



Theme 6: Local Economy

Strategic objective: Support local businesses and enhance shopping precincts, fostering a strong economy and welcoming places for the community.

Strategies

Council's Role

Strategies	Council's Role			
	Plan	Deliver	Partner	Advocate
<p>6.1 Local retail precincts provide a gathering point for residents and attract shoppers through supporting initiatives which encourage a range of businesses needed by the community.</p>	●	●	●	●
<p>6.2 Local traders and businesses are supported by providing training and upskilling initiatives to maintain and increase viable businesses.</p>	○	●	●	●
<p>6.3 Shopping centres and strips are hubs of community activity through activating local shopping precincts.</p>	●	●	●	●
<p>6.4 Shopping centres are clean, well-maintained and inviting, through revitalising infrastructure and streetscapes and proactive renewal and maintenance.</p>	○	●	○	○
<p>6.5 Local visitation is increased through showcasing and promoting local shopping and attractions.</p>	●	○	●	●

Strategic indicators

- participant satisfaction in Council's business training activities
- satisfaction with work to improve quality of streetscapes in shopping precincts to attract and retain good shops and businesses
- number of permits for outdoor trading
- number of proactive strip shopping centre maintenance inspections completed.

Services

SERVICE CATEGORY

SERVICE DESCRIPTION

Local Economies

- manage the implementation of the Economic Development and Tourism Plan for Council
- strengthen the viability of local businesses, including strip shopping centres, and facilitate eight special rates schemes for shopping centres
- facilitate the Boroondara Business Network to support new and established businesses through training and mentoring services
- facilitate the Boroondara Farmers Market, the Hawthorn Makers Market, the Camberwell Fresh Food Market and the Camberwell Sunday Market
- facilitate the Vibrant Retail Precincts stream of Council's community grants program
- facilitate regular networking opportunities for the local business community
- support and promote tourism opportunities across the municipality
- deliver the City-wide Christmas in Boroondara Program
- facilitate a placemaking approach to our public spaces and shopping centres to increase social interactions, economic viability and enhance the health and wellbeing of our community.

Minor Shopping Centre Upgrade and Maintenance

- implement the Shopping Centre Improvement Program, which delivers streetscape improvements to our small and medium-sized shopping centres
- undertake proactive maintenance inspections by the shopping centre service crew and carry out maintenance and upkeep of these precincts.