

Economic Development Strategy

Quarterly Reporting Table

April 2020



TOWN OF
VICTORIA PARK

| | Action | Action progress |
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| 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. The Town is in the process of setting up a Covid-19 Economic Sub-Committee to drive local economic recovery following the Covid-19 response phase. |
| 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 <i>Economic Development Strategy: Pathways to Growth 2018-2023</i> from October 2019 onwards. |
| 1.3 | Incorporate the priority actions into relevant plans and projects to ensure a whole-of- Council approach. | <p>Actions from the <i>Economic Development Strategy: Pathways to Growth 2018-2023</i> continue to be incorporated into relevant projects and plans, including:</p> <ul style="list-style-type: none"> • The Town's Place Plans which are under continued development; • The Town's economic development campaigns, including shop local and Christmas 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. | <p>Partnered with a number of external stakeholders, including:</p> <ul style="list-style-type: none"> • Ongoing partnership with Morawa to provide assistance to each other on issues of common interest; • Ongoing work with the inner city Councils to achieve greater outcomes across the whole inner Perth region; • Terms of Reference, Charter and Governance structure agreed upon for the Burswood Peninsula Alliance (group of interested stakeholders on the Peninsula); • Partnership with Cities of Canning, Gosnells and Armadale on an advocacy platform for the South East corridor <p>Work has begun on developing a Business Advisory Group within the Town, consisting of local businesses, EMs and Town staff, that can provide key input and advice into already identified projects as they are planned and then delivered.</p> |

Pathway 2: Identity

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| 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. | <p>Work continues with the Inner Perth Assembly (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. City of Perth branding has mostly been removed, and venues, restaurants, street art etc are in the process of being uploaded for each of the neighbourhoods. One campaign has been published for Valentine's Day, with several others in the works although this may be delayed or re-designed due to the Covid-19 pandemic.</p> <p>Work has commenced on producing a place based tourist map for the Town, which highlights all the key attractions within the Town, and can be used to promote the Town to inter and intrastate visitors.</p> <p>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') and the coordination of events across the Peninsula.</p> |
| 2.2 | Develop an understanding of the investment attraction process and translate it to the high value precincts and sectors. | 'The Town's investment prospectus Invest Vic Park was launched in December 2019. This prospectus highlights the strengths and opportunities of each of the Town's places and promotes the Town's high value sectors. Work continues on the next stage of a dedicated website which will provide more information for investors, developers and businesses in the Town and could be a key piece in the recovery from the Covid-19 pandemic. |

Pathway 3: Local to Global Connections

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| 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. | <p>The Town is involved in a number of regional networks, including:</p> <ul style="list-style-type: none">• MOU with the inner city Councils to achieve greater outcomes across the whole inner Perth region. This includes dedicated groups that discuss and work collaboratively on topics including planning, transport and economic development;• Inner Perth Assembly and ongoing discussions with Tourism WA and Destination Perth;• South East CEO group- partnership with Cities of Canning, Gosnells and Armadale on an advocacy platform for the South East corridor. |
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| | | Once the second stage of the Town's investment prospectus is launched (the website), 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 second stage of the Town's investment prospectus is launched (the website), 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. | <p>Work continues with the Inner Perth Assembly (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. City of Perth branding has mostly been removed, and venues, restaurants, street art etc are in the process of being uploaded for each of the neighbourhoods. One campaign has been published for Valentine's Day, with several others in the works although this may be delayed or re-designed due to the Covid-19 pandemic. The group meets with relevant external stakeholders, including Destination Perth, when necessary.</p> <p>The Town engaged Guru Productions to produce a segment on the TV show 'Destination WA' showcasing showcasing the Albany Hwy strip as a destination to visit and highlighting several businesses. The segment was broadcast on Channel 9, both in WA and nationally.</p> |
| 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 second stage of the Town's investment prospectus is launched (the website), 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 second stage of the Town's investment prospectus is launched (the website), 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. | <p>The Town is working effectively in the following partnering frameworks:</p> <ul style="list-style-type: none"> • Inner City Local Government MoU (destination marketing, statutory planning, transport, strategic planning/economic development/culture, place management) • Burswood Peninsula Alliance; • Curtin University; |

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| | | <ul style="list-style-type: none"> • Trackless Tram Investigation Consortium; and • Grow South East. <p>Work has begun on developing a Business Advisory Group within the Town, consisting of local businesses, EMs and Town staff, that can provide key input and advice into already identified projects as they are planned and then delivered. This includes discussions around opportunities for stakeholders to partner with Town more effectively.</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. | <p>With budget secured in the mid-year financial budget process, the Town has begun the process to engage a consultant to prepare a wayfinding plan which dictates where and what kind of wayfinding is required on the Peninsula, including the opportunity for digital wayfinding.</p> <p>Ongoing discussions are being held with the Burswood Peninsula Alliance around ways to use innovative technologies on the Peninsula.</p> |
| 4.3 | Enable strategic interaction with start-ups, entrepreneurs and innovators to leverage and participate in entrepreneurial thinking within Council. | The Town has acquired an online business platform, Localised, which allows local businesses to interact with one another and engage with the Town in a more timely manner. The platform will enable local businesses to share ideas, events and articles and for the Town to engage with the business community when opportunities arise. With the current environment, progress on this platform will be put on hold so it be launched to assist in the recovery of the local economy. |
| 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. | |

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| 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. | Work is being conducted on a report outlining pedestrian counting technology and a business case as to which technology we should be using. This will feed into the Place Performance Measurement Manual. This project is now on hold due to the current environment, so resources can be committed elsewhere. |
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Pathway 5: Creating an Enabling Business Environment

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| 5.1 | Ensure the Town's regulatory framework remains at the forefront of best practice in relation to other regions of Perth. | A report is being presented in the April OCM agenda recommending amendments to the Draft Local Planning Policy No.41 - Exemption from Development Approval for Changes of Use within the Albany Highway Precinct to assist businesses adapting their operations to social distancing requirements. The amendments will make the "change of use" approval process more streamlined, particularly for businesses switching to take-away and home-delivery offerings. The Urban Planning team is seeking approval from the Commission to bypass the Draft LPP advertising process so that these changes can come into effect more quickly in response to Covid-19 pandemic. |
| 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. | <p>Work continues 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:</p> <ul style="list-style-type: none"> • Etwell Street Revitalisation • Edward Millen House Masterplan and Heritage Re-Adaption • Burswood Station East Scheme Amendment, supporting Local Planning Policy and Public Realm Upgrades • Local Planning Strategy and Place Specific Planning Framework Updates • METRONET advocacy and ongoing partnership • GO Edwards Park Upgrade • Taylor McCullum Reserve Upgrade • Lighting upgrades in and around Albany Highway • Archer and Mint Street Design project • MacMillan Precinct Masterplan • Urban Forest Strategy Implementation. <p>The preparation of Place Plans is an ongoing process and includes a whole of organisation focus on a more collegial approach to the development of the Town's</p> |

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| | | places. The Place Plans Action List has now been drafted and the volumes are currently being authored. |
| 5.4 | Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community. | <p>Progress continued with other local government to reduce red tape when it comes to Environmental Health approvals and permits. This project is now on hold due to the current environment, so resources can be committed elsewhere.</p> <p>A report is being presented in the April OCM agenda recommending amendments to the Draft Local Planning Policy No.41 - Exemption from Development Approval for Changes of Use within the Albany Highway Precinct to assist businesses adapting their operations to social distancing requirements. The amendments will make the "change of use" approval process more streamlined, particularly for businesses switching to take-away and home-delivery offerings. The Urban Planning team is seeking approval from the Commission to bypass the Draft LPP advertising process so that these changes can come into effect more quickly in response to the Covid-19 pandemic.</p> |
| 5.5 | Engage with the Western Australian and federal government agencies to leverage grants and assistance and training programs. | The Town continues to work with the Small Business Development Corporation to ensure training and workshops are held in the Town for local businesses. Last quarter there were nine workshops run in the Town, provided by a number of service providers, including SBDC and the ATO. |
| 5.6 | <p>Support and build networks of information and ideas sharing between public sector, research organisations and the private sector.</p> <ul style="list-style-type: none"> • 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. | <p>Planning for the 2020 Vic Park Business Awards and future events is currently on hold due to the Covid-19 pandemic, so resources can be committed elsewhere.</p> <p>The business events and training calendar continues to promote upcoming training and events for local businesses. Where appropriate, the <i>Vic Park Biz News</i> e-newsletter also promotes opportunities available to local businesses.</p> |
| 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, <i>Vic Park Biz News</i> , continues to feature a local business and their unique local story. The <i>Vic Park Biz E-Newsletter</i> gets sent out to almost 2,200 recipients quarterly. |
| 5.8 | Develop an ongoing business engagement program for broader business consultations throughout the sector. | The Town has acquired an online business portal, <i>Localised</i> , 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. The portal is still in development and trial phase. With the current Covid-19 pandemic, progress on this platform will be put on hold so it be launched to assist in the recovery of the local economy following the response phase.

Work has begun on developing a Business Advisory Group within the Town, consisting of local businesses, EMs and Town staff, that can provide key input and advice into already identified projects as they are planned and then delivered.

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.

At the last meeting (February 2020) the Burswood Peninsula Alliance Steering Committee, endorsed the Peninsula vision, and was provided an update on key projects and progress.

Monthly Operations and Infrastructure Project Control Group (PCG) meetings of the stakeholders on the Peninsula continue to operate successfully.

6.2 Progress a Terms of Reference for Burswood Peninsula Steering Group Committee.

At the September 2019 meeting of the Burswood Peninsula Alliance Steering Committee, both the Terms of Reference and Charter were agreed upon, and the new governance structure was endorsed to be implemented.

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 continuing to be developed. Place Leaders are in the process of updating the content of their Plans, including providing contextual information for their places. The Place Plans Action List has now been drafted and the volumes are currently being authored.

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

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| | 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 continuing to be developed. Place Leaders are in the process of updating the content of their Plans, including providing contextual information for their places. The Place Plans Action List has now been drafted and the volumes are currently being authored. |
| 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 continuing to be developed. Place Leaders are in the process of updating the content of their Plans, including providing contextual information for their places. The Place Plans Action List has now been drafted and the volumes are currently being authored. |
| 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. | <p>Work continues with the Inner Perth Assembly (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. City of Perth branding has mostly been removed, and venues, restaurants, street art etc are in the process of being uploaded for each of the neighbourhoods. One campaign has been published for Valentine's Day, with several others in the works although this may be delayed or re-designed due to the Covid-19 pandemic.</p> <p>Ongoing internal discussions are being held around the future directions of tourism within the Town to ensure we have a consolidated destination marketing presence and are promoting the Town to key markets and capitalising on key events.</p> |

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| 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. | <p>Work continues with the Inner Perth Assembly (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. City of Perth branding has mostly been removed, and venues, restaurants, street art etc are in the process of being uploaded for each of the neighbourhoods although this may be delayed or re-designed due to the Covid-19 pandemic. One campaign has been published for Valentine's Day, with several others in the works.</p> <p>With the formation of the Burswood Peninsula Alliance, and associated Project Control Groups (PCGs), ongoing discussions are being had around promoting the wider Peninsula collectively and the sharing of resources for promotion purposes. An internal events calendar for all Peninsula stakeholders has been created to ensure cross promotion of events where possible and to continue collaborative operational discussions.</p> |
| 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. | Ongoing internal discussions are being held around the future directions of tourism within the Town to ensure we have a consolidated destination marketing presence and are promoting the Town to key markets and capitalising on key events. |
| 7.5 | <p>Profile a major events calendar as a key economic and visitation stimulator highlighting the broad events program to a state and national level. Including:</p> <ul style="list-style-type: none"> • 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. | Given the Covid-19 pandemic, all external events have been cancelled or postponed. Town grants and sponsorships are still running as per normal. Town run events have been cancelled or postponed. Art Season events will be used as part of our Covid-19 pandemic recovery plan to bring people back out into the community. |

Knowledge Industries and Biopharmaceuticals

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| 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. | The Town's investment prospectus Invest Vic Park was launched in December 2019. This prospectus highlights the strengths and opportunities of each of the Town's places and promotes the Town's high value sectors. Work continues on the next stage of a dedicated website which will provide more information for investors, developers and businesses in the Town. |
| 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. <ul style="list-style-type: none">• 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. | As part of the DA for the new Vic Quarter development along Albany Hwy, the Town has been provided a space for community use. Once launched, this space will provide both non-profits, community and businesses access to a free co-working space and meeting room. |
| 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

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| 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. | With the formation of the Burswood Peninsula Alliance, and associated Project Control Groups (PCGs), ongoing discussions are being had around promoting the wider Peninsula collectively and the sharing of resources for promotion purposes. An internal events calendar for all Peninsula stakeholders has been created to ensure cross promotion of events where possible and to continue collaborative operational discussions. |
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| 7.11 | Explore and promote programs, including workshops and webinars, to help businesses integrate technology into the retail and hospitality offering. | <p>The business events and training calendar continues to promoting upcoming training and events for local businesses, including through the Small Business Development Corporation's Business Local program, and the ASBAS digital training program. Where appropriate, the Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.</p> <p>As part of the business support response to the Covid-19 pandemic, an online business register has been created showcasing ways businesses are adapting to the crisis, including shifting to online and digital modes of sales. There is also information on how to consider shifting to digital platforms. The Town has engaged Business Foundations to provide a one on one business advisory service (over the phone or video call) during this time to assist businesses in continuity planning, but also how to shift to digital modes of sales and advertising.</p> |
| 7.12 | Collaborate with businesses to introduce Wi-Fi hotspots and identify opportunities to promote specific offers through digital avenues. | <p>The Town has acquired an online business platform, Localised, which allows local businesses to interact with one another and engage with the Town in a more timely manner. The digital platform includes several features which allow businesses to promote themselves and offers, including a business directory, an events calendar and a noticeboard for businesses to share information. With the current Covid-19 pandemic, progress on this platform will be put on hold so it be launched to assist in the recovery of the local economy.</p> <p>As part of the business support response to the Covid-19 pandemic, an online business register has been created showcasing ways businesses are adapting to the crisis, including shifting to online and digital modes of sales.</p> |
| 7.13 | Promote business development programs (Ausindustry) and engagement with the Small Business Mentoring Service through the Small Business Development Corporation. | <p>The business events and training calendar continues to promoting upcoming training and events for local businesses, including through the Small Business Development Corporation's Business Local program, and the ASBAS digital training program. Where appropriate, the Vic Park Biz News e-newsletter also promotes opportunities available to local businesses.</p> |
| 7.14 | Support Town marketing campaigns and business initiatives to incorporate and promote the retail and hospitality offer across all precincts. | <p>The Town engaged Guru Productions to produce a segment on the TV show 'Destination WA' showcasing showcasing the Albany Hwy strip as a destination to visit and highlighting several businesses. The segment was broadcast on Channel 9, both in WA and nationally.</p> <p>The 'Visit Perth' website provides the platform to promote retail and hospitality offerings. An example of this is the recent Valentine's Day blog which highlighted</p> |

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| | | <p>several businesses within the Town although this may be delayed or re-designed due to the Covid-19 pandemic.</p> <p>As part of the business support response to the Covid-19 pandemic, an online business register has been created showcasing ways businesses are adapting to the crisis, including shifting to online and digital modes of sales.</p> <p>The Town engaged Guru Productions to produce a segment on the TV show 'Our State on a Plate' showcasing some of the businesses within the Town. The segment was broadcast on Channel 9, both in WA and nationally. Work has commenced on a second segment on Destination WA, showcasing the Albany Hwy strip as a destination to visit.</p> |
| 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. | <p>Work continues with the Inner Perth Assembly (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. City of Perth branding has mostly been removed, and venues, restaurants, street art etc are in the process of being uploaded for each of the neighbourhoods. One campaign has been published for Valentine's Day, with several others in the works although this may be delayed or re-designed due to the Covid-19 pandemic. The group meets with relevant external stakeholders, including Destination Perth, when necessary.</p> <p>The Town engaged Guru Productions to produce a segment on the TV show 'Destination WA' showcasing showcasing the Albany Hwy strip as a destination to visit and highlighting several businesses. The segment was broadcast on Channel 9, both in WA and nationally.</p> |
| 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. | |
| 7.18 | Implement a Shopfront Improvement Grant Scheme. | |