

## CITY OF SOUTH PERTH

# Economic Development

The Strategic Community Plan 2021-2031 (SCP) is the overarching plan to guide the City of South Perth over the next 10 years. The SCP is broad with a long-term focus and strong emphasis on the community's aspirations, priorities and vision for the future.

One of the four priority areas is **Economy**: A thriving City activated by attractions and opportunities that encourage investment and economic development. The following outlines our commitment to supporting local businesses in the City of South Perth.

### SMALL BUSINESS SUPPORT

Supporting the existing small businesses within the City through streamlining and improving processes, creating a local business network, providing marketing opportunities and building business knowledge and skills capacity. The City will review policies, fees and processes that impact local business to improve and streamline the process and reduce 'red tape' where possible.

### TOURISM AND ACTIVATION

The City recognises the benefits of increasing tourism visitation and generating higher expenditure through the attraction of regionally significant events and marketing the City as a destination. The City will develop, promote and deliver events, activations and programs that highlight the City's unique cultural identity to support the local economy through cultural activity.

### CONSUMER CENTRES

There are several population-driven activity nodes throughout the City that support their surrounding neighbourhoods and primarily offer hospitality, retail and convenience services. The City will support the implementation of the Local Planning Framework to encourage growth and support a variety of uses in our centres to attract customers to nodes, as well as promote streetscape and public realm improvements for activation.

## PARTNERSHIPS

Attracting more high knowledge intensive and business to business industries, creating employment opportunities by encouraging agglomeration economies in strategic areas, precinct planning, actively seeking to attract opportunities and promoting the competitive advantages of the City. The City will work with the State Government to develop a Precinct Plan for the future of Technology Park to support the State's commitment to market the employment, technology and research opportunities available in the area.