

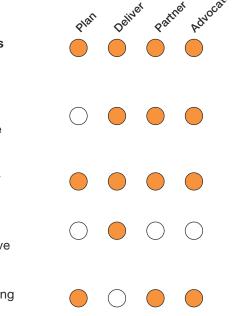
Theme 6: Local Economy

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

Strategies

Council's Role

- 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.
- **6.2 Local traders and businesses are supported** by providing training and upskilling initiatives to maintain and increase viable businesses.
- 6.3 Shopping centres and strips are hubs of community activity through activating local shopping precincts.
- **6.4** Shopping centres are clean, well-maintained and inviting, through revitalising infrastructure and streetscapes and proactive renewal and maintenance.
- **6.5 Local visitation is increased** through showcasing and promoting local shopping and attractions.



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.