	Action	Action progress
Pathway 1: Leadership		
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.	In the process of creating the Town's Place Plans, an audit of all the strategies within the Town was conducted, including the *Economic Development Strategy: Pathways to Growth 2018-2023*. This audit created a list of actions for each place. These action lists are currently being worked on with the other teams and managers in the Town.
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.	Partnered with a number of external stakeholders, including: • MOU with Morawa to provide assistance to each other on issues of common interest; • MOU with the inner city Councils to achieve greater outcomes across the whole inner Perth region; • Governance structure being developed for Burswood Peninsula stakeholders; • Ongoing conversations with Burswood City on how we can partner going forward, including implementation of actions from the Belmont Park Stage 1 Place Framework and Strategy
Pathway 2: Identity		
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.	Since February, the Town has been working with the Inner City Local Governments under the name Inner Perth Assembly (IPA), to market the region and promote the offerings across LGA boundaries. IPA have created five marketing campaign concepts, which were rolled out throughout June and July and successfully presented to representative Mayors and CEO's. Next steps include transitioning the City of Perth's Visit Perth website to a wider IPA 'Visit Perth' website, including removing all City of Perth branding, and creating some interim branding for the

| | | new Visit Perth website. The group is also meeting with relevant external stakeholders, including Tourism WA and Destination Perth.

Supporting Tourism WA's Tourism Action Plan action '2a', the Town conducted a hospitality campaign for Manchester United's visit to Perth, to encourage international, interstate and local tourists to stay longer and visit the Town's restaurants and hospitality businesses.

The Town continues to work with stakeholders across the Peninsula to ensure achieved partnership approach to the delivery of great place outcomes. This includes ongoing discussions around the proposed zipline and other tourism offerings from Matagarup Bridge (supporting Tourism Action Plan action '3c'), the coordination of events across the Peninsula, and exploring opportunities such as hirable e-scooters. |
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| 2.2 | Develop an understanding of the investment attraction process and translate it to the high value precincts and sectors. | Work is currently underway on the Town's investment document, with an accompanying investment website to roll out by the end of the financial year. |
| **Pathway 3: Local to Global Connections** | | |
| 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. | The Town is involved in a number of regional networks, including:
• Grow South East- a collective of the eight South East Local Governments discussing opportunities to collaborate on strategic outcomes that will benefit member Councils and the wider region
• South West Group- the Town met with the director, Tom Griffiths
• MOU with the inner city Councils to achieve greater outcomes across the whole inner Perth region
• Inner Perth Assembly and ongoing discussions with Tourism WA and Destination Perth

Once the Town's investment document is launched, progress towards increased international relationships will commence. |
| 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. | Once the Town's investment document is launched, progress towards increased international relationships will commence. |

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.	Since February, the Town has been working with the inner City local governments under the name Inner Perth Assembly (IPA), to market the region and promote the offerings across LGA boundaries. IPA have created five marketing campaign concepts, which were rolled out throughout June and July. Next steps include transitioning the City of Perth's Visit Perth website to a wider IPA website, including removing all City of Perth branding, and creating some interim branding for the new Visit Perth website. The group is also meeting with relevant external stakeholders, including Tourism WA and Destination Perth.
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.	Once the Town's investment document is launched, progress towards increased international relationships will commence.
3.5	Undertake a preliminary review of the economic, cultural, civic benefits associated with international Sister City or partnering relationship.	Once the Town's investment document is launched, progress towards increased international relationships will commence.
Pathway 4: Smart Town - Digital Innovation		
4.1	Develop partnering frameworks that create opportunities for stakeholders to partner effectively and efficiently with the Town across a range of smart and innovative initiatives.	
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.	The Town, alongside a number of stakeholders on the Burswood Peninsula, commission a report from PMY in 2018 on how to enhance the Peninsula precinct. One of the suggestions, which is part of ongoing discussions with stakeholders through the Burswood Peninsula Alliance, is a number of technology and digital initiatives, including digital wayfinding, WiFi hot spots and people counting technology.
4.3	Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and participate in entrepreneurial thinking within Council.	Since February, the Town has held two business events: • The inaugural Vic Park Business Awards • End of Financial year Sundowner In total there were 138 attendees at these events.

| | | The Town has facilitated over 20 workshops in Town across a number of topics include cash flow, online marketing and tax.

The Town has worked collaboratively with the City of Belmont and City of Canning to host two workshops (with a third in the works for October), on How to Start a Food Business, aimed at residents looking to become entrepreneurs and start their own food business in WA.

The Town offered two fully funded scholarships, open to businesses or residents within the Town, to Curtin University's Ignition Program. Ignition is an intensive, one-week training program for aspiring entrepreneurs, academics and corporate innovators to trial then prepare business ideas for the commercial environment. |
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| 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. | |
| 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. | |
| 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. | |
| 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. | The initial stages of identifying key datasets the Town has, has commenced, including a presentation to the former Economic Development Committee on key data which could be used in the Manual. |
| **Pathway 5: Creating an Enabling Business Environment** | | |
| 5.1 | Ensure the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth. | Through the MoU with the inner Perth local governments, discussions commenced in August 2019 in the Planning Working Group around a 'cutting red tape exercise' in partnership with the Department of Planning, Lands and Heritage on planning reform. |

5.2	Adopt a 'Priority Planning' program that facilitates developments which contribute significant value to the Town.	
5.3	Initiate an integrated place-based approach across the organisation to achieve outcomes for the Town's significant precincts.	The Town is working in a highly collaborative and place focused way to deliver high quality outcomes in the Town's neighbourhoods. Projects completed or underway include: • John Macmillan Park upgrades • Etwell Street Revitalisation • Edward Millen House Masterplan and Heritage Re-Adaption • Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades • Burswood Peninsula Alliance Governance Structure • Parklet Policy • Planter Boxes across Vic Park and Carlisle • Local Planning Strategy and Place Specific Planning Framework Updates • METRONET advocacy and ongoing partnership • ROW52 Laneway Upgrade • GO Edwards Park Upgrade • Lathlain Redevelopment • Taylor McCullum Reserve Upgrade • Rutland Road and Goodwood Parade Principle Shared Path Upgrade • Lighting upgrades in and around Albany Highway In early 2018, the preparation of Place Plans were identified as the #5 strategic priority by Elected Members during the update of the Long Term Financial Plan. The preparation of Place Plans is being led by the Place Planning team and includes a whole of organisation focus on a more collegial approach to the development of the Town's places.
5.4	Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community.	Through the MoU with the inner Perth local governments, discussions commenced in August 2019 in the Planning Working Group around a 'cutting red tape exercise' in partnership with the Department of Planning, Lands and Heritage on planning reform.

5.5	Engage with the Western Australian and federal government agencies to leverage grants and assistance and training programs.	The Town works actively with the Small Business Development Corporation and the providers of their Business Local program to ensure free training and workshops are held in the Town for local businesses.
5.6	Support and build networks of information and ideas sharing between public sector, research organisations and the private sector. • Convene an annual program of events to connect firms with each other and the broader community. • Work with start-ups to link them with industry and research networks to assist commercialisation and funding. • Link knowledge based firms to innovation, training, master classes and mentoring programs.	The 2018/19 business events calendar saw four events held throughout the Town, bringing together local businesses and the community: • Breakfast with Ben Wyatt- 16 October 2018 • Drinks with the Experts- 3 December 2018 • 2019 Vic Park Business Awards- 29 March 2019 • End of Financial Year Sundowner- 20 June 2019 The Town's quarterly Vic Park Biz News e-newsletter is used to disseminate relevant information on training and other opportunities available to businesses and entrepreneurs within the Town. It gets sent out to over 2,200 recipients quarterly.
5.7	Build the reputation of the Town as a great place for investment by identifying and promoting our business success stories.	The Town's quarterly business e-newsletter, Vic Park Biz News, features a local business and their unique local story. The Vic Park Biz E-Newsletter gets sent out to over 2,200 recipients quarterly. The Town is working collaboratively with a number of other Local Governments and the Small Business Development Corporation to deliver a shop local campaign. The Town will be promoting local business stories and encouraging residents to shop locally. The campaign will be delivered between 26 October and 2 November (inclusive).
5.8	Develop an ongoing business engagement program for broader business consultations throughout the sector.	All participants in business events and campaigns within the Town are engaged with, post program, to gather feedback on the success of an event/campaign. Periodic surveys have been sent to local businesses when feedback is required on a specific topic (ie. Survey sent to gather information on how businesses want to be involved in Town events and what kind of business events and training they would like to see held in the Town). The Town is in the process of acquiring an online business portal, Localised, which will allow for more timely communication with businesses. The platform provides a place-based business network, connecting local businesses to one another, allowing

		both the Town and them to share local expertise, business events and opportunities, as well as providing a local business directory and the ability to advertise current procurement opportunities.
Pathway 6: High Value Precincts		
Burswood Peninsula		
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.	The Burswood Peninsula Governance Recommendations Report was circulated to relevant stakeholders on the Peninsula in April 2019. A meeting of the CEOs and DGs of relevant agencies was held in June 2019, seeking feedback on the group's structure and governance approach. Additional feedback has been sought on the Report and another meeting will be held with stakeholders to finalise the Terms of Reference, Charter and Steering Committee structure for the group. This group is now being referred to as the Burswood Peninsula Alliance.
6.2	Progress a Terms of Reference for Burswood Peninsula Steering Group Committee.	The Burswood Peninsula Governance Recommendations Report was circulated to relavant stakeholders on the Peninsula in April 2019. A meeting of the CEOs and DGs of relevant agencies was held in June 2019, seeking feedback on the group's structure and governance approach. Additional feedback has been sought on the Report and another meeting will be held with stakeholders to finalise the Terms of Reference, Charter and Steering Committee structure for the group. This group is now being referred to as the Burswood Peninsula Alliance.
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.	Place Plans are currently being developed. The Place Planning team is consulting with the managers and other teams in the organisation on the current action list for each place.
Curtin/Bentley		
6.4	Establish a leadership based agreement with Curtin University targeting the development of long-term partnership that supports broader growth objectives of the Curtin City Centre and the managed	A Memorandum of Understanding has been developed between Curtin University, Town of South Perth and Town of Victoria Park. This MoU will be reviewed and an investigation as to whether it can expanded to incorporate the working

	growth of the Town' community, in the context of place making, capacity building and strategic planning.	relationship between a variety of current partnerships relating to transport, the built environment, place management, and events.
Albany Highway Precinct		
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 long-term ambitions, urban form, historic context, civic life and community, commercial activity, accessibility and movement.	Place Plans are currently being developed. The Place Planning team is consulting with the managers and other teams in the organisation on the current action list for each place.
Emergent Precincts – Lathlain, Welshpool and Carlisle		
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.	Place Plans are currently being developed. The Place Planning team is consulting with the managers and other teams in the organisation on the current action list for each place.
Pathway 7: High Value Sectors		
Tourism, sports, leisure and events		
7.1	Promote and position the Town as Perth's and WA's sports and events capital.	Since February, the Town has been working with the inner City local governments under the name Inner Perth Assembly (IPA), to market the region and promote the offerings across LGA boundaries. IPA have created five marketing campaign concepts, which were rolled out throughout June and July. Next steps include transitioning the City of Perth's Visit Perth website to a wider IPA website, including removing all City of Perth branding, and creating some interim branding for the new Visit Perth website. The group is also meeting with relevant external stakeholders, including Tourism WA and Destination Perth.
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.	Since February, the Town has been working with the inner City local governments under the name Inner Perth Assembly (IPA), to market the region and promote the offerings across LGA boundaries. IPA have created five marketing campaign concepts, which were rolled out throughout June and July. Next steps include

		transitioning the City of Perth's Visit Perth website to a wider IPA website, including removing all City of Perth branding, and creating some interim branding for the new Visit Perth website. The group is also meeting with relevant external stakeholders, including Tourism WA and Destination Perth.
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.	
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.	The Town is doing work that supports several of Tourism WA's Tourism Action Plan, including: • Action '2a'- the Town conducted a hospitality campaign for Manchester United's visit to Perth, to encourage international, interstate and local tourists to stay longer and visit the Town's restaurants and hospitality businesses. • Action '3c'- The Town continues to work with stakeholders across the Peninsula to ensure achieved partnership approach to the delivery of great place outcomes. This includes ongoing discussions around the proposed zipline and other tourism offerings from Matagarup Bridge the coordination of events across the Peninsula, and exploring opportunities such as hirable e-scooters. Discussions are being held internally around the future directions of tourism to ensure we are promoting the Town to key markets and capitalising on key events.
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. Including: • Focus on the Towns major visitation event attraction on participatory sports such as AFL games, national and state championships and mass participation that extend over multiple days. • A targeted events program to maximise the use of 'riverside precincts' including exhibitions, music shows, lifestyle and arts events.	

	• Continue to support community and civic events and celebrations as part of the overall events program via grant programs, sponsorship, and Town-run events. These include: Australia Day, Carols by Candlelight, outdoor movie festivals, Anzac Day.	

Knowledge Industries and Biopharmaceuticals

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.	Work is currently underway on the Town's investment document, with an accompanying investment website to roll out by the end of the financial year.
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.	
7.8	Coordinate a strategic approach to the development of knowledge and innovation industries in the town. • Support greater access to affordable and new forms of meeting and working spaces, labs, shop fronts and open spaces, including Council-owned and private sector spaces. • Support the location of business incubators and shared space facilities that encourage entrepreneurship and employment opportunities. • Work with the State Government and developers around affordable spaces for start-ups.	
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.	

Retail and Hospitality

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.	To capitalise on this influx of visitors expected to arrive for the Manchester United soccer games in Perth, the Feed the Fans campaign was developed to promote local hospitality businesses in the Town. To participate, businesses were required to offer a unique discount or offer from the 11- 18th July. Offers could be redeemed by showing a branded voucher containing the offer (housed on the Town's website), to the relevant business. Sixteen businesses took part in the campaign.
7.11	Explore and promote programs, including workshops and webinars, to help businesses integrate technology into the retail and hospitality offering.	A business events and training calendar was created on the Town's website, promoting upcoming training and events for local businesses. This includes digital training through the Small Business Development Corporation's Business Local program, and the ASBAS digital training program.
7.12	Collaborate with businesses to introduce Wi-Fi hotspots and identify opportunities to promote specific offers through digital avenues.	
7.13	Promote business development programs (Ausindustry) and engagement with the Small Business Mentoring Service through the Small Business Development Corporation.	A business events and training calendar was created on the Town's website, promoting upcoming training and events for local businesses. This includes digital training through the Small Business Development Corporation's Business Local program, and the ASBAS digital training program.
7.14	Support Town marketing campaigns and business initiatives to incorporate and promote the retail and hospitality offer across all precincts.	To capitalise on this influx of visitors expected to arrive for the Manchester United soccer games in Perth, the Feed the Fans campaign was developed to promote local hospitality businesses in the Town. To participate, businesses were required to offer a unique discount or offer from the 11- 18th July. Offers could be redeemed by showing a branded voucher containing the offer (housed on the Town's website), to the relevant business. Sixteen businesses took part in the campaign. The Town is working collaboratively with a number of other Local Governments and the Small Business Development Corporation to deliver a shop local campaign. The Town will be promoting local business stories and encouraging residents to shop locally. The campaign will be deliver from 26 October to 2 November (inclusive).

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.	Since February, the Town has been working with the inner City local governments under the name Inner Perth Assembly (IPA), to market the region and promote the offerings across LGA boundaries. IPA have created five marketing campaign concepts, which were rolled out throughout June and July. Next steps include transitioning the City of Perth's Visit Perth website to a wider IPA website, including removing all City of Perth branding, and creating some interim branding for the new Visit Perth website. The group is also meeting with relevant external stakeholders, including Tourism WA and Destination Perth, aiming to provide readymade content for these groups to promote to interstate and international markets.
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.	
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.	Discussions have commenced with Spacemarket on how the Town can work with them to activate some of the spaces within the Town.
7.18	Implement a Shopfront Improvement Grant Scheme.	