

**City of Vincent**  
**Business Advisory Group**

**Key Priorities**

**14 November 2017 – 18 October 2019**

<b>Key Priority 1: People</b>	<b>Key Priority 2: Place</b>	<b>Key Priority 3: Policy</b>
<p><i>Aim: Support and encourage a culture of entrepreneurship in the City.</i></p> <p>Potential Activities:</p> <ul style="list-style-type: none"> <li>• Entrepreneurship and start up support;</li> <li>• Education and training;</li> <li>• Shared workspaces;</li> <li>• Clusters and hubs;</li> <li>• Communication and networking.</li> </ul>	<p><i>Aim: Effectively manage the City's places by gathering and understanding data and making informed decisions.</i></p> <p>Potential Activities:</p> <ul style="list-style-type: none"> <li>• Town Centre management;</li> <li>• Data gathering and analysis;</li> <li>• Town Centre support;</li> <li>• Festival and event collaboration;</li> <li>• Tenancy advocacy;</li> <li>• Placemaking and activation;</li> <li>• Town Team support and collaboration;</li> <li>• Wayfinding, signage and directory;</li> <li>• Visual promotion;</li> <li>• Marketing campaigns;</li> <li>• Branding and identity;</li> <li>• Loyalty programs;</li> <li>• Group buying and collaboration;</li> <li>• Private public partnerships.</li> </ul>	<p><i>Aim: Ensure that the policy and legislative frameworks support businesses.</i></p> <p>Potential Activities:</p> <ul style="list-style-type: none"> <li>• Funding and resourcing;</li> <li>• State Government liaison;</li> <li>• Red tape reduction;</li> <li>• Integration of planning policies and economic development outcomes;</li> <li>• Communication and networking;</li> <li>• Social services provision and management and their impact on business;</li> <li>• Sustainability initiatives and practices;</li> <li>• Physical environment;</li> <li>• Transport and accessibility;</li> <li>• Strategic policy.</li> </ul>