

2022/23 Economic Development Grant Recipients

1. Initiative Title: Vic Park Health Expo

Recipient

Archer St Physiotherapy Centre

Purpose

A community-based Health Expo and Exhibition of stalls, entertainment, activities and attractions; showcasing all allied health, medical, fitness, wellness and health food businesses that operate within the Town of Victoria Park. Local community members can peruse stalls, converse with business owners, and participate in activities, where they can learn all about the goods and services that these health-related business have to offer the community.

2. Initiative Title: Limited Edition Food & Drink Walking Tours

Recipient

Up Close and Local Tours

Purpose

A 'wine walk' style event, where local producers (winemakers/distilleries) are invited to do 'pop-up' tastings within the local venues, as a drawcard to get people into the Town. Through this avenue we will showcase and promote what our local businesses offer.

3. Initiative Title: Business Leaders Collaborative Day-Lab: Map Your Sustainable Growth Plan for 2023

Recipient

Filtered Pty Ltd

Purpose

An innovative, dynamic full-day lab intensive for local business leaders. By workshopping their marketing and business development needs, leaders engage to resolve business challenges through collaborative design-thinking.

From this grant local participants are funded to attend one of two lab dates. A preliminary survey evaluates participants' business concerns, forming the basis for tailoring each lab. Within individual and collaborative group settings, participants generate their business' sustainable growth map, leaving with an agile plan for 2023.