



Strong Local Economy Action Plan 2022–2023

Cover photo: Melbourne Fruit, Vegetable and Flower Market

Photo: Willow Home and Decor



Purpose of this document

The Strong Local Economy Action Plan 2022–2023 (Action Plan) sets out the actions Council will focus on delivering in the first year of the Strong Local Economy Strategy (Strategy).

It is made up of the key actions from the Community Plan and Investment Attraction Plan and summarises what we will do to build employment, educational opportunities and innovative enterprises of all sizes in the City of Whittlesea, with the ultimate aim to deliver a prosperous and inclusive economy for all.

Actions are set out under each of the three Key Directions, the outcomes they are contributing to, and Council’s role in delivering on each action. Outcomes are detailed further in the Strong Local Economy Strategy.

An Action Plan for each year will be developed in line with Council’s Community Plan and annual budget process. Actions listed in this document are subject to consideration in Council’s annual budget process.

Council’s roles

Role	Aim	What Council may do?
Provider	To implement projects, programs and campaigns for use by businesses and community for a prosperous and diverse economy.	Initiate campaigns, incentives and business or educational support programs.
Facilitator	To establish partnerships and collaborate with stakeholders, to create economic participation opportunities.	Partner with key stakeholders and provide contributions (funding, knowledge and expertise, network opportunities) to roll out programs.
Advocate	To support economic and precinct investment through promotion and influencing decision-making, rather than direct involvement.	Educate key stakeholders including higher levels of government to address provision gaps, and influence government and decision making.



Key direction 1

Increased local employment



Actions	Council's role
Outcome: Our municipality attracts investment to provide more local jobs to match population growth	
Develop and implement the Investment Attraction Communications Framework	Provider
Deliver the Investment Attraction Partner Engagement and Advocacy Framework	Provider
Develop an incentives package for business attraction and support	Provider
Outcome: Our economy is inclusive and accessible for all	
Deliver an Inclusive Employment Program	Provider
Development of an Economic Participation Plan	Provider
Outcome: Our community has access to employment support and career advisory services	
Support the delivery of the Jobs Advocates program	Facilitator

Key direction 2

Education opportunities for all



Actions	Council's role
Outcome: Our community use libraries to learn and develop	
Partner to deliver public co-working facilities and business incubator services	Facilitator
Increase access to library services	Facilitator
Undertake the Library Service Review	Facilitator
Outcome: Our workforce has skills matched to industry needs both now and into the future	
Facilitate partnerships between industry, education and job seekers through the Local Jobs Initiatives	Facilitator
Outcome: Businesses and education providers collaborate to develop locally required skills	
Continue to support and collaborate with Business Advisory Panel	Facilitator



Key direction 3

Successful, innovative local businesses



Actions	Council's role
Outcome: Our businesses innovate and thrive by adapting to technology and the circular economy	
Develop a Circular Economy Plan	Provider
Support the Whittlesea Community Farm and Food Collective	Facilitator
Develop an Agri-Food Plan	Provider
Actively advocate and participate for the delivery of improved NBN and mobile infrastructure	Advocate
Implement the Economic Development Engagement Framework	Provider
Outcome: Our economy has a diverse base that fosters small business development	
Develop a Destination Plan to attract investment to the municipality, including agri-tourism	Provider
Implement the Shopfront Improvement Program	Provider
Deliver the Whittlesea Business Network program	Provider
Deliver and facilitate program of business training, networking and events	Provider
Continue to support businesses through the implementation of a streamlined application process and Business Concierge service	Provider
Strengthen business to business connections	Provider
Support sustainable local agribusiness	Provider
Promote the 'support local' campaign to support community and local businesses	Provider
Outcome: Our community has vibrant and competitive business precincts	
Refresh Epping Central Structure Plan	Provider
Actively facilitate and advocate for the development and implementation of key activity centres and employment precincts including Epping metropolitan activity centre, Plenty Valley Town Centre, Mernda major activity centre and state-significant industrial precincts in Epping and Thomastown	Facilitator / Advocate
Ensure City of Whittlesea actively participates and advocates for strategic employment generators: Melbourne Food Innovation and Export hub (MFI) and Beveridge Intermodal Freight Terminal.	Advocate

Council Offices

25 Ferres Boulevard
South Morang VIC 3752

Email: info@whittlesea.vic.gov.au

Website whittlesea.vic.gov.au

Postal address

City of Whittlesea Locked Bag
Bundoora MDC VIC 3083

Phone: 9217 2170

National Relay Service: 133 677
(ask for 9217 2170)

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