

Priority Theme 5

Our Thriving Local Economy



Strategic Objective

A thriving, resilient, socially responsible local and integrated economy that encourages, supports and advocates for a diverse range of businesses and entrepreneurship, providing local investment and employment opportunities.



Strategies to strengthen our Thriving Local Economy



1. Stimulate and support a vibrant and resilient local economy to encourage business, employment and investment opportunities.
2. Encourage, assist and connect businesses with the tools, information and opportunities to succeed and be sustainable.
3. Support innovation, business start-ups and the development of micro, disability, Aboriginal and creative enterprises across Banyule.
4. Build strong regional partnerships to leverage growth corridors and stimulate ongoing economic prosperity.
5. Partner with local employers, agencies and other organisations to create inclusive jobs.
6. Provide and facilitate job readiness programs and pathways to employment.
7. Encourage and support volunteerism within Banyule as an important contributor to the local economy and involvement in community life.
8. Create distinctive, appealing and thriving shopping centres and industrial precincts that have a local identity and contribute to a strong sense of place.
9. Create inclusive employment opportunities within Banyule Council workforce for people facing barriers to employment.
10. Lead as a social enterprise capital of Victoria by encouraging innovative social enterprises to set-up their operations and offices within the City of Banyule.



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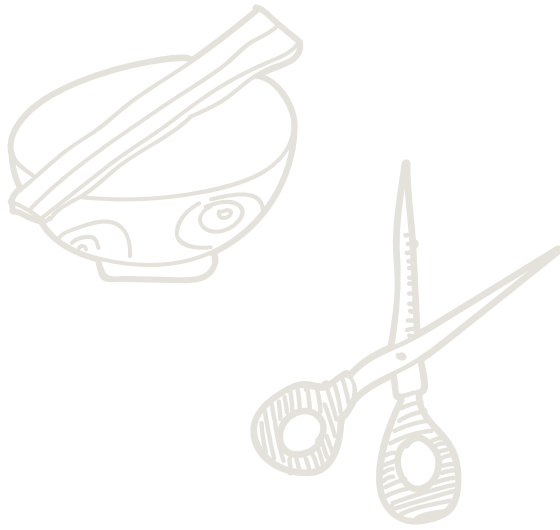
Strategic Indicators

Banyule City Council Indicators

Indicators	Desired trend/target
Attendance at Council economic development events	Increase
Number of community members completing the business skills and employment program	Increase
Number of inclusive employment opportunities created within Banyule	1000 jobs (from 2018-2025)
Proportion of local residents employed by Council contractors	Increase
Proportion of goods and services purchased locally	Increase
Number of partnerships and joint programs with local peak industry bodies and agencies	Increase
Number of economic development events hosted by Council	Increase
Number of social enterprises operating in Banyule	Increase

Banyule Community Indicators

Growth in gross domestic product (GDP) for the municipality	Increase
Number of businesses in municipality	Increase
Number of businesses started in municipality	Increase
Number of start-ups in the municipality	Increase
Number of business closed in the municipality	Decrease
Vacancy rate at major retail precincts	Decrease
Number of jobs in the municipality	Increase
Proportion of residents employed locally	Increase
Local unemployment rate	Decrease



Supporting plans, strategies and policies

- Banyule Economic Development Strategy
- Banyule Grants Program Policy
- Banyule Social Enterprise Strategy and Action Plan
- Banyule Inclusive Local Jobs Strategy and Action Plan
- Banyule Economic Support Package
- Safe Travel Plan
- Activity centre parking plans
- Activity centre structure plans
- La Trobe National Employment and Innovation Cluster Framework Plan

