

APPENDIX C CONSULTATION OUTCOMES

OVERVIEW

This section summarises the key outcomes from consultation with community, business and government stakeholders to better understand the issues and opportunities for economic development in Banyule.

The purpose of this analysis is to identify key priorities of stakeholders, which informs the strategic directions and recommendations for the City.

CONSULTATION SUMMARY

A holistic consultation process was undertaken, including a combination of surveys, workshops and targeted interviews with the following stakeholder groups:

- Activity centre managers;
- Local small business owners and operators;
- Large employing businesses/organisations;
- Regional organisations;
- Council's Business Reference Group; and
- Council Officers from various departments.

ISSUES & OPPORTUNITIES

The key issues and opportunities identified within the consultation process have been categorised into the following themes:

- Activity centres & employment precincts;
- Health & education;
- Business development & support;
- Workforce development;
- Visitor economy; and
- Environmental sustainability.

Note: The following provides a summary of the key points identified during the consultation process that are relevant to economic development in Banyule. Individual statements have been amalgamated and categorised where appropriate.

Activity Centres & Employment Precincts

Stakeholders identified the following issues and opportunities related to activity centres and employment precincts.

- Improve planning for each of Banyule's activity centres that creates a series of vibrant centres that have a consistent/uniform quality municipal wide.
- Promote placemaking and amenity investments in activity centres to create a strong sense of place and improve liveability outcomes.
- Provide additional support to activity centres from a council resourcing perspective.
- Explore the opportunities to leverage the shift to remote working associated with the pandemic, particularly in relation to establishing co-working spaces in Banyule.
- Improve planning for industrial precincts in the context of changing demand for industrial land. Ensure existing transport and parking issues are addressed in the planning phase.
- The future investment planned for Northland and Latrobe University should be leveraged to maximise the economic benefits to Banyule.
- Action is needed to facilitate activation of the Latrobe NEIC – there has been no significant progress to date.

Health & Education

Key findings related to health and education include:

- Ensure the health industry can continue to grow sustainably in Banyule. Austin Health is forecasting significant growth (particularly in the mental

health space) and indicated labour shortages and climate change are key challenges.

- Potential for much stronger collaboration between health industry and Council.
- Opportunity for Council to implement training and skills support that aligns with the employment needs of the health sector.
- Facilitate an increase in accommodation options for hospital visitors.
- Latrobe University is undergoing a significant expansion over the next 10 years which can be leveraged by Council, particularly in relation to the local business base (eg. business expansion into West Heidelberg)

Business Development & Support

Issues and opportunities related to business development and support are summarised below:

- Provide opportunities for existing businesses to grow and attract new business investment in Banyule.
- Continue to improve relationships between local businesses and Council ie staying in regular contact with businesses through the entire growth cycle
- Provide training programs and suitable infrastructure for small businesses (inc. home-based businesses and sole traders), to facilitate networking opportunities and support business development.
- Offer the use of under-utilised Council assets to local businesses during busy periods.
- Continue to provide targeted business support from Council, particularly for businesses recovering from the impacts of COVID-19 restrictions.
- Reduce red tape (ie planning constraints) for businesses to ensure existing and new businesses are able to expand in a post-COVID environment.
- Ensure there are commercial land opportunities for micro-businesses in Banyule seeking to transition from home to an external space

- Maintain Council's Banyule Business branding to clearly identify services provided by Council to businesses.

Workforce Development

The consultation summary points regarding workforce development are outlined below:

- Address workforce shortages and recruitment difficulties for Banyule's employer base to support business operations and growth. This requires joint assistance to job seekers, collaborating with employment providers and supporting businesses promoting employment vacancies.
- Provide targeted support to health and community services, as well as hospitality businesses to deal with current and future workforce shortages.
- Improve the attractiveness of Banyule to workers, through placemaking investments, desirable retail and hospitality offerings and leveraging its strategic location in proximity to metropolitan Melbourne.
- Increase the number of co-working spaces and meeting/conference spaces in Banyule to accommodate the increasing number of residents working remotely from home.
- Increase the availability of diverse and affordable housing for workers, which was identified as a barrier for local employment.

Visitor Economy

Stakeholders identified the following issues and opportunities related to the visitor economy:

- Provide additional visitor accommodation and hospitality offer to support the needs of visitors associated with the health industry.
- Opportunity for strategic infrastructure linking in with VFR market.
- Expand Banyule's night time economy – potential opportunities include use of the municipality's industrial precincts as well as night markets.

- Explore the opportunity for improved collaboration and industry partnership, including affiliation with state tourism boards, connecting with tourism operators, etc.

Environmental Sustainability

Stakeholder outcomes related to environmental sustainability include:

- Increase awareness and build industry capacity to improve sustainable business practices and use of green technology including renewable energy usage, recycling opportunities, waste recovery, and other circular economy initiatives.
- Consider financial (or other) incentives for businesses taking initiatives to use renewable energy or who undertake other sustainability initiatives.
- Ensure economic development initiatives acknowledge the importance of environmental and social outcomes

CONSULTATION STAKEHOLDER SUMMARY

Stakeholder/s	Format	Date	Number of Responses/Attendees
Local businesses	Survey	November 2021	70
Traders' associations	Workshop	26 th October 2021	11
Economic Development Council Department	Workshop	28 th October 2021	8
Business Reference Group	Workshop	29 th October 2021	8
Various Council Departments	Workshop	28 th October 2021	11
Dolphin Products	External one-on-one interview	16 th October 2021	1
Simpson Barracks	External one-on-one interview	17 th October 2021	1
La Trobe University	External one-on-one interview	21 st October 2021	2
Austin Health	External one-on-one interview	25 th October 2021	1
NORTH Link	External one-on-one interview	4 th November 2021	1