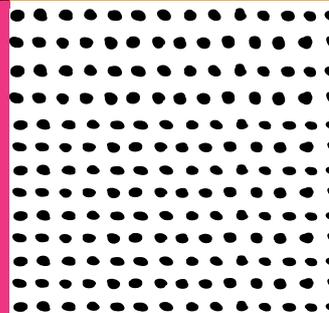
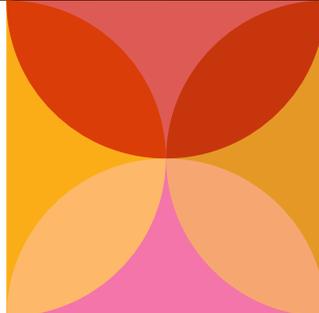


CITY OF SOUTH PERTH

# ECONOMIC DEVELOPMENT PLAN

SEPTEMBER 2023





## ACCESS AND INCLUSION

This document is available in alternative formats upon request, including Braille, large print, electronic and audio format on CD. National Relay Service (NRS): 13 36 77 Translating and Interpreting Service (TIS): 13 14 50

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## ACKNOWLEDGEMENT OF COUNTRY

The City of South Perth is located on Whadjak Noongar Country and we acknowledge and pay our respects to the traditional custodians of this land, the Whadjuk people of the Noongar nation and their Elders past and present.



# EXECUTIVE SUMMARY

The City of South Perth (the City) is home to almost 5,000 local businesses that employ approximately 15,300 people in local jobs<sup>1</sup>. The City recognises that economic development is a transformative process that focuses on job and wealth creation to improve quality of life.

The Economic Development Plan (EDP) sets out the future direction for the City over the next four years and provides a guide for how the City will support its existing local businesses, create a business friendly environment that boosts local employment and attract investment and tourism.



The Economic Development Plan (EDP) forms part of the City's Thriving Neighbourhoods suite of projects along with the Integrated Transport Plan and Local Planning Scheme 7. These projects will work together to manage the City's growth over the next 10-15 years and align with the aspirations of the City's Strategic Community Plan 2020-2030 (SCP) and the Corporate Business Plan 2020-2024.

The EDP is informed by the City of South Perth Economic Development Report (EDR)<sup>2</sup> and includes an analysis of:

- the current state and competitive advantages of the local economy and the influence of a growing local population
- strengths, opportunities, weaknesses and threats that apply to the City's economy.

The EDP was further informed by stakeholder engagement outcomes of a Business Breakfast Forum held in March 2021.

The actions of the EDP's implementation plan are guided by four objectives:

- Encourage development of centres to support population growth and attract high quality employment
- Promote activation of population and local tourism nodes
- Effective business communication and support
- Advocate for local business.

All actions are subject to budget allocation. Each action is described in terms of its intended outcome, timeframe, cost and priority to assist tracking their implementation and to address five focus areas:

<b>1.</b>	<b>South Perth Peninsula</b> (defined area with high economic growth potential)
<b>2.</b>	<b>Technology Park</b> (defined area with high economic growth potential)
<b>3.</b>	<b>Consumer Centres</b> (areas with general characteristics across the City)
<b>4.</b>	<b>Small Business Support</b>
<b>5.</b>	<b>City-wide initiatives</b>

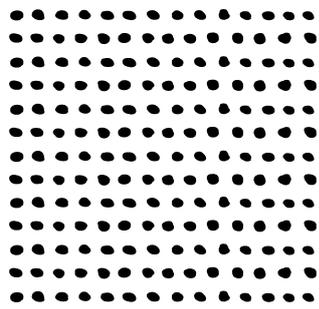
Each focus area includes guiding principles that determine the intent of what the actions seek to achieve and what the City supports for that focus. The actions are centred around the following themes:

- Increasing tourism visitation and generating higher expenditure through the attraction of regionally significant events, marketing the City as a destination and the development of a tourism strategy
- 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
- 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.

A report will be prepared annually to document the progress of actions and after two years of implementation, the EDP will be reviewed and updated accordingly.

<sup>1</sup>Profile ID. 2021. City of South Perth Economic Profile Key Statistic

<sup>2</sup>Pracsys. 2021. City of South Perth Economic Development Report



# STRATEGIC CONTEXT



The Strategic Community Plan 2020-2030 (SCP) outlines the community’s 10 year priorities and aspirations in the following four broad categories that form the City’s strategic direction:

<b>COMMUNITY</b> A diverse, connected, safe and engaged community	<b>ENVIRONMENT (BUILT AND NATURAL)</b> Sustainable urban neighbourhoods
<b>ECONOMY</b> A thriving City activated by innovation, attractions and opportunities	<b>LEADERSHIP</b> A visionary and influential local government

The EDP aligns with the strategic direction of **Economy** which addresses **local business** and **activated places** strategies and outcomes:

<b>2.1</b>	<b>LOCAL BUSINESSES</b>
2.1.1	Attract and support a broad range of small and medium-sized enterprises (SMEs) to the City
2.1.2	Connect with the learning and innovation economy so that the City can stimulate relevant economic activities
2.1.3	Facilitate economic development opportunities to enhance local business success
<b>2.2</b>	<b>ACTIVATED PLACES</b>
2.2.1	Embrace and facilitate unique events and attractions around the City
2.2.2	Facilitate activity centres and neighbourhood hubs that offer a diverse, viable and attractive mix of uses
2.2.3	Reinforce the South Perth Peninsula as the City’s primary activity centre by reinvigorating key assets and destinations

The development of an EDP is an action of the Corporate Business Plan 2020-2024.

## PURPOSE

The purpose of the EDP is to:

- Articulate how the City will guide and support local economic activity over the next four years
- Ensure the City’s planning policies, investment and decision making achieve economic development goals
- Encourage development of centres to support a growing population and attract high quality employment opportunities
- Promote economic activation of activity nodes
- Ensure the City provides effective business support, advocacy and communication to local businesses.



“Local Economic Development is a way to build up the economic capacity of an area in order to improve quality of life” <sup>3</sup>



# ECONOMIC DEVELOPMENT



Economic development is the creation of an environment that encourages business growth and prosperity. It is a business-led process that holistically considers the needs of businesses and the community.

The City's successful involvement in economic development will create significant benefits for its community, including:

- A diversified range of local employment opportunities
- Higher levels of skills and wages
- Business industry diversification and improved resilience
- Increased non-residential rate revenue
- Improved amenity and local business offerings
- Improved land values.

## ROLE OF THE CITY OF SOUTH PERTH

The City acknowledges that the economy operates under open market forces and that governments do not have all the resources and levers to cause structural change. Businesses look to government to provide leadership and to support business by reducing regulation, providing useful information and facilitating networking and business development opportunities.

The impacts of COVID-19 and future uncertainty has enhanced the importance of the City's role in supporting local businesses and strategically planning for the future. The EDP outlines how the City will support and promote the growth of the economy using creating, influencing and monitoring actions.

<p><b>CREATE</b></p> 	<p>Establishing local policies and regulations, directing internal resources, utilisation of local government assets, implementing programs and events, and supporting projects with seed funding.</p>
<p><b>INFLUENCE</b></p> 	<p>Facilitating networks that encourage sharing of knowledge and investment opportunities. Advocating priorities to the State and Federal Government.</p>
<p><b>MONITOR</b></p> 	<p>Tracking economic performance indicators and collecting feedback from businesses.</p>



## EDP DEVELOPMENT PROCESS

The City has taken steps throughout the development of the EDP to ensure it addresses the wants and needs of its local community. The precursor to the EDP was the preparation of the Economic Development Report (EDR).

The EDR classified the City's current economic position and identified strategic growth areas, current gaps and future trends that influence the local economy. The EDR also provided a number of recommended actions to improve economic growth and development.

The EDR was informed by stakeholder engagement activities:

- Workshops with Elected Members (December 2020 and March 2021)
- City of South Perth Local Business Survey (June to July 2020).

The recommendations of the EDR were tested with the 54 attendees at the Business Breakfast Forum event in March 2021. The three key themes raised by attendees, when asked how to bring more visitors to the City to encourage them to stay longer and increase expenditure were:

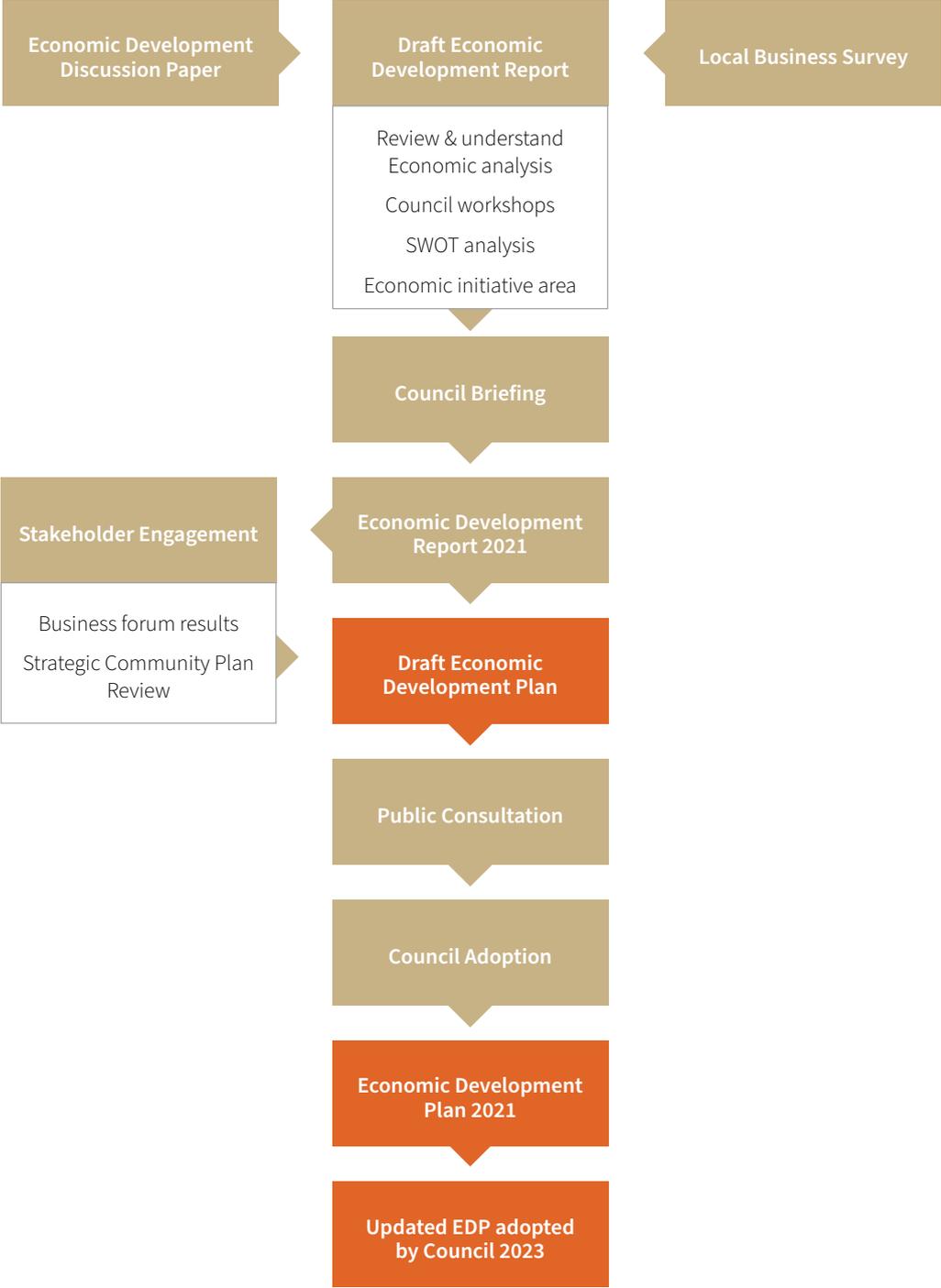
- Support for business in the form of advertising and promotions, including local advertising and promoting the City as a destination to draw people to the area
- Providing more things to do in the City (through events and activities)
- Moving around - making it easier for people to travel to, and around the City by better parking management, more public transport options and improved infrastructure for pedestrians and cyclists.

Attendees also felt the City has a role to play in providing support to businesses through:

- Facilitating connections and networking
- Advertising and promotion, both in terms of providing opportunities for businesses to advertise and promoting the City more broadly
- A range of other support for businesses which includes opportunities to learn and develop, assistance with fees and costs, and government advocacy.

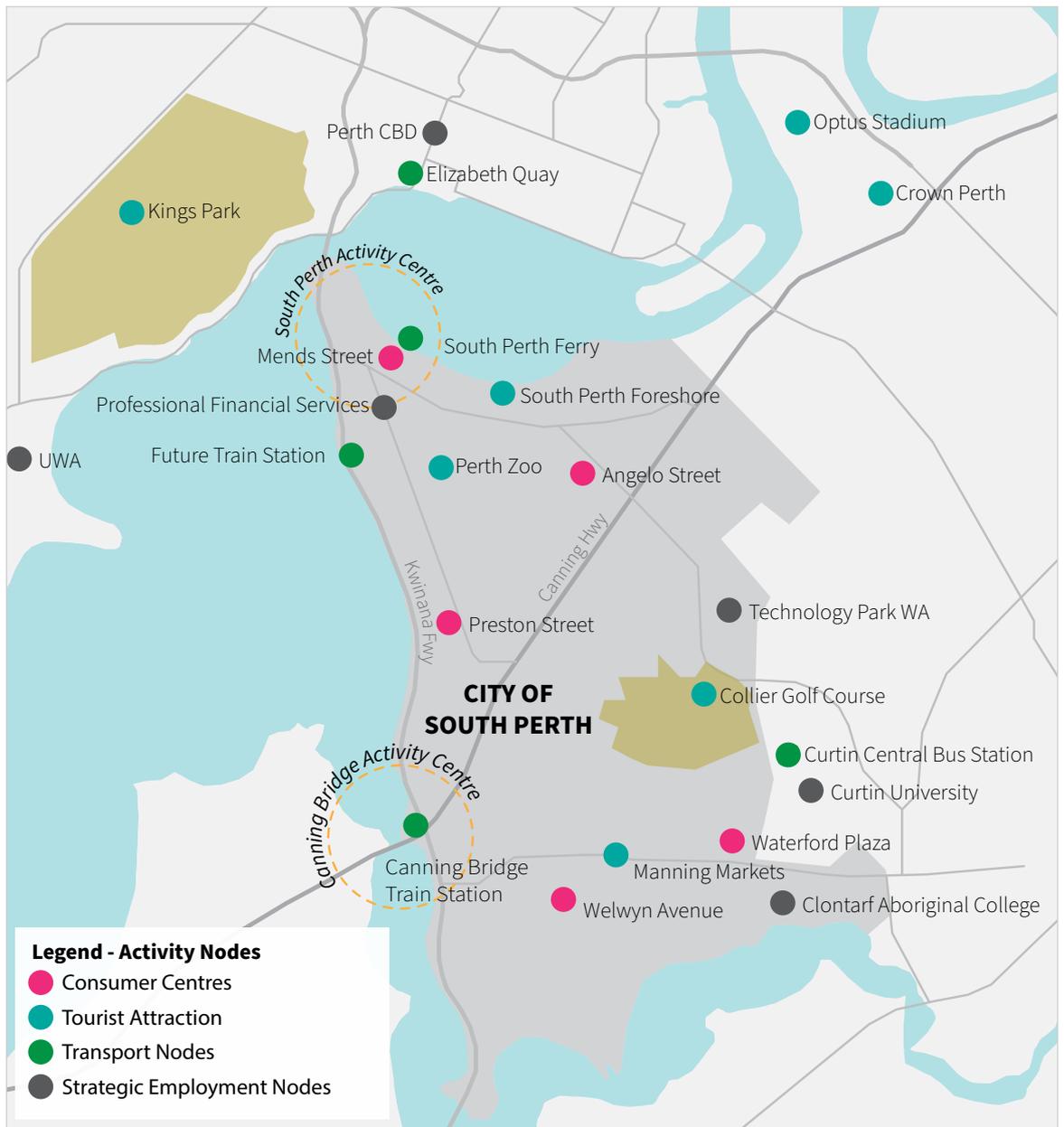


**PROCESS OF THE ECONOMIC DEVELOPMENT PLAN PREPARATION**





**LOCAL CONTEXT MAP OF THE CITY OF SOUTH PERTH  
(PRACSYS, 2021- MODIFIED)**



## LOCAL CONTEXT

City residents have access to high quality employment nodes, tertiary education facilities, public transport and significant amenity, resulting in a high level of liveability.

The City's proximity to Perth CBD, transport nodes and major attractions like the Perth Zoo and the South Perth Foreshore mean that amenities support significant tourism visitation.

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 has two significant strategic employment centres, the South Perth Peninsula and Technology Park. The South Perth Peninsula currently has a concentration of professional, scientific, and medical services. Technology Park has a concentration of nature reserves and conservation park operations and scientific research services.

The location of these areas throughout the City are shown on the local context map on page 10.

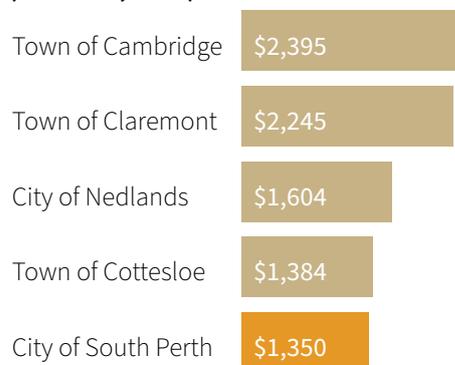
In addition to the activity nodes shown on the local context map, the City supports a range of businesses along major corridors such as Canning Highway and Manning Road. This EDP does not specifically address businesses on transport corridors as they are not of a defined central activity node nature, as are consumer centres.

The City has fewer areas of non-residential land use compared to other local governments. This is evident by the low number of rateable commercial properties in comparison to the number of residential properties within the City as shown in the table below, and the difference in rates revenue per capita to other local governments.

### CITY SOUTH PERTH ANNUAL BUDGET 2020/21

	RESIDENTIAL	COMMERCIAL
Number of rateable properties	16,728	671
Percentage of total properties	96.2%	3.8%
Total rates revenue	\$29,924,149	\$4,920,307
Percentage of total rates	85.9%	14.1%

## RATES REVENUE PER CAPITA (PRACSYS, 2021)



The low number of local businesses is also evident by the City's low Employment Self-Sufficiency (ESS)<sup>4</sup>. A low ESS indicates that there is a higher working population compared to the number of job opportunities within the area.

The City's Employment Self-Containment (ESC)<sup>5</sup> in 2016 was 17%, meaning a small portion of jobs were filled by residents<sup>6</sup>. Increasing this percentage will reflect that the employment opportunities are becoming more closely aligned with the skills of residents.

Many residents work outside the City's Local Government Area, with only 17.9% living and working within the City of South Perth, with a large proportion (22.2%) working in the City of Perth<sup>7</sup>.

Residents within the City are highly educated with 38% holding a bachelor's degree or higher compared to 22.9% within Greater Perth<sup>8</sup>.

There is a higher level of socio-economic advantage in the City of South Perth (SEIFA Index<sup>9</sup> 1,064) in comparison with greater Perth (SEIFA Index 1,026), which can be attributed to the higher weekly median household income of \$1,780 in comparison to \$1,643 of Greater Perth<sup>10</sup>. The City comprises areas of higher and lower socio-economic advantage than its total index score.

The City has a strong local market in Health Care and Social Assistance; Professional, Scientific and Technical Services; and Education and Training. This can be attributed to the age profile of the City, high proportion of large private schools, and employment opportunities within Technology Park.

<sup>4</sup>ESS is the ratio of local jobs to local resident workers

<sup>5</sup>ESC is the portion of local jobs filled by residents

<sup>6</sup>Pracsys. 2021. City of South Perth Final Economic Development Report.

<sup>7</sup>Pracsys. 2021. City of South Perth Final Economic Development Report.

<sup>8</sup>Pracsys. 2021. City of South Perth Final Economic Development Report.

<sup>9</sup>Explanation of SEIFA at [abs.gov.au/websitedbs/censushome.nsf/home/seifa](https://abs.gov.au/websitedbs/censushome.nsf/home/seifa).

<sup>10</sup>Pracsys. 2021. City of South Perth Final Economic Development Report.



## AN OVERVIEW OF THE CITY'S LOCAL SOCIO-ECONOMIC PROFILE

46,703

Forecasted Population in 2021  
 ↑ Up 5.9% since 2016



12,865

Local Jobs in 2016



65,842

Expected population in 2041



### Top Employing Industries

Health Care 16.2%



Education 13.9%



Professional Services 10.9%



Accommodation & Food 10.1%



30.3%

Lone Households in South Perth  
 Greater Perth 23%



### Where Residents Work

City of Perth 22.2%

City of South Perth 17.9%

Town of Victoria Park 7.0%

City of Melville 6.4%

City of Canning 6.0%

### Population Density (persons/km<sup>2</sup>)



### Advantages

Proximity to Perth CBD



Perth Zoo



Technology Park



Foreshore



Kwinana Freeway



Canning Station



38%



Residents with a Bachelor's  
 Degree or higher in 2016  
 Greater Perth 22.9%

1,064



SEIFA Index 2016  
 Greater Perth 1,026

\$1,780



Household Median Income 2016  
 Greater Perth \$1,643

21%



Aged 60+ in 2016  
 Greater Perth 19%



## EMPLOYMENT QUALITY

Employment quality is a key indicator of the strength of a local economy. Employment quality refers to the ability for one job to generate other jobs creating a positive multiplying effect within the local economy.

**Strategic jobs** are those that offer ‘business-to-business’ activity with high knowledge requirements, or export activity that typically provide higher levels of employment quality, incomes and economic activity generation.

**Population-driven** jobs serve the local community/ neighbourhood and typically generate lesser levels of economic activity.

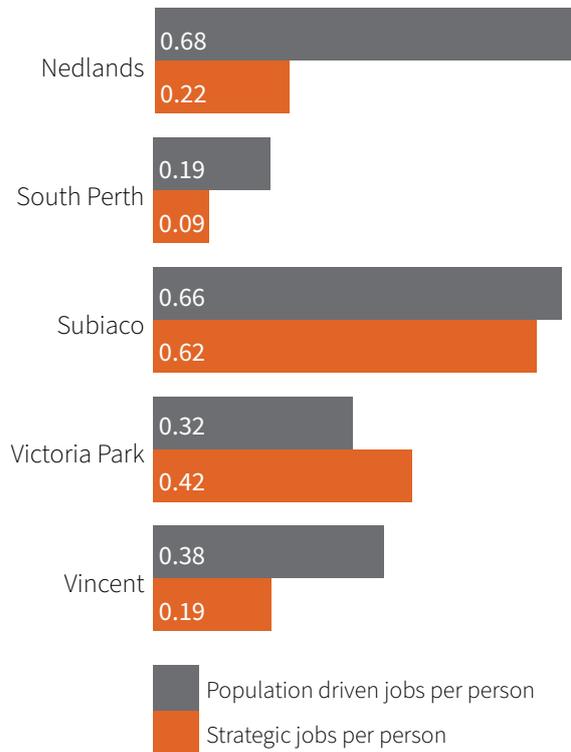
The City has a relatively low number of both population-driven employment and strategic employment on a per capita basis when compared to other similar local governments. This is primarily due to the City having a higher proportion of residential zoned land.

A lower ratio of population-driven employment indicates that residents are shopping and using amenities outside the City. This presents an opportunity to reduce expenditure leakage by increasing the supply of local retail, service and hospitality offerings.

A lower ratio of strategic employment indicates that residents are travelling outside of the City to access employment opportunities. This is not necessarily a weakness, however fostering business growth in appropriate areas can increase the strategic employment opportunities and that will increase ESS and provide high-quality jobs where people live.

Even though it is recognised that population-driven employment is a necessity to serve the local population, increasing the levels of strategic employment will strengthen the local economy and support a higher standard of living in the longer term. Therefore, a key focus of the EDP is strategic employment.

## RATIO OF POPULATION-DRIVEN AND STRATEGIC JOBS PER PERSON ACROSS COMPARATIVE LOCAL GOVERNMENTS (PRACSYS, 2021)



## EMPLOYMENT CONCENTRATION

Compared to Greater Perth, the City has significant employment concentration in a range of industries including zoological operations, scientific research services, and finance and investment services. Further development of these industries and their supply chains could lead to business agglomeration and generation of more strategic jobs. This should be encouraged where there is an existing concentration of a strategic industry within an area.



## SITUATIONAL ANALYSIS

The following is a summary of the Pracsys 2021<sup>11</sup> situational analysis of the global influences, internal and external strengths, weaknesses, opportunities, and threats to the City's local economy. The full analysis is contained in the Economic Development Report.

### GLOBAL INFLUENCES

**Uncertainty in financial markets due to COVID-19:** The possibility of forced business closures, supply-side issues and loss of tourism have significantly impacted businesses. Over time, confidence will return however business investment and consumer sentiment are likely to remain low for some time.

**Rapid urbanisation:** Major cities and surrounding areas are becoming more densely populated. Constant infrastructure upgrades and innovation in housing are required to maintain a high standard of living.

**Flexible and remote working spaces:** Technology advancements and COVID-19 have resulted in significant changes to the working environment, with an increasing amount of people working remotely. The provision of high-speed internet is essential for these workers as well as opportunities to interact and connect.

**Health industry improvements:** People are living longer due to developments in medical technology and the healthcare industry. The average life expectancy in Australia has grown from 77 years in 1990, to 83 years in 2020. It is likely that strong growth will occur in sectors that cater for an ageing population (health services) going forward.

**Automation and technological innovation:** Growth in society's dependence on technology will change business models and our lifestyles as users. Online business platforms and peer-to-peer services have already changed the way customers interact with products/services and pose a serious threat to traditional business models.

**Globalisation:** Increasing competition is placing companies under continuing pressure to improve productivity. Specialisation and differentiating of locally produced goods and services will become increasingly vital.

**Tourism and migration:** Migration to Australia will be limited for the near future due to COVID-19, however migration of skilled labour will continue once the pandemic becomes less of a threat. Reduced tourism and visitors on working visas have already had local impacts that are likely to continue.



## LOCAL INFLUENCES

<b>STRENGTHS: Competitive advantages for the City</b>	<b>WEAKNESSES: Areas for the City to improve</b>
<ul style="list-style-type: none"> <li>• High levels of access to parks, schools, transport nodes, community facilities and employment in the City</li> <li>• Transport links internally and externally provide good access for employees, visitors, and residents</li> <li>• A significant and established tourism offering in the City, including Perth Zoo, South Perth Foreshore, Old Mill, Manning Farmers Markets and the Swan and Canning Rivers</li> <li>• Existing strategic industries at South Perth Peninsula and Technology Park</li> <li>• An active and involved local community</li> <li>• Significant growth in a range of local industries in the last five years</li> <li>• Residents of the City have high levels of education and skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited affordable housing means there is a lack of household diversity, which deters young working aged families from moving into the area</li> <li>• Consumer centres lack a clear or unique economic purpose</li> <li>• The City does not actively monitor the economic strength of key nodes or collect sufficient user data</li> <li>• Current amenity surrounding key tourism and transport nodes is insufficient to fully capture visitor (tourists and workers) expenditure</li> <li>• The City is overly reliant on residential rates</li> <li>• An incomplete bicycle network and low level of walkability reduces local connections.</li> </ul>
<b>OPPORTUNITIES: Avenues of economic development the City may utilise</b>	<b>THREATS: Factors that have the potential to disadvantage that the City will mitigate</b>
<ul style="list-style-type: none"> <li>• Creating an agglomeration of similar businesses at Technology Park</li> <li>• Develop South Perth Peninsula as a hub for business-to-business activities with high knowledge requirements</li> <li>• The future South Perth Train Station will improve transport connections for residents, workers and visitors</li> <li>• Reduce spending leakage through providing more convenience and retail floor space at activity nodes</li> <li>• Provide free WiFi at activity and tourism nodes to capture user data</li> <li>• Capture a higher proportion of visitor expenditure through developing supporting amenity and cultural infrastructure around tourism nodes</li> <li>• Attract strategic industries who value high speed internet through promotion of the NBN Business Fibre Zone in the City</li> <li>• Work collaboratively with key stakeholders on economic development initiatives such as the future vision for Technology Park and promoting the South Perth Peninsula as a key tourist destination</li> <li>• Ensure densification is planned in appropriate areas to boost local housing options for employees and consumers</li> <li>• Develop business partnerships with the local Aboriginal and Torres Strait Islander community.</li> </ul>	<ul style="list-style-type: none"> <li>• High office vacancy rates in the City of Perth can limit the growth of demand for office floorspace in the City of South Perth</li> <li>• COVID-19 is a major threat to global economic growth</li> <li>• Competing roles of consumer centres may reduce business performance</li> <li>• Resistance to change from the community</li> <li>• The negative mental health effects associated with residents working from home</li> <li>• Recent spike in residential sales and average house prices impacting housing affordability.</li> </ul>

# IMPLEMENTATION PLAN

Actions have been developed to leverage strengths, improve weaknesses, realise opportunities, and mitigate threats. These actions are a result of analysis and interpretation of the recommendations from the EDR.

All actions are subject to budget allocation. Where possible, the City will endeavour to seek partnership and grant opportunities to fund the actions. Each action is aligned to an objective. The colour coding for each objective is reproduced in the action implementation table.

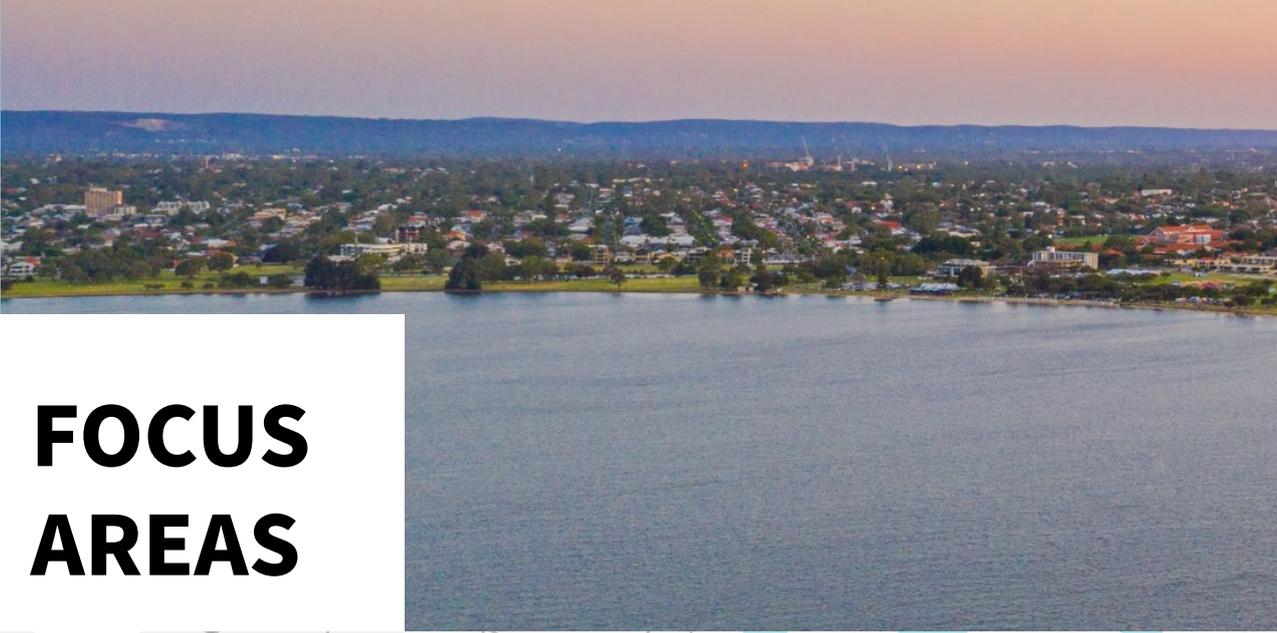


TABLE CODE	OBJECTIVE	INTENDED OUTCOMES
<b>DEVELOP</b> 	Encourage development of centres to support population growth and attract high quality employment	<ul style="list-style-type: none"> <li>• Maintain and improve the City's amenity as the population increases</li> <li>• Attract more high knowledge intensive and business to business industries to the City through identifying and promoting their comparative advantages</li> <li>• Create centres that respond to their unique character and function</li> <li>• Revitalise underutilised commercial areas</li> </ul>
<b>ACTIVATE</b> 	Promote activation of population and local tourism nodes	<ul style="list-style-type: none"> <li>• Increase the number of visitors to the City</li> <li>• Capture higher proportion of visitor expenditure</li> <li>• Support a network of neighbourhood hubs</li> </ul>
<b>COMMUNICATE</b> 	Effective business communication and support	<ul style="list-style-type: none"> <li>• Value local businesses as key stakeholders</li> <li>• Create a business-friendly environment</li> <li>• Help and support new and existing businesses</li> <li>• Attract new businesses</li> <li>• Encourage local employment</li> </ul>
<b>ADVOCATE</b> 	Advocate for local business	<ul style="list-style-type: none"> <li>• Promote local business and tourist attractions</li> <li>• Obtain funding (grant/operational) for strategic projects that provide economic benefit</li> <li>• Monitor and facilitate involvement of businesses in grant opportunities</li> <li>• Ensure the City's investments assist in economic development where applicable</li> </ul>





# FOCUS AREAS





Actions have been divided into five focus areas. Two relate to specific areas within the City that have been identified as having high potential for strategic economic development:

<b>1.</b>	<b>South Perth Peninsula</b> (defined area with high economic growth potential)
<b>2.</b>	<b>Technology Park</b> (defined area with high economic growth potential)

The other three focus areas are more general in nature and they are not defined by a distinct geographical boundary:

<b>3.</b>	<b>Consumer Centres</b> (areas with general characteristics across the City)
<b>4.</b>	<b>Small Business Support</b>
<b>5.</b>	<b>City-wide initiatives</b>

Each focus area includes a set of guiding principles that seek to provide direction for future decision making. Where applicable and achievable within the timeframe of the EDP, they are reflected in the actions. Notwithstanding, these guiding principles should be considered in any City decision/projects that are relevant to economic development in each focus area. The focus area map illustrates the focus area boundaries.

All actions are detailed in terms of timeframe, cost and priority:

<b>TIME FRAME</b>	Short: 1-2 years Medium: 3-4 years Long: 4 + years
<b>COST</b>	\$:< \$50,000 \$\$: \$50,000 - \$100,000 \$\$\$: \$100,000 - \$500,000 \$\$\$\$: > \$500,000
<b>PRIORITY</b>	High Moderate Low

The successful implementation of the EDP will be reliant on collaboration with key external stakeholders. These stakeholders include (but are not limited to):

- Perth Zoo
- Neighbouring and inner-city Local Governments
- Development WA
- Service providers
- Land and property developers
- Tourism WA
- Local businesses, landowners, residents, and community interest groups
- Curtin University and other education providers
- Concert promoters and event management companies
- Relevant State and Federal Government agencies.



## 1. SOUTH PERTH PENINSULA

The South Perth Peninsula is a key tourist destination and the location of the Perth Zoo and South Perth Foreshore with a high concentration of professional and scientific businesses that attract a significant amount of visitor, resident and worker foot traffic.

### GUIDING PRINCIPLES

- Support the implementation of the South Perth Activity Centre Plan that seeks to develop a distinctive inner city activity centre, tourism destination and residential neighbourhood that is shaped by its connection to nature, unique assets, distinctive buildings, and future-forward approaches to sustainable living
- Support the implementation of the South Perth Foreshore Strategy and Management Plan that seeks to improve the amenity, access, wayfinding, sustainability, and activation of the foreshore area
- Encourage the development of affordable high-quality commercial floor space near the future South Perth Train Station
- Support the concentration of existing strategic businesses such as zoological operations, professional services, and specialist medical services to create an agglomeration economy and communicate its benefits to those businesses.

	ACTION	TIME FRAME	COST	PRIORITY	DEVELOP	ACTIVATE	COMMUNICATE	ADVOCATE
1.1	Prepare a wayfinding strategy that considers local businesses, commercial centres and tourist attractions and improves the flow between them	Medium	\$	High				



## 2. TECHNOLOGY PARK

Technology Park is Western Australia’s premier location for innovation organisations. The portion of Technology Park located within the City has industries in nature reserves and conservation park operations and scientific research services.

### GUIDING PRINCIPLES

- Promote co-location of commercial research institutes with academic and government research institutes
- Encourage a wider variety in land uses through precinct planning
- Promote opportunities in precinct planning for economic land uses that foster local amenity, strategic employment and high-density housing
- Promote regionally significant transport links to connect Technology Park to the City of South Perth and beyond.

	ACTION	TIME FRAME	COST	PRIORITY	DEVELOP	ACTIVATE	COMMUNICATE	ADVOCATE
2.1	Advocate for Development WA to market the employment, technology and research opportunities available in the area	Short	\$	High				
2.2	Communicate the benefits of an agglomeration economy at Technology Park on the City’s website and through direct communication	Short	\$	Moderate				
2.3	Develop a Precinct Plan for the future of Technology Park with Development WA, the Town of Victoria Park and other key stakeholders	Medium	\$	Moderate				



### 3. CONSUMER CENTRES

Consumer Centres are population-driven activity nodes that serve the local population and provide a vital role in supporting amenity and liveability (for example Preston Street, Angelo Street and Welwyn Avenue).

#### GUIDING PRINCIPLES

- Support the implementation of the Local Planning Strategy to ensure there are appropriate levels of non-residential floor space uses
- Prioritise planning outcomes to maximise exposure of small businesses
- Encourage anchor tenants to be located on either end of the activity nodes to attract customers to nodes
- Encourage uses that improve the night-time economy
- Promote streetscape and public realm improvements for activation
- Encourage the provision of supermarket and speciality retail floor space in the City to meet the needs of current and future populations
- Support implementation of the City of South Perth Parking Strategy 2016.

	ACTION	TIME FRAME	COST	PRIORITY	DEVELOP	ACTIVATE	COMMUNICATE	ADVOCATE
3.1	Investigate methods to collect data and statistics (such as number of visitors and busy periods) at key consumer centres	Short - medium	\$	High				
3.2	Identify a unique purpose for each of the key consumer centres outlined on the focus area map on page 18 and prepare a framework to support each centre in developing towards its identified purpose	Medium	\$\$\$	High				
3.3	Review the City's Alfresco Dining Policy, and Alfresco Dining Trading Licence and associated fees	Short	\$	High				
3.4	Develop policy and guidelines for the implementation of parklets	Medium	\$	Moderate				



## 4. SMALL BUSINESS SUPPORT

Small businesses have under 20 employees and are often the segment that is most negatively affected by economic downturns. There are a significant number of small businesses in the City.

### GUIDING PRINCIPLES

- Ensure effective and efficient communication with small businesses
- Provide opportunities for small businesses to network and build their capacity
- Ensure small businesses are given the opportunity to be included in City events
- Ensure the City engages and consults with local businesses on City initiatives.

	ACTION	TIME FRAME	COST	PRIORITY	DEVELOP	ACTIVATE	COMMUNICATE	ADVOCATE
4.1	Create a local business network group to: <ul style="list-style-type: none"> <li>• Increase engagement with businesses</li> <li>• Provide networking, promotional and educational opportunities</li> <li>• Share relevant information, resources, and funding opportunities</li> <li>• Promote local job opportunities</li> </ul>	Short	\$	High				
4.2	Approach providers of collaborative workspaces to set up a co-working space for small businesses in the City of South Perth	Short - medium	\$	Moderate				
4.3	Continue participating in the Small Business Friendly Local Government initiative through the Small Business Development Corporation (SBDC)	Ongoing	\$	Moderate				



## 5. CITY-WIDE

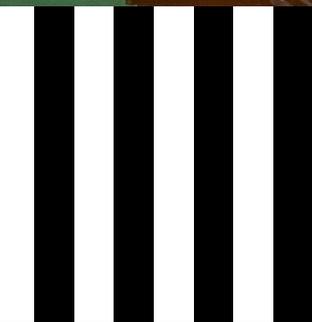
City-wide actions are not related to any specific location or area of development.

### GUIDING PRINCIPLES

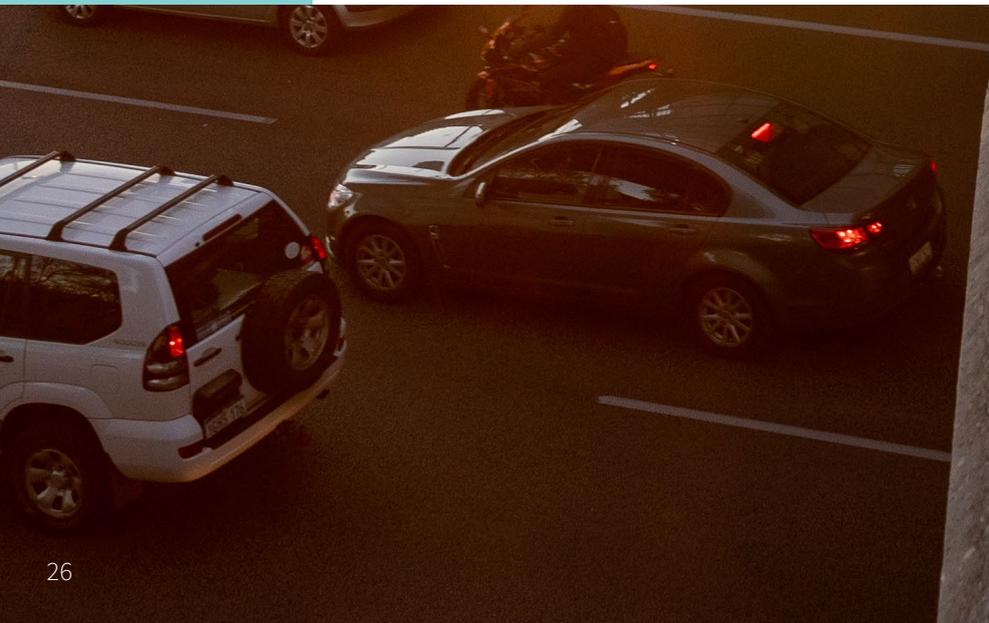
- Ensuring there are the resources available to deliver the EDP
- Work collaboratively with the inner-city Group of Councils (Subiaco, Victoria Park, Perth and Vincent) and surrounding local governments and regionally significant stakeholders to develop long-term mutually beneficial relationships to support common goals and objectives
- Facilitate partnerships between local education providers, key industry groups and businesses to leverage the existing facilities and improve connectivity between stakeholders
- Attract high quality investment (businesses and development) into the City, highlighting areas for increased densification, areas of current strategic business concentrations and the comparative advantage.



	<b>ACTION</b>	<b>TIME FRAME</b>	<b>COST</b>	<b>PRIORITY</b>	<b>DEVELOP</b>	<b>ACTIVATE</b>	<b>COMMUNICATE</b>	<b>ADVOCATE</b>
5.1	Review policies, fees and processes that impact local business to improve and streamline the process	Short - Medium	\$	High				
5.2	Investigate ways that the City can better support local businesses through established City events such as partnerships and marketing opportunities	Short - medium	\$	High				
5.3	Develop business partnerships with local Aboriginal and Torres Strait Islander community (e.g. Western Australian Indigenous Tourism Operators Council)	Short - Medium	\$	High				
5.4	Continue and develop the Buy Local, Shop Local marketing campaign	Ongoing	\$	High				
5.5	Utilise the inner-city Group of Councils to streamline approval processes across local government boundaries, identify partnership opportunities and working collaboration and support	Ongoing	\$	Moderate				
5.6	Distribute an annual business perception and priorities survey to understand key challenges and opportunities and ensure the City is providing relevant support	Ongoing	\$	High				



# MONITORING AND REPORTING





The implementation of the EDP will be staged over four years (2021-2025).

Implementation includes low-cost initiatives within a short timeframe, with the more costly, larger projects and advocacy actions to occur in the longer term.

Monitoring and reporting are essential to determine whether the actions of the EDP are being achieved. Progress reports will be prepared annually to document the City's activities and progress on actions. Relevant actions will also be referenced as part of the City's Corporate Business Plan to ensure they are being considered and budgeted for appropriately.

After two years of implementation, the EDP was reviewed and updated accordingly in response to the progress of the actions and any arising changes to be addressed.

After four years of implementation, the City will undertake further consultation and review to assist in the EDP future direction and update.



# ADDITIONAL INFORMATION



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## **ABBREVIATIONS**

- EDP - Economic Development Plan
- EDR - Economic Development Report
- ESC - Employment Self Containment
- ESS - Employment Self-Sufficiency
- SCP - City of South Perth Strategic Community Plan 2020-2030

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