

THEME 9:

I’m a business owner. How will you support the local economy and help businesses create local employment opportunities?

Our ongoing work

We assist local business and industry by providing timely information, simplifying processes and creating opportunities to connect through events and professional networks.

- Partner to provide a program that supports small businesses to grow by identifying their challenges and strengths in business, management, leadership, knowledge and skills.
- Work with emerging small business to ensure they are registered and compliant with community expectation and standards, ensuring high quality local products.
- Facilitate the Business Advisory Panel, business network program and events to provide businesses with networking events, learning and promotional opportunities.
- Deliver a monthly business e-Newsletter to inform businesses about services, programs, events, training and grant opportunities.
- Deliver the annual business awards program to recognise and celebrate business excellence and achievements in the municipality.
- Partner with property owners, agents and entrepreneurs to bring life to vacant commercial spaces.
- Partner with local retail businesses to promote and sell locally made produce through restaurants and markets.
- Facilitate collaboration and futureproofing of the agri-food sector by facilitating collaboration between industry, education and research and development.
- Facilitate and support agriculture businesses through discounted rates to primary producers who are enhancing local food security and preserving green space.
- Provide support to small-scale farms to explore and grow sustainable agriculture.

We deliver investment attraction programs to encourage new businesses and industries, help the local economy grow and increase local job opportunities.

- Partner with neighbouring municipalities to promote the region’s attractions and encourage tourism investment.
- Showcase the City of Whittlesea to residents and visitors to promote local tourism and inspire greater exploration of areas such as the Township of Whittlesea.
- Deliver industry attraction programs to health care, manufacturing, logistics, professional services, education, construction and food and beverage sectors.
- Advocate for the establishment of the Melbourne Food, Innovation and Export Hub (MFIH) to help grow the northern region as a leading centre for food production and innovation.

We facilitate employment pathways for residents and work with local business and industry to connect them with qualified local workers.

- Deliver a program that provides individuals facing barriers to employment with meaningful work experience at Council.
- Provide work experience opportunities for university and school students through structured placements at Council.
- Facilitate employment and training opportunities for people with disability.
- Deliver the enhancement of Council as a welcoming, accessible and inclusive employer for people with a disability.
- Facilitate connections between education, industry and community to shape training programs that prepare residents for future jobs and reduce skill shortages.

- Partner with local providers to support young people to access job opportunities and build career pathways close to home.
- Facilitate and support programs and events to provide early childhood educators with local professional development and networking opportunities.

We support new businesses to establish and grow by providing resources and connecting them with support.

- Deliver and facilitate information provision, mentoring and support local businesses need to start and grow successfully.
- Provide free WiFi at Council-owned and managed community centres and libraries.
- Support business owners to apply for Council grants and other funding opportunities to support their operation.

Strategic Priority

SP37	Develop and implement a new Strong Local Economy Strategy to support the growth of the local business community, promote investment, local employment and education opportunities, enhancing social connections and economic sustainability.	HP	DAP
SP38	Advocate for the creation of local jobs and other community benefits as outcomes from the planning and development of the Intermodal Freight Precinct in Beveridge which on completion will be the largest intermodal precinct in Australia transforming the nation’s supply chain and providing economic benefits to the region.		DAP

HP Health Plan DAP Disability Action Plan

Responsibility of others

Service or program by others	Who
Programs delivered or funded through industry	Federal and State Government, NorthLink, Consultants, Sustainability Victoria, Victorian Tourism Industry Council, Mainstreet Australia
Planning, construction and management of schools and school grounds	Victorian Government or independent school providers
Tertiary and vocational education courses	RMIT, Melbourne Polytechnic, La Trobe University, Libraries, Hume Whittlesea Local Learning Employment Network

We help build the local circular economy by promoting resource recovery, supporting local initiatives that reduce waste and facilitate economic opportunities through reuse, repair and recycling.

- Support and connect local businesses to help them develop, promote and expand their circular economy products and services.
- Partner with businesses to explore opportunities to repurpose their waste and decrease energy consumption.

Community quote:

“I love that I can shop at my local strip shop without having to go to a big centre. When you upgrade the streets and shopfronts, they become more welcoming and people spend more time and money there.”