

Business Communications Sub-program Summary

The Business Communications Sub-program delivers initiatives for communication between the local business community and the Town. This is to ensure businesses are:

- a) aware of the resources and support available to help plan, start or grow their business; and
- b) able to engage with the Town to help guide the development and implementation of the vision set in the Economic Development Strategy and Strategic Community Plan.

The key platforms for communication between the Town and the local business community include:

1. The Business e-newsletter. This is a monthly email newsletter with updates on events, training and local business news. The issue for 2024 June is attached.
2. The Victoria Park Business Website. This is the Town's business section on the Administration website (<https://www.victoriapark.wa.gov.au/business>). The website includes information on:
 - how to plan to set up your business;
 - how to apply for business permits;
 - how to grow your business; and
 - information to attract investment and development within the Town.
3. Business Advisory Group. This is an advisory group that provides strategic advice to Council.
4. Business Perception Survey. This is a measure of business satisfaction and perception with the Town's goals set to deliver the community's economic priorities under the Strategic Community Plan. The next business perception survey will be conducted in 2024.
5. Business Support Pack. This is an information pack that outlines support and advice available to the business community. This information pack will be updated and emailed to future businesses who either complete permit applications or register their business within the Town. Please see the latest version of the Business Support Pack attached.