

Attachment 3 - SUMMARY OF CONSULTATION RESULTS

1. The preparation of the draft EDS included consultation with the local business community and a broad range of key stakeholders. This consultation provided qualitative analysis of how key trends are impacting on business locally and to establish priorities for supporting the local economy. The consultation process included:
 - (a) A workshop with participants from Yarra's Young Entrepreneurs in the North (YEN) program on 7 October 2019;
 - (b) A workshop with Councils Business Advisory Group (BAG) held on 19 September 2019 ;
 - (c) One-on-one interviews with a diverse range of industry sectors and members of the business community;
 - (d) Meetings with internal Council stakeholders;
 - (e) Meeting with Council's Disability Advisory Committee on 19 November 2019;
 - (f) Online survey promoted via *Your Say Yarra* engagement portal, Yarra Life e-news, message to Advisory Committee representatives and Yarra's Business e-news; and
 - (g) Follow up telephone interviews with interested online survey respondents.
2. Interviews were conducted with the following organisations:

Industry sector	Business name	Name of interviewee	Title
Coworking	Inspire9	Yianni Tsilivariakis	Director
	Launchpad	David Thomas	Director
Creative	Collingwood Arts Precinct	Marcus Westbury	CEO
	Abbottsford Convent	Collette Brennan	CEO
Retail sector	Traders on Victoria Street	6 business operators	
Medical/Manufacturing	Compumedics	David Lawson	ED
Not for Profit Disability Services	VALID	David Petherick	Deputy CEO
Professional services Information Media and Telecommunications	Local Peoples	Pino Demaio	Creative Director
	Pixel Storm	Paula Glynn	G
Education	Melbourne Polytechnic	Howard Kelly	Strategic Advisor
	Bendigo Kangan Institute	Gideon Perrott	Chief Commercial Officer

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3. The objectives of the consultation process were to:
 - (a) Encourage community participation in the development of the strategy and a sense of investment in the final product;
 - (b) Receive data that informs and refines the strategy, and ensures that it reflects community priorities and aspirations;
 - (c) Ensure that Council hears from a broad cross-section of people involved in the local economy which includes reaching out to business owners, employees and customers from both traditional and emerging industries; and
 - (d) Promote Council as a champion of local business development, while helping people understand the nature of Council's role and the extent of Council resources
4. The one-on-one interviews were conducted by Council officers from the Economic Development Unit. This process identified a number of potential partnership opportunities for inclusion in the draft EDS. This includes:
 - (a) Providing support for young entrepreneurs and start-ups;
 - (b) Enhancing visitation through creating art trails that link significant arts and cultural precincts;
 - (c) Building a stronger brand for Cremorne as a place of innovation; and
 - (d) Promoting innovative initiatives that are available for supporting people with disabilities into the local workforce.

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Format	Role Council/Economic Development Strategy could play in supporting the industry	Issues/challenges facing industry
Feedback from the two workshops	<ul style="list-style-type: none"> • Influence the staging of construction to minimize disruption • Engage input from younger residents • Provide networking opportunities for small businesses that are operating above ground level • Review policies, strategies, planning frameworks and regulation that may be relevant to business • Use planning zoning to protect balance of residential and commercial • Parking regulation in retail strips to better reflect business mix • Use broader performance indicators • Increase awareness of what Council has to offer young people • Greater investment in waste management and sustainability 	<ul style="list-style-type: none"> • Public transport at night • Poor access to NBN • Congestion • Competition for road space • Cost of parking • Cycling infrastructure • End of trip facilities such as cycle hoops • Efficient car parking arrangements
Feedback from the one-on-one interviews	<ul style="list-style-type: none"> • Protect areas for where makers are able make noise • Develop a strategy to preserve the supply of space and connect property developers with creatives • Market/promote the use of ground floor spaces of residential developments to accommodate makers/artists rather than retail • Investigate potential for a street art trail that could link up CAP and Abbotsford Convent • Special planning zoning to protect diversity to ensure that residential doesn't continue to displace employment • Ensure the appropriate infrastructure is there to support growth • Provide good and clean public spaces • Maintain Yarra's ethnically diverse and quirky cultural/arts edge • Build more certainty into the planning system • Use design and technology to drive improvements. • Access to grants and seed funding for business • Establishing a digital network that is interactive • Promote closed loop and more ethical business practices • State and Local Government invest in building the profile of Cremorne • Attract broader range of public medical and allied health professionals to the health precincts • Map creatives and identify areas of clustering "hotspots" and identify support required for growth • Stimulate greater connectivity between creatives and the night time economy • Drive further integration between arts and economic development • Consider offering events that attract commuters going home from work so that they are travelling later in the day, reducing congestion • Undertake further economic analysis on the economic impact of events 	<ul style="list-style-type: none"> • Demand for affordable workspaces • Creatives/makers are actively being displaced by residential development • Pedestrian/cycling is not connected need more investment in cycling • Concerned about planning conflicts around zoning/classifications where the scale and place of residential development is completely changing the character of the area. • Increasing congestion, particularly from trucks especially double tandem trucks • Vacancies on Nicholson Street • Identify strategies for supporting business through the impact of climate change

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Feedback from the one on one interviews with traders on Victoria Street	<ul style="list-style-type: none"> • Activate the vacant shops where possible • Provide more lighting along street to improve safety • Support for a weekly night market • More Christmas decorations • More marketing of precinct 	Vacant shops, drug use
Comments from survey respondents and follow up interviews	<p>Majority of suggestions were directed to supporting retail precincts this included:</p> <ul style="list-style-type: none"> • place-making • marketing • activating empty shops • street cleaning • graffiti removal • improving safety by removing drug taking, streetscape improvements • greater vegetation • addressing vacancies • Improving pedestrian access, cycling and promoting sustainable transport • Weekly markets • Keep heritage feel • Heritage conservation and restoration • Make it easy for business to set up shop • Create more events • Rent control • Impose heavy rates on landlords for leaving shops vacant for long periods of time 	<p>Parking concerns were raised this included:</p> <ul style="list-style-type: none"> • not enough parking • cost of parking • changing the time restrictions • Impacts of large residential development on the amenity <p>Concerns about the level of drug taking and feeling threatened on Victoria Street</p>

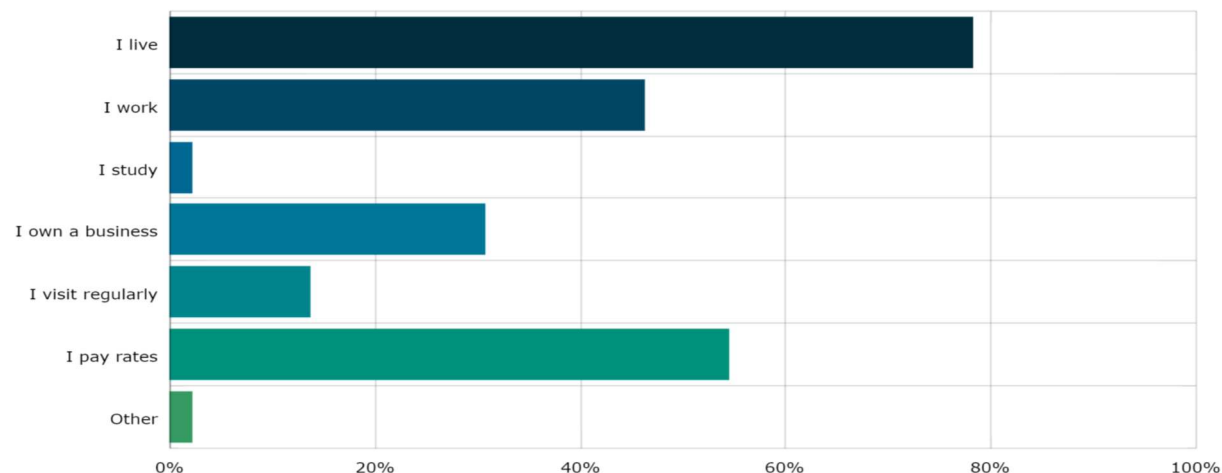
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Survey Results

Council received 147 responses to the *Your Say Yarra* online survey results between 31 October and 3 December 2019.

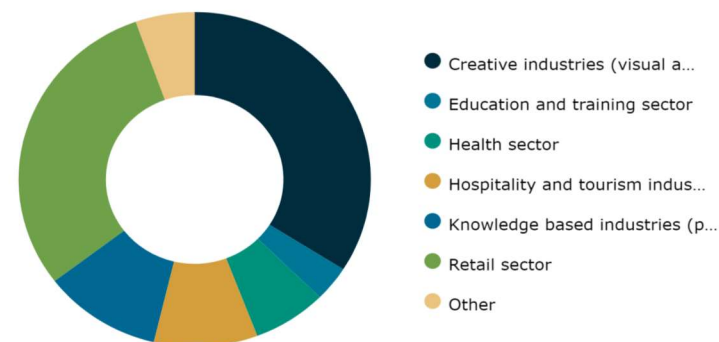
1. What is your connection to Yarra?

Answer choices	Percent	Count
I live	78.23%	115
I work	46.26%	68
I study	2.04%	3
I own a business	30.61%	45
I visit regularly	13.61%	20
I pay rates	54.42%	80
Other	2.04%	3



2. Which of the following areas should we increase our focus on to help grow the local economy over the next 5 years?

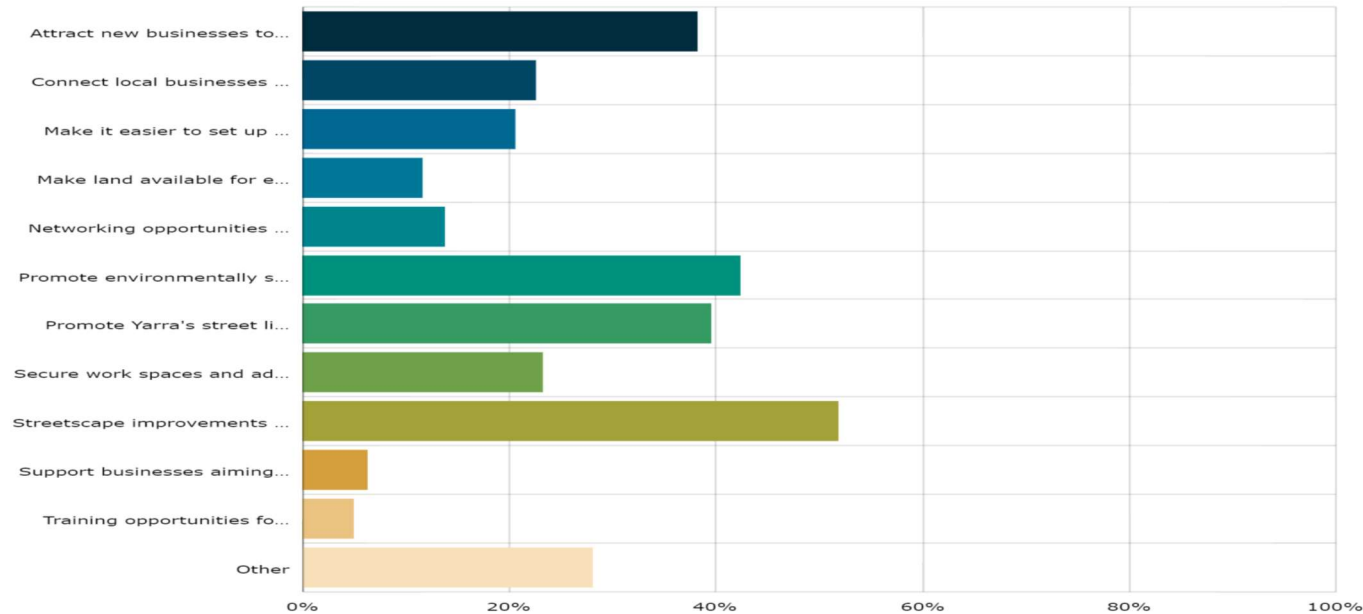
Answer choices	Percent	Count
Creative industries (visual arts, advanced manufacturing, architecture and design, advertising and marketing, film, television and radio, music and performing arts, software and interactive content)	34.01%	50
Education and training sector	3.40%	5
Health sector	6.80%	10
Hospitality and tourism industries	9.52%	14
Knowledge based industries (professional services, information technology, scientific and technical and financial services, computer design, engineering)	10.88%	16
Retail sector	29.93%	44
Other	5.44%	8
Total	100.00%	147



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3. How should we prioritise our efforts to support the local business community? (Multiple choices)

Answer choices	Percent	Count
Attract new businesses to Yarra	38.10%	56
Connect local businesses to State and Commonwealth government programs	22.45%	33
Make it easier to set up a business	20.41%	30
Make land available for employment activities	11.56%	17
Networking opportunities for businesses	13.61%	20
Promote environmentally sustainable practices to businesses	42.18%	62
Promote Yarra's street life, galleries, public art and cultural activities	39.46%	58
Secure work spaces and advocate for affordable spaces for artists	23.13%	34
Streetscape improvements for shopping strips	51.70%	76
Support businesses aiming to improve accessibility	6.12%	9
Training opportunities for young people	4.76%	7
Other	27.89%	41

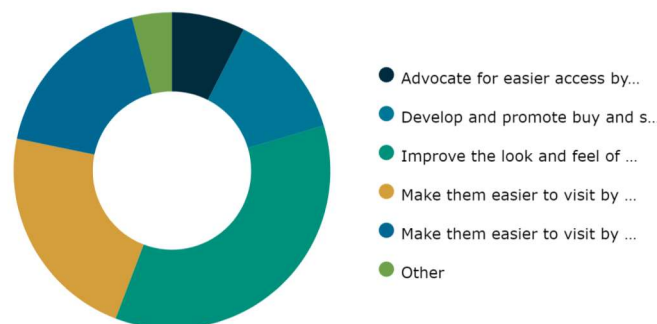


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3. What method should we prioritise to encourage more

people to visit our shopping strips?

Answer choices	Percent	Count
Advocate for easier access by public transport	7.48%	11
Develop and promote buy and shop local campaigns	12.93%	19
Improve the look and feel of shopping strips	35.37%	52
Make them easier to visit by foot or bike	22.45%	33
Make them easier to visit by car	17.69%	26
Other	4.08%	6
Total	100.00%	147



Of the 29 survey respondents that indicated that they would like to expand on their feedback in a detailed one-on-one interview with Council staff, only six took the opportunity to do so.

In summary, feedback from the online survey provided a clear indication from survey respondents that:

- Council should increase its focus on the creative sector (34% support) and the retail sector (30% support) to help grow the local economy over the next 5 years.
- Streetscape improvements (52% support), promoting environmentally sustainable practices to businesses (42% support), promoting Yarra's street life, galleries, public art and cultural activities (39% support) and attracting new businesses to Yarra (38% support) should be considered as priorities to support the local business community;
- To encourage more people to visit local shopping strips, Council should prioritise improving the look and feel of shopping strips (35% support), and make them easier to visit by foot or bike (22% support).