

BUSINESS DEVELOPMENT STATEMENT

In July 2020, Council adopted a new Strategic Community Plan, which defines the Town's vision, aspirations and priorities for the next 10 years. It is the key guiding document that informs all other plans, strategies and policies and the Town's actions and decisions.

Two of its seven priority areas are *"Creating a vibrant town and precincts"* and *"Driving financial sustainability"* which strive for increases in local employment, local supply-chain use, development and population in the town centre, retention of existing business and the creation of new businesses. It is proposed to do that by prioritising infrastructure projects that generate local employment and support a circular economy and by advocating for town centre development.

Whilst the SCP is an intentionally high-level, strategic document, it clearly demonstrates the Town's desire for business prosperity throughout the district. To ensure a shared understanding of what the Town can and will do to assist business development and the creation of economic prosperity, the following details how the Town will be involved.

SEPTEMBER 2020



Our Commitment

Support population increase within the Town

More people means more spending, and more spending means more economic activity. That means existing businesses are more profitable, as well as it being more viable to establish new businesses. The Town is reviewing its local planning framework to provide for population growth in the district and for that growth to occur in and around the Bassendean town centre. The resultant development and population growth will be critical in supporting business development in the district.

Advocate for state government investment and development assistance within the Town Centre

Council is preparing a Town Centre Masterplan, which will provide a blueprint for the revitalisation of the Bassendean Town Centre. The Town will continue to advocate to the State Government for meaningful investment in the precinct to ensure it becomes one of the most vibrant, mixed use hubs in the region.

Provide clarity in the planning and development process

We understand that, at times, the planning and development system can be complex, confusing and daunting for those who without previous exposure to it. As such, we'll work to provide a clear and legible planning and development process, reducing the regulatory controls, payment and procurement systems, and make it easier to establish and run a business in the Town. In addition, we will provide high-quality, information and timely customer service and will assist wherever we can.

Promote local businesses

The Town will continue to promote local business using its hardcopy and online platforms as well as advocacy through any other available means. The Town will support the Bassendean Business Network, the peak representative business development body in the district.

Decision making

When we make decisions, we will actively consider the implications and impacts on business development in the Town. We will be open with our decisions and explain the reasoning behind those decisions. Importantly, we won't make decisions for the benefit of an individual business at the expense of the broader community.

Get out of the way

Sometimes, having done the things referred to above, there will be nothing more required from the Town. In those situations, we will simply step back and let our dynamic and hard-working businesses do what they need to do; provide for their customers, stimulate economic activity, create local employment opportunities and make the Town of Bassendean a vibrant and active place.