



TOWN OF
VICTORIA PARK



Economic Development Strategy

Quarterly progress report

April 2021 – June 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 next Business Advisory Group meeting has been planned for August.

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	Work continues with the Inner Perth Marketing Collective (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. Three videos have been filmed as part of the collaborative 'Welcome to my Neighbourhood' series, which promotes different neighbourhoods in the Town through local residents. These three videos are being rolled out via social media. Two blogs have been published on the Visit Perth website- one collaborative blog and one promoting beauty businesses within the Town.
2.2 - Develop an understanding of the investment attraction and translate it to the high value precincts and sectors	Two additional Business News article were published and sent to all email subscribers promoting Invest Vic Park and investment opportunities in the Town.

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.

Action	Current quarter progress
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	<p>Work continues with the Inner Perth Marketing Collective (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. Three videos have been filmed as part of the collaborative 'Welcome to my Neighbourhood' series, which promotes different neighbourhoods in the Town through local residents. These three videos are being rolled out via social media.</p> <p>Two blogs have been published on the Visit Perth website- one collaborative blog and one promoting beauty businesses within the Town.</p> <p>A campaign to promote the Town's Localised platform has commenced, encouraging local businesses to sign up.</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.	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 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 73 business listings, with businesses posting a range of articles and noticeboard posts.</p> <p>The Town held its annual Vic Park Business Awards ceremony, celebrating innovative businesses within the Town, on 4 June. Approximately 100 people attended the night.</p> <p>The Town held a Tech Park Meetup on 27 May to bring together businesses within Technology Park to network and meet Town staff.</p> <p>The Town is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program.</p> <p>The Town has awarded seven Restart Vic Park Economic Development grants, with projects</p>

Action**Current quarter progress**

ongoing from local businesses. These projects include:

- Little Love Baby Wares- Create an eye-catching mural on the building to attract visitors in the area. Mark out the mural outline and have the public assist painting of the mural.
- Naja Business Consulting- Conduct research to investigate whether a chamber of commerce would benefit the Town, and if so, what would be an ideal setup and structure.
- Frogponds- Provide a free trial access to the Frogponds procurement platform for local school and businesses in the Town of Victoria Park.
- CA Management- Provide a free trial of the already built Engage community commerce app to the Town's business community.
- Dis-content- Select and develop free websites for businesses in the Town who don't have a website and could benefit from an online presence.
- Innolab- Develop a prototype for smart recycling bins and an online portal that can be purchased by local businesses.
- Up Close and Local Tours- Run some food and drink tours which showcase the wide array of food and beverage available in the Town.

There were thirteen Small Business Resilience Grants awarded, across a range of projects, including:

- Hiway Cycles- upgrade of website to allow for online purchasing of products.
- Café Bella Rosa- installation of a coffee takeaway window to practice social distancing.
- Antz Cafes- use of Mobi2Go platform due to COVID.
- Eclipse Designs Solutions- engaging a business consultant to assist with business structure due to COVID.
- BOLT Fitness- training for staff to better engage with customers due to COVID altering customer needs.
- Cocoa & Rose- new equipment to assist with social distancing.
- VR-ARRIVAL- purchasing new equipment to diversify business offerings.
- Hail the Kale- implementation of a click and collect system to assist in pivoting business offerings.
- Urban Revolution- installation of new portable shelving to pivot business offering and accommodate workshops.
- Biota In Harmony- for staff to undertake a Mental Health First Aid Course to cater for increasing demand from customers suffering from mental health issues.
- DTM Tourism- training for staff to upskill inhouse capabilities.
- printezy.com- acquiring of new equipment to diversify business offerings.
- Botany on Oats- development of a click and collect function on website to future proof the business for future lockdowns.

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.

Action	Current quarter progress
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	The Town is sponsoring two local residents or businesses to attend the Curtin Ignition entrepreneurial program. The Town has awarded seven Restart Vic Park Economic Development grants and thirteen Small Business Resilience Grants. For information on individual projects, see action 4.3.
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	Economic data continues to be now being collected by the Covid-19 Action Taskforce and reported to the Covid-19 Response Working Group, including transaction data, parking data and pedestrian counter data.

**Economic Development Strategy
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	Not progressed this quarter.
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): <ul style="list-style-type: none"> • 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
5.4 - Remove unnecessary regulatory barriers, simplify application processes and actively promote improvements to the local business community	The Town held its annual Vic Park Business Awards ceremony, celebrating innovative businesses within the Town, on 4 June. Approximately 100 people attended the night. The Town has awarded seven Restart Vic Park Economic Development grants and thirteen Small Business Resilience Grants. For information on individual projects, see action 4.3.
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 held its annual Vic Park Business Awards ceremony, celebrating innovative businesses within the Town, on 4 June. Approximately 100 people attended the night. The Town held a Tech Park Meetup on 27 May to bring together businesses within Technology Park to network and meet Town staff.

Action	Current quarter progress
5.7 - Build the reputation of the Town as a great place for investment by identifying and promoting its business success stories	The Town held its annual Vic Park Business Awards ceremony, celebrating innovative businesses within the Town, on 4 June. Approximately 100 people attended the night.
5.8 - Develop an ongoing business engagement program for broader business consultations throughout the sector	The Localised platform grew its membership to 73 business listings, with businesses posting a range of articles and noticeboard posts. A campaign to promote the Town's Localised platform has commenced, encouraging local businesses to sign up. Engagement with the Business Advisory Group continues through YourThoughts, to gather feedback.

**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 long term 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.

**Economic Development Strategy
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	Not progressed this quarter.
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 73 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	Work continues with the Inner Perth Marketing Collective (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. Three videos have been filmed as part of the collaborative 'Welcome to my Neighbourhood' series, which promotes different neighbourhoods in the Town through local residents. These three videos are being rolled out via social media. Two blogs have been published on the Visit Perth website- one collaborative blog and one promoting beauty businesses within 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	<p>Work continues with the Inner Perth Marketing Collective (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. Three videos have been filmed as part of the collaborative 'Welcome to my Neighbourhood' series, which promotes different neighbourhoods in the Town through local residents. These three videos are being rolled out via social media.</p> <p>Two blogs have been published on the Visit Perth website- one collaborative blog and one promoting beauty businesses within the Town.</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	<p>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.</p>
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	<p>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.</p>
7.18 - Implement a Shopfront Improvement Grant Scheme	<p>The Town has awarded seven Restart Vic Park Economic Development grants and thirteen Small Business Resilience Grants. For information on individual projects, see action 4.3.</p>

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	<p>Work continues with the Inner Perth Marketing Collective (the collective of inner city local governments working on wider destination marketing) on the 'Visit Perth' website. Three videos have been filmed as part of the collaborative 'Welcome to my Neighbourhood' series, which promotes different neighbourhoods in the Town through local residents. These three videos are being rolled out via social media.</p> <p>Two blogs have been published on the Visit Perth website- one collaborative blog and one promoting beauty businesses within the Town. Events continue to be added and promoted through Visit Perth.</p>
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>The Inner Perth Marketing Collective continues to meet regularly to discuss upcoming collaborative campaigns.</p> <p>The Operations Project Control Group as part of the Burswood Peninsula Alliance continues to meet monthly to discuss upcoming events and promotional opportunities.</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	<p>Not progressed this quarter.</p>
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	<p>Not progressed this quarter.</p>

Action**Current quarter progress**

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, with Town run events and sponsored events that have happened in the last quarter including:

- Bark in the Park markets
- Art in the Park markets
- May Markets
- Planet Street Pop-up
- Burswood Hawker's Market
- Cultural Food Festival
- Community Twilight Market
- Vic Park Street Festival

Arts Season ran during April 2021 with a number of events being run throughout the month.