

# COVID-19 Action Plan Closing Report

## Key Action Measures and Outcomes



Action	Action Description	Key Measures	Key Outcomes
#StillOpenForBusiness campaign	Digital marketing campaign promoting businesses who have shifted to an online delivery of sales or services. Business could sign up to an online business directory housing their business details and how they were doing things a little differently during the response phase of COVID-19.	Business directory uptake.	Total number of businesses on the directory: 130
Business support 'one stop shop'	A one stop shop for businesses containing key information for businesses during COVID-19. This includes Town business support and advice and guidance from government agencies or organisations.	Pageviews of the 'one stop shop' homepage.	Number of pageviews: 3,145
One-on-one business support	One-on-one business support provided over the phone, for businesses struggling with adapting to COVID-19. The Town engaged Business Foundations to provide this service.	Number of businesses that used the service.	Number of businesses that used the service: 2
Community Outreach	Procurement of a non-government outreach provider to support the Town's most vulnerable and homeless during and after COVID-19.	Number of service hours per week.	Number of service hours per week: 12 hours
Success Series – COVID-19 series	Free online series of workshops designed to build the capacity the Town's groups and services.	Number of workshops. Number of participants across workshops.	Number of workshops: 11 Number of participants across workshops: 190
COVID-19 community funding program	A specific COVID-19 community funding round to support not-for-profits and charitable organisations. The Community donation/community funding program would be accessible via an expression of interest for applications up to \$10,000.	Number of successful grants. Dollars awarded.	Number of successful grants: 11 Dollars awarded: \$69,908

Pop up performers outside local cafes/restaurants	Roving performers within local centres, encouraging people back to businesses and fostering a sense of community.	Number of sessions.	Number of sessions in 2020: 8 pop up performances over 3 weekends. Number of sessions in 2021: 5 pop up performances over 1 day (30 April 2021).
COVID-19 Business Grants	COVID-19 Business Grants provide an opportunity for local businesses to develop and deliver their ideas for improving resilience and supporting the broader community, with the Town as a support.	Number of successful grants. Dollars awarded.	Number of successful grants: 20 Dollars awarded: \$61,626
Localised Campaign	A campaign to encourage local businesses owners to join Localised, a free online business networking platform for those in Town of Vic Park.	Percentage increase in businesses signed up to the directory.	Percentage increase in businesses signed up to the directory: 47.5% increase.
COVID -19 Art Grants	COVID-19 Art Grants provide an opportunity for local artists to build the capacity of the community through community-based art projects.	Number of successful grants. Dollars awarded.	Number of successful grants: 11 Dollars awarded: \$49,998
Market Trial	Undertake an open process to procure an operator to run a pilot program of night markets within the Town of Victoria Park.	Number of attendees (approximately). Number of markets.	Number of attendees (approximately): 1,590 Number of markets: 6
Gallipoli Street Local Centre Upgrade	Consider the upgrade of the Gallipoli Street Local Centre to improve the quality of the public realm.	Number of interventions. Number of businesses positively impacted.	Number of interventions: 4 (including a micropark, new street furniture, mural and alfresco dining). Number of businesses positively impacted: 7
Maker Spaces Study	Maker Spaces are used to describe a range of creative spaces which share a number of common features including being a shared space where people can come together to share skills, ideas and equipment. Given the complexity of these spaces, and the many roles Local Government can take in facilitating them, further research and investigation will be undertaken to gain a more precise understanding of	Survey engagement. Number of LGs collaborating on the project.	Survey engagement: 1,080 responses with 189 indicating their interest in being located in the Town. Number of LGs collaborating on the project: 4

	the concept and how it could apply to the Town's particular context, needs, opportunity and constraints.		
Economic Impact and Opportunities Assessment	There is yet to be a complete analysis of the impact of COVID-19 on the local economy, as well as an assessment of potential opportunities that may arise from the situation. A consultant driven assessment will provide a unique opportunity to examine a number of sources of information to look at the extent of the initial impact of COVID-19 on local businesses, and then look at the opportunities and initiatives that may arise as we move into the recovery phase.	Industry roundtable participation. Number of recommendations.	Industry roundtable participation: 22 businesses Number of recommendations. 8
COVID-19 Event Costs	Given the extension of Phase 4 restrictions, this places some new complexities on delivering outdoor, free community events. COVID Safe Event guidelines and the Town's desire to operate within a COVID safe and COVID cautious space now and into the future, means there are additional costs associated with running these community events.	Number of events that couldn't have gone ahead without the additional funding.	Number of events that couldn't have gone ahead without the additional funding: 5