

City of Vincent
Business Advisory Group
Key Priorities

14 November 2017 – 18 October 2019

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