



## 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

		Plan	Deliver	Partner	Advocate
6.1	<b>Local retail precincts provide a gathering point for residents and attract shoppers</b> through supporting initiatives which encourage a range of businesses needed by the community.	●	●	●	●
6.2	<b>Local traders and businesses are supported</b> by providing training and upskilling initiatives to maintain and increase viable businesses.	○	●	●	●
6.3	<b>Shopping centres and strips are hubs of community activity</b> through activating local shopping precincts.	●	●	●	●
6.4	<b>Shopping centres are clean, well-maintained and inviting,</b> through revitalising infrastructure and streetscapes and proactive renewal and maintenance.	○	●	○	○
6.5	<b>Local visitation is increased</b> 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	
<b>Local Economies</b>	<ul style="list-style-type: none"> <li>• manage the implementation of the Economic Development and Tourism Plan for Council</li> <li>• strengthen the viability of local businesses, including strip shopping centres, and facilitate eight special rates schemes for shopping centres</li> <li>• facilitate the Boroondara Business Network to support new and established businesses through training and mentoring services</li> <li>• facilitate the Boroondara Farmers Market, the Hawthorn Makers Market, the Camberwell Fresh Food Market and the Camberwell Sunday Market</li> </ul>	<ul style="list-style-type: none"> <li>• facilitate the Vibrant Retail Precincts stream of Council's community grants program</li> <li>• facilitate regular networking opportunities for the local business community</li> <li>• support and promote tourism opportunities across the municipality</li> <li>• deliver the City-wide Christmas in Boroondara Program</li> <li>• 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.</li> </ul>
<b>Minor Shopping Centre Upgrade and Maintenance</b>	<ul style="list-style-type: none"> <li>• implement the Shopping Centre Improvement Program, which delivers streetscape improvements to our small and medium-sized shopping centres</li> </ul>	<ul style="list-style-type: none"> <li>• undertake proactive maintenance inspections by the shopping centre service crew and carry out maintenance and upkeep of these precincts.</li> </ul>