



TOWN OF
VICTORIA PARK

Grow your business

Support and advice for
our business community



What does the Town offer its businesses?

Want to keep up with business news? Check out all the opportunities below in more detail at victoriapark.wa.gov.au/business or head to vicpark.localised.com.au

COVID-19 business support one stop shop

COVID-19 business support measures, advice and information are constantly being update in the Town's business one stop shop.

Localised

Localised is our free local business network. Here, you can build your brand and promote your expertise, goods and services. You can join our business directory, share your own content with the local business community, find local business events and training and find local suppliers.

Relaxed planning conditions

The Town recently adopted Local Planning Policy 41, which exempts certain changes of use within existing buildings located in the Town's local centre zones and the Albany Highway precinct from the need to obtain development approval.

Free Trade Area

The Free Trade Area is the remaining portion of footpath area that directly adjoins businesses after a two metre pedestrian

access or thoroughfare has been provided clear of obstructions.

Previously an installation fee starting from \$100 was required for businesses to apply for and set up a free trade area, but as part of the Restart Vic Park COVID-19 Response Strategy, fees for a free trade area have been abolished. Applications for a Free Trade Area permit are now free.

Business events

The Town runs a wide array of business events, including education seminars and networking events. Check out the Town's website or Localised for more details.

Vic Park Business Awards

The Vic Park Business Awards are a celebration of local businesses and are run annually by the Town. All local businesses are eligible to apply, and you can apply for multiple awards.

The Business Advisory Group

The Town's Business Advisory Group is made up of staff, Elected Members and business owners/managers in the Town. The group is responsible for providing strategic advice to council from a business lens.



Restart business grants

The Town is offering business grants that support vibrancy, innovation and recovery from the economic impacts of COVID-19 pandemic. There are two types of grants offered:

- ♥ Business Resilience Grants - Supports a business to adapt, build resilience and grow during recovery.
- ♥ Economic Development Grants - Supports a business to develop projects, activities and programs that will benefit a significant portion of the Town's local economy.

Digital marketing opportunities

There are a number of promotional opportunities for local business, through blog posts, campaigns and social media channels.

Have content for us? Then we would love to hear from you.

Place Grants

Place grants aim to support community-led initiatives that:

- ♥ make a positive contribution to the physical character, amenity or activation of a neighbourhood.
- ♥ build the capacity and capability of a town team or place-based group.

Parking for local businesses

The Town of Victoria Park is trialling new ways to support local businesses with Loading Zone Permits, Reserved Parking Bay Agreements and Commercial Parking Permits. Please see the parking section of the Town's website for more information.

Want to keep up to date with other business opportunities?

Join our Biz e-newsletter or our internal business directory by registering on the Town's website.





Get Localised

Its our free online business networking portal that allows you to:

- ♥ Add your business to our local directory.
- ♥ Get to know other local businesses and create powerful networks. You might find a new local supplier or contractor.
- ♥ Create and view expert articles and noticeboard posts.
- ♥ Check out our calendar of business events and add your own.
- ♥ Create and view current procurement opportunities and projects in Marketplace.

Join now vicpark.localised.com.au

