



TOWN OF
VICTORIA PARK



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VIC PARK

Economic Development Strategy

Quarterly progress report

July – September 2021

Quarterly progress report

Economic Development Strategy

EDS Pathway 1. Leadership

Action	Current quarter progress
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 Economic Development Strategy: Pathways to Growth 2018-2023 from October 2019 onwards.
1.3 - Incorporate the priority actions into relevant plans and projects to ensure a whole-of-Council approach	Actions from the Economic Development Strategy: Pathways to Growth 2018-2023 continue to be incorporated into relevant projects and plans, including: <ul style="list-style-type: none">• The Town's Place Plans;• The Town's economic development campaigns;• The Town's business events and training, including the Vic Park Business Awards;• The Town's investment presence- Invest Vic Park;• The Town's interactions with external stakeholders, including those on the Burswood Peninsula 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	The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town.

Economic Development Strategy

EDS Pathway 2. Identity

Action	Current quarter progress
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	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town.
2.2 - Develop an understanding of the investment attraction and translate it to the high value precincts and sectors	Not progressed this quarter.

Economic Development Strategy
EDS Pathway 3. Local to Global Connections

Action	Current quarter progress
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	Not progressed this quarter.
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	Not progressed this quarter.
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	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town.
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.	Not progressed this quarter.
3.5 - Undertake a preliminary review of the economic, cultural, civic benefits associated with international Sister City or partnering relationship	Not progressed this quarter.

Economic Development Strategy
EDS Pathway 4. Smart Town - Digital Innovation

Action	Current quarter progress
4.1 - Develop partnering frameworks that create opportunities for the Town and industry stakeholders to partner effectively and efficiently across a range of smart and innovative initiatives	<p>The Burswood Peninsula Alliance continue to meet monthly.</p> <p>The Inner City working groups continue to meet to discuss relevant economic development and destination marketing topics.</p> <p>The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p> <p>The Town is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program.</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	Not progressed this quarter.

4.3 - Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and promote entrepreneurial thinking within Council	<p>The Localised platform grew its membership to 144 business listings, with businesses posting a range of articles and noticeboard posts.</p> <p>The Town is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program.</p> <p>The 2021/22 Business Grants program launched in the last week of September. The Economic Development grants category is designed to support initiatives developed by the local business community that will benefit the Town of Victoria Park local economy.</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	Not progressed this quarter.
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 is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program.</p> <p>The 2021/22 Business Grants program launched in the last week of September. The Economic Development grants category is designed to support initiatives developed by the local business community that will benefit the Town of Victoria Park local economy.</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	Not progressed this quarter.
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	Data continues to be circulated to the Business Advisory Group.

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EDS Pathway 5. Creating an Enabling Business Environment

Action	Current quarter progress
5.1 - Ensure the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth	<p>The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.</p> <p>The Town is working with the Small Business Development Corporation, Dept of Racing, Gaming and Liquor and City of Canning on a red tape reduction trial project looking at a streamlined restaurant approvals process.</p>
5.2 - Adopt a 'Priority Planning' program that facilitates developments which contribute significant value to the Town	Not progressed this quarter.

5.3 - Initiate an integrated place-based approach across the organisation to achieve outcomes for the Town's significant precincts

Work continues to be progressed on a number of projects across the organisation in a place focused way to deliver high quality outcomes in the Town's neighbourhoods.

Projects underway include (but are not limited too):

- Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades
- Local Planning Strategy and Place Specific Planning Framework Updates
- Transport Strategy and Parking Management Plan
- Social Infrastructure Strategy

5.4 - Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community

The South East Corridor Economic Development working group continues to work together on red tape reduction initiatives, with the current project tackling procurement.

The Town is working with the Small Business Development Corporation, Dept of Racing, Gaming and Liquor and City of Canning on a red tape reduction trial project looking at a streamlined restaurant approvals process.

The 2021/22 Business Grants program launched in the last week of September. The Economic Development grants category is designed to support initiatives developed by the local business community that will benefit the Town of Victoria Park local economy.

5.5 - Engage with the Western Australian and Federal Government agencies to leverage grants and assistance and training programs

The Town continues to promote grants and training that are available to the Town's local business community.

5.6 - Support and build networks of information and ideas sharing between public sector, research organisations and the private sector

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 Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.

The Town is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program.

The Business Advisory Group held its third meeting on 10 August 2021, and work continues on engaging them to provide strategic advice on key projects.

5.7 - Build the reputation of the Town as a great place for investment by identifying and promoting its business success stories

Not progressed this quarter.

5.8 - Develop an ongoing business engagement program for broader business consultations throughout the sector

The Localised platform grew its membership to 144 business listings, with businesses posting a range of articles and noticeboard posts.

The Business Advisory Group held its third meeting on 10 August 2021, and work continues on engaging them to provide strategic advice on key projects.

Economic Development Strategy
EDS Pathway 6. High Value Precincts

Action	Current quarter progress
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	Steering Committee continues to meet quarterly.
6.2 - Progress a Terms of Reference for Burswood Peninsula Steering Committee	No progress this quarter.
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	Completed
6.4 - Establish a leadership-based agreement with Curtin University targeting the development of a 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	Not progressed this quarter.
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 longterm ambitions, urban form, historic context, civic life and community, commercial activity, accessibility and movement	Completed
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	Completed

Economic Development Strategy

EDS Pathway 7. High Value Sectors - Knowledge Industries and Biopharmaceuticals

Action	Current quarter progress
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	Completed
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	Not progressed this quarter.
7.8 - Coordinate a strategic approach to the development of knowledge and innovation industries in the town	As a part of the Inner City MoU, a number of local governments have entered into an agreement to undertake a study into Maker Spaces. The study will look into best practice examples around Australia, investigate local demand and needs and identify suitable locations.
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	Not progressed this quarter.

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EDS Pathway 7. High Value Sectors - Retail and Hospitality

Action	Current quarter progress
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	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town. The Town also worked with a number of stakeholders, including Tourism WA and Optus Stadium to leverage the spend from the AFL Grand Final.
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 Vic Park Biz News 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 Localised platform grew its membership to 144 business listings, with businesses posting a range of articles and noticeboard posts.
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 Vic Park Biz News 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	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town.

Action	Current quarter progress
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	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town.
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	As a part of the Inner City MoU, a number of local governments have entered into an agreement to undertake a study into Maker Spaces. The study will look into best practice examples around Australia, investigate local demand and needs and identify suitable locations.
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	As a part of the Inner City MoU, a number of local governments have entered into an agreement to undertake a study into Maker Spaces. The study will look into best practice examples around Australia, investigate local demand and needs and identify suitable locations.
7.18 - Implement a Shopfront Improvement Grant Scheme	The 2021/22 Business Grants program launched in the last week of September. The Economic Development grants category is designed to support initiatives developed by the local business community that will benefit the Town of Victoria Park local economy.

Economic Development Strategy

EDS Pathway 7. High Value Sectors - Tourism, sports, leisure and events

Action	Current quarter progress
7.1 - Promote and position the Town as Perth's and WA's sports and events capital	An AFL campaign was delivered to celebrate the AFL Grand Final being played at Optus Stadium. This includes 'Vic Park, home of footy' signage along Albany Hwy and Shepperton Road, as well as activations in the Town.
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	The Inner Perth Marketing Collective continues to meet regularly, to discuss upcoming collaborative campaigns. The Operations Project Control Group as part of the Burswood Peninsula Alliance continues to meet monthly to discuss upcoming events and promotional opportunities.
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	The Community Development team, in conjunction with other stakeholders in the organisation, are creating an Events Strategy. The Strategy will be a guiding document for the types of events we run and attempt to attract to the Town.
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	Not progressed this quarter.
7.5 - Profile a major events calendar as a key economic and visitation stimulator highlighting the broad events program to a state and national level	The Town continues to support community and civic events and celebrations.