of-organisation process that translates and priorities projects generated from the Town's range of informing strategies and work of various service areas to provide an integrated vs silo-ed approach to development of the Town's places. The final Place Plans were endorsed at the September OCM, ensuring the ongoing prioritisation of projects through a place based approach.

Curtin/Bentley

6.4	Establish a leadership based agreement with Curtin University targeting the development of 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.
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Albany Highway Precinct

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 long-term ambitions, urban form, historic context, civic life and community, commercial activity, accessibility and movement.	The preparation of Place Plans has been a whole-of-organisation process that translates and priorities projects generated from the Town’s range of informing strategies and work of various service areas to provide an integrated vs silo-ed approach to development of the Town’s places. The final Place Plans were endorsed at the September OCM, ensuring the ongoing prioritisation of projects through a place based approach.
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Emergent Precincts – Lathlain, Welshpool and Carlisle

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.	The preparation of Place Plans has been a whole-of-organisation process that translates and priorities projects generated from the Town’s range of informing strategies and work of various service areas to provide an integrated vs silo-ed approach to development of the Town’s places. The final Place Plans were endorsed at the September OCM, ensuring the ongoing prioritisation of projects through a place based approach.
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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>Work continues with the Inner Perth Marketing Collective on the 'Visit Perth' website. The website and neighbourhood map launched in August with a hype video featuring businesses across all five LGAs. Individual LGA videos were rolled out throughout September on the Visit Perth Facebook page highlighting businesses in each of the areas, as well as promoting the website and collaboration.</p> <p>Work is complete on the Town's tourist map, <i>Explore More Vic Park</i>, which will be the first piece of destination marketing collateral that can be used to promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.</p>
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.	Work continues with the Inner Perth Marketing Collective on the 'Visit Perth' website. The website and neighbourhood map launched in August with a hype video featuring businesses across all five LGAs. Individual LGA videos were rolled out throughout September on the Visit Perth Facebook page highlighting businesses in each of the areas, as well as promoting the website and collaboration.

		With the formation of the Burswood Peninsula Alliance, and associated Project Control Groups (PCGs), ongoing discussions are being had around promoting the wider Peninsula collectively and the sharing of resources for promotion purposes. An internal events calendar for all Peninsula stakeholders has been created to ensure cross promotion of events where possible and to continue collaborative operational discussions.
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.	
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.	<p>The Town is working with a group of Murdoch University students on a Destination Management Plan for the East Victoria Park area. The plan is part of the student's final year practical unit, and will see a number of recommendations for the area.</p> <p>Work is complete on the Town's tourist map, <i>Explore More Vic Park</i>, which will be the first piece of destination marketing collateral that can be used to promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.</p>
7.5	<p>Profile a major events calendar as a key economic and visitation stimulator highlighting the broad events program to a state and national level. Including:</p> <ul style="list-style-type: none"> • Focus on the Towns major visitation event attraction on participatory sports such as AFL games, national and state championships and mass participation that extend over multiple days. • A targeted events program to maximise the use of 'riverside precincts' including exhibitions, music shows, lifestyle and arts events. • Continue to support community and civic events and celebrations as part of the overall events program via grant programs, sponsorship, and Town-run events. These include: Australia Day, Carols by Candlelight, outdoor movie festivals, Anzac Day. 	Given the COVID-19 situation, majority of external events have been cancelled or are just in the process of being rescheduled. Town grants and sponsorships are still running as per normal. Major Town run events have been cancelled or postponed.

Knowledge Industries and Biopharmaceuticals

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.	<p>The Town's investment prospectus <i>Invest Vic Park</i> was launched in December 2019. This prospectus highlights the strengths and opportunities of each of the Town's places and promotes the Town's high value sectors.</p> <p>On September 30 a dedicated <i>Invest Vic Park</i> website was launched, which builds on the content in the prospectus and provides more information for investors, developers and businesses in the Town. A supporting <i>Invest Vic Park</i> campaign will be rolled out of the next few months (potentially the next year) to promote it to our target audience, including Business News articles, mail outs to key stakeholders and a social media posts.</p>
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.	
7.8	<p>Coordinate a strategic approach to the development of knowledge and innovation industries in the town.</p> <ul style="list-style-type: none"> • Support greater access to affordable and new forms of meeting and working spaces, labs, shop fronts and open spaces, including Council-owned and private sector spaces. • Support the location of business incubators and shared space facilities that encourage entrepreneurship and employment opportunities. • Work with the State Government and developers around affordable spaces for start-ups. 	As part of the DA for the new Vic Quarter development along Albany Hwy, the Town has been provided a space for community use. Once launched, this space will provide both non-profits, community and businesses access to a free co-working space and meeting room.
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.	
Retail and Hospitality		
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.	With the formation of the Burswood Peninsula Alliance, and associated Project Control Groups (PCGs), ongoing discussions are being had around promoting the wider Peninsula collectively and the sharing of resources for promotion purposes. An internal events calendar for all Peninsula stakeholders has been created to ensure cross promotion of events where possible and to continue collaborative operational discussions.

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 Town has acquired an online business platform, Localised, which allows local businesses to interact with one another and engage with the Town in a more timely manner. It also allows business to promote specific offers. The platform has now launched, and there are currently 45 businesses on the directory.
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 '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 posts (such as the Winter in Vic Park blog), which promotes businesses within the Town.</p> <p>Work is complete on the Town's tourist map, <i>Explore More Vic Park</i>, which will be the first piece of destination marketing collateral that can be used to promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.</p> <p>The Town has begun work on its 2020 Christmas campaign, to promote businesses and encourage residents to shop local.</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>Work continues with the Inner Perth Marketing Collective on the 'Visit Perth' website. The website and neighbourhood map launched in August with a hype video featuring businesses across all five LGAs. Individual LGA videos were rolled out throughout September on the Visit Perth Facebook page highlighting businesses in each of the areas, as well as promoting the website and collaboration.</p> <p>Work is complete on the Town's tourist map, <i>Explore More Vic Park</i>, which will be the first piece of destination marketing collateral that can be used to</p>

		<p>promote all the key attractions within the Town to local, interstate and intrastate tourists. It will be launched in November with a campaign.</p> <p>The Town is collaborating with Destination Perth on a new Destination WA segment, highlighting the attractions and businesses within Carlisle. Planning is underway for the segment.</p>
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.	
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.	
7.18	Implement a Shopfront Improvement Grant Scheme.	<p>The Town is launching its COVID-19 Business Grants program in October. This program will allow businesses to apply for smaller and larger grant amounts (pending the project and its objectives).</p>