

City of Burnside
Strategic Plan [Extract]
Business & Economic Development



Our Desired Outcome (Page 31)

A broad range of successful businesses and organisations that attract increased wealth to the City

Our Approach

- > Strengthen and support our local retail precincts
- > Encourage community support of our local businesses
- > Encourage new businesses to the City

Our Key Actions

- > Develop an Economic Development Plan for the City
- > Support the continuation of a Business Enterprise Centre for the Eastern Region
- > Lobby State Government and telcos to install high speed data cabling (broadband) within the City
- > Enhance the unique character, appearance and style of local shopping precincts

Our Measures of Success

- > Increase the number of businesses operating in the City from 1049 to 1154 by 2020
- > Increase the number of local corner centres from seven to 10 by 2020
- > “Economic development services” key performance index, as measured by the annual LGA Comparative Performance Survey, continues to exceed the state average

Our Desired Outcome (Page 32)

Access to diverse shopping, transport and professional services that meet changing community needs

Our Approach

- > Advocate for better community and public transport linkages to local shopping and service hubs
- > Encourage provision of goods and services to meet the needs of all our demographic groups

Our Key Actions

- > Lobby State Government for increased cross-city routes and improved public transport networks
- > Advocate broader residents’ needs to local businesses
- > Seek commercial sponsorship of community intracity bus services

Our Measures of Success

- > “Economic development services” key performance index, as measured by the annual LGA Comparative Performance Survey, continues to exceed the state average