

GOAL 8: ENCOURAGE BUSINESS OPPORTUNITIES THAT CONTRIBUTE TO ECONOMIC PROSPERITY

Strategies

- S8.1 Investigate potential involvement with the Eastern Business Enterprise Centre and other Government programmes for supporting business establishment and growth.
- S8.2 Use the Strategic Directions Report to examine the policies in the Development Plan that relate to home based business activities.
- S8.3 Promote the Local Government Association's guidelines for home business.
- S8.4 Liaise with businesses to identify the most effective way to communicate with them.
- S8.5 Investigate ways to increase the use of venues in Walkerville for major cultural events such as the Festival of Arts and Fringe Festivals.
- S8.6 Support existing and home businesses in established commercial areas and encourage a "Buy Local" campaign.
- S8.7 Promote information to businesses to encourage them to participate in Business Watch.

Performance Measures

- Number of articles in Walkerville News specifically targetted to business.
- Communication mechanism identified with businesses once network established.
- Number of Council website links to assist new and existing businesses.
- Percentage of all invitations to Council events provided to business representatives.

GOAL 9: MAINTAIN AND STRENGTHEN THE "LOCAL VILLAGE" QUALITY OF OUR MAIN STREETS AND CENTRES.

Strategies

- S9.1 Ensure planning policies do not detract from the amenity of our streets and centres.
- S9.2 Maintain Walkerville Terrace as the central focus for retail and business activity and as the heart of our town.
- S9.3 Develop an Urban Design Framework for Walkerville Terrace in partnership with the community that builds on the historic village character and links the main street with surrounding parks and gardens.

Performance Measures

- Community opinion regarding achievement of goal.
- Progress towards completion of Urban Design Framework for Walkerville Terrace.