

Economic Development Program Sub-programs

The Economic Development Program is made up of six sub-programs designed to deliver the blueprint for economic growth provided in the Economic Development Strategy 2018-2023.

Through the Business Advisory Group, the business community will provide information and advice on the implementation of the six sub-programs below.

1. Business Communications Sub-program

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

- a) Aware of the resources and support available to help 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.

2. Business Events and Training Sub-program

The Business Events and Training Sub-program provides a series of networking and training events to grow the skills, capacity and relationships of the local business community.

3. Business Grants Sub-program

The Business Grants sub-program provides grants to assist businesses to grow the local economy.

4. Destination Marketing Sub-program

The Destination Marketing Sub-program delivers marketing campaigns and events to attract visitors to the Town of Victoria Park. This includes projects that promote the unique retail and hospitality of Victoria Park while also growing high value industry sectors in tourism, sports, leisure and events.

5. Invest Vic Park Sub-program

The Invest Vic Park Sub-program markets development and investment opportunities to attract prospective investors and business. The program promotes the Town's business environment and development opportunities to build a reputation of the Town as a prosperous place for investment and business.

6. Friendly Approvals Sub-program

The Town has an important role to play in creating conditions that promote existing and new business owners to invest in the Town's economy. This includes ensuring the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth. The Friendly Approvals Sub-program involves initiatives aimed at reducing red tape and improving the business approvals process for businesses in the Town.