



LOCAL BUSINESS SUPPORT

Economic Development is often considered to be the realm of Commonwealth and State Governments; however Local Governments play an integral role to improving the economy. This ranges from driving key economic strategies, supporting businesses, collaboration and networking, enabling land use planning, infrastructure and assets, and advocating for key economic issues.

The City of Joondalup is the third largest Local Government in Western Australia by population with 161,000 residents, known as Perth's CBD to the North. With a vision to be "A Global City: Bold, Creative and Prosperous", the City is committed to distinguishing itself through a culture of entrepreneurship, collaboration and innovation.

The purpose of the City's Economic Development team is to support local businesses, to promote, connect and grow and to attract talent, visitors, students, events, business and investment to grow and activate the Joondalup economy. This is strategically driven by the implementation of the City's Economic Development Strategy which has a focus of transforming Joondalup in to a global, digital and destination city.

The City supports local businesses through the below range of strategies, programs and initiatives:

Promote

Economic Profile and opportunities publication

The City releases a regular [Economic Profile](#) and [Opportunities](#) publication.

To be featured in the next edition email business@joondalup.wa.gov.au

Sharing your innovative story through City channels

The City is developing regular content, case studies that highlight innovation in Joondalup as a global, digital and destination city.

Businesses interested in being involved can email business@joondalup.wa.gov.au with the subject line "shareJoondalupstory"

Bespoke promotional campaigns

Through feedback from local businesses, the City will collaborate on bespoke promotional campaigns to promote clusters of groups of local businesses on specific opportunity or issue. Examples of these campaign include:

- » Support local with [#TakeawayForWA](#) Campaign
- » 15 minute [free parking for takeaway zones](#) in Joondalup
- » Local [accommodation providers offer self-isolation](#) options for community

Businesses with ideas on potential bespoke promotional campaigns can email business@joondalup.wa.gov.au with the subject line "promoteJoondalupbusinesses"

Joondalup Business Catalogue

Currently under development, the City is developing a user generated online information database of businesses located in the City (as well as those that trade within the City).

The catalogue will provide an opportunity to understand gaps of readiness in businesses that are aligned to the City's economic development themes: Global, Digital and Destination City.

The catalogue will also provide information and engagement within the local business community and connect businesses to local, national and international opportunities.

For further information email

business@joondalup.wa.gov.au with the subject line "JoondalupBusinessCatalogue".

Positioning Joondalup as a destination for choice

The City has a number of partnerships to promote Joondalup as a destination of choice for visitors, students, talent, events, businesses and investors. Some examples include:

- » **Sunset Coast:** The City in collaboration with the Cities of Wanneroo and Stirling promote the northern corridor as a region. This is done through various publications and digital marketing campaigns to profile tourism experiences. It also includes valuable information for visitors, a calendar of events, beach safety tips, leisure centre locations and key shopping centre destinations.
- » **WA Business News:** The City is working with WA Business News to develop a special edition about Joondalup as a key destination to invest in.
- » **Tourism WA:** Local Food & Beverage businesses can be featured on Tourism WA's 'Buy local' campaign page:

If an operator has an Australian Tourism Database Warehouse listing, they should:

1. Log into their account at <https://atdw.com.au/>
2. Go to the social accounts field and add #buylocal and #takeawayforWA to the hashtag fields
3. Add their new offering to the description field (e.g. we now offer takeaway and delivery options)

If an operator does not have a listing, they should

1. Register online at <https://atdw.com.au/>
2. Create a listing by following all the prompts
3. Follow the above steps
4. If they need assistance, please contact ATDW@westernaustralia.com

The City is always looking at further opportunities for destination positioning.

Connect

Business Engagement Program

The [Joondalup Business Engagement Program](#) (JBEP) is designed to engage and support local businesses through one on one discussions.

With new uncertainties facing businesses in the current climate, this is an opportunity to connect with qualified and experienced professionals within the Economic Development team who are here to help businesses to promote, connect or grow business in the City.

Events and networking

Access and connect to [events](#) in Joondalup.

City's Business E-Newsletter

To stay up to date with all City Business engagement by subscribing to the business [e-newsletter](#).

City's website and social media channels

Connect with the City via the website and social media channels - Facebook, LinkedIn, Twitter and YouTube.

Participate in City supported initiatives

- » Become a member of the [Joondalup Business Association](#)
 - » Join the [ECU Business Innovation Centre](#)
 - » Become a mentor on the Joondalup Innovation Challenge
 - » Undertake the [Corona Virus survey](#)
 - » Undertake the [Essential 8 survey](#). The password is cyber 2020.
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Grow

Business Ready Programs: Destination, Digital and Global

The City is currently supporting 30 businesses to participate in three accelerator programs to gear local businesses towards being Globally, Digital and Destination ready.

These programs intend to grow the visitor economy by increasing bookable products and tourism experiences in the region and increase capacity in the areas of digital transformation and cyber resilience as well as increase export, import and investment readiness to access global markets.

The City has engaged local tourism expert Verity Nelson, Silvana Macri from StaySafeCyber and Michael Carter and Darren Levvy, from the WA Chamber of Commerce and Industry, to deliver these programs.

For further information visit [here](#).

VendorPanel Platform to encourage local businesses

Local businesses will be able to more easily access Local Government contracts with the launch of a sector-wide procurement platform.

Underwritten by the WA Local Government Association and free to use for members and suppliers, VendorPanel Marketplace enables Local Government buyers to link with local suppliers and manage local procurement processes.

Local business can discover more and register as suppliers on the platform, via <https://pages.vendorpanel.com/workwithlocalgov>

Cyber Check.Me

[Cyber Check.Me](#) has been developed by the ECU Security Research Institute (ECUSRI) in partnership with the Cities of Wanneroo and Joondalup, North Metro TAFE and AustCyber to provide SME's and the community the basic precautions they can take to protect themselves against the loss of time, money, private information and reputational damage as a result of cyber-attack.

Global Trade Facilitation

The City is implementing the International Economic Development Activities Plan (IEDAP), providing support for businesses who are either looking to enter new overseas markets, or expand internationally. The City delivers inbound and outbound missions.

For further information, visit [here](#).

Accessing supply chains with other organisations

The City supports local businesses to access supply chain opportunities and also become "procurement ready".

For further information email business@joondalup.wa.gov.au outlining the key products or services on offer.

Economy ID Information

The City of Joondalup's [economic profile](#) presents economic information that enables you to describe the area's role within the broader economy, explore options for economic development and promote the area's strengths.

Access government and financial assistance

The City provides advice and information on accessing government services, grants and financial assistance.

For further information email business@joondalup.wa.gov.au

In addition to these programs and initiatives, the City is currently developing an Advocacy Strategy which is focussed on highlighting the key development priorities and needs of the region and also Destination City Plan to provide a 5-year roadmap to grow the local visitor economy.

For further information please contact the City's Economic Development Team via email business@joondalup.wa.gov.au or **08 9400 4298**.