



Business Engagement Framework Summary



Business is better in Swan.

The City of Swan (the City) is home to more than 12,000 businesses across 20 industry sectors, contributing more than \$11.3 billion to the region's economy in 2022.

Whether a business is office-based or on the road, at home or in an industrial area, the City offers support for all local businesses to flourish.

Thriving businesses contribute to a stronger City of Swan because:

- With more local jobs our residents are less likely to leave the area, all day every day.
- There are more goods and services available, so residents don't have to go far to get what they need.
- Businesses contribute to more hustle and bustle on the streets, and people attract people.
- Financially stable business can support and sponsor local organisations, making them more connected to the community.

- Businesses are a major rates contributor to rates revenue and supplement residential rates which helps the budget bottom line.

The City has developed a Business Engagement Framework to assist staff to construct two-way conversations with these stakeholders at the right time. The framework has identified business enablers and outlines a roadmap of priorities. Also included are appropriate engagement methods to ensure everyone knows how they can support business in Swan no matter what type of project.

This document is a summarised version of the full Framework.





Business enablers

Everyone has a role to play to help make business better in Swan. We know businesses do the heavy lifting when it comes to economic development, but who are the other enablers and how can they help?

Elected Members

Collectively, the Mayor and Councillors form the highest-level decision-making body at the City of Swan and are also considered as strong influencers individually.

City staff

The City of Swan is, in many cases, the front line to businesses. We hear the stories, and we see the issues firsthand. A balance needs to be found between being a regulator and an enabler, as often they inadvertently come into conflict.

State and Federal Government

There are many programs and initiatives provided by the State and Federal Government's to support and develop businesses and covers dozens of industry sectors. Part of the City's role is to find and promote relevant state programs to our local business community.

Swan Chamber of Commerce

The Swan Chamber of Commerce is a membership-based industry body for businesses in the City of Swan. They advocate on behalf

of their members, providing a platform for members to share their ideas or concerns, as well as offering networking opportunities for the business community.

Tourism Council WA

Tourism Council WA (TCWA) is the peak body representing tourism businesses, industries, and regions in WA, and is a subset of the State Government. The City is a silver member of TCWA and our Swan Valley Visitor Centre has received accreditation status by the Council.

Business Events Perth

Business Events Perth plays the very important role of attracting significant business events, conferences and functions to Western Australia. The City should cultivate a relationship with this agency to explore how we might partner on conference offerings and packages.

Businesses

When focusing on supporting businesses and who can help them, we often forget that businesses also have a responsibility to support themselves – and there is a lot of support available.

Engagement activities and method by category

This table outlines the suggested engagement approach with the different types of businesses located in Swan for different types of projects. A classification system has been developed to group different types of businesses with similar communication and engagement requirements. We invite you to test a few scenarios and provide feedback.

Engagement required	Prospective businesses	Mainly onsite business (offices)	Mainly vehicle, outside or workshop-based business (industry or transport)	Home based businesses (sole traders)	Strip shopping / main street areas	Retail, supermarkets, or large format businesses (large retail and showrooms)	Hospitality or tourism-based businesses (including accom)
Advice on road closures and disruptions (see also Appendix 1)	N/A	• Social media (if large scale) • One-off email • Website • Onsite variable message board (VMB) • Hard copy letter to property owner if works are scheduled.	• Social media (if large scale) • One-off email • Website • Onsite VMB • Hard copy letter to property owner if works are scheduled.	• Social media (if large scale) • One off email • Website • Onsite VMB • Hard copy letter to property owner if works are scheduled.	• Flyer to business • Social media (if large scale) • One-off email • Website • Onsite VMB • Hard copy letter to property owner if works are scheduled.	• Social media (if large scale) • One-off email • Website • Onsite VMB • Hard copy letter to property owner if works are scheduled.	• Social media (if large scale) • One-off email • Website • Onsite VMB • Hard copy letter to property owner if works are scheduled.
Inform and invite feedback on near-by planning applications	N/A	• One-off email • Website • Hard copy letter to property owner.	• One-off email • Website • Hard copy letter to property owner.	• One-off email • Website • Hard copy letter to property owner.	• Flyer to business • One off email • Website • Hard copy letter to property owner.	• One-off email • Website • Hard copy letter to property owner.	• One-off email • Website • Hard copy letter to property owner.

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Invite feedback on City initiatives, programs or strategies	N/A	• Social media • Scheduled newsletter • Website.	• Social media • Scheduled newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled newsletter • Website.	• Social media • Scheduled newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled newsletter • Website • Promotion through relevant industry retail associations.	• Social media • Scheduled newsletter • Website • Attendance and promotion at industry association functions.
Invite participation in City initiatives, programs	• Social media • Scheduled e-newsletter.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website • Promotion through relevant industry retail associations.	• Social media • Scheduled e-newsletter • Website • Attendance and promotion at industry association functions.
Invitations to City run networking events	• Social media • Scheduled e-newsletter.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website • Promotion through relevant industry retail associations.	• Social media • Scheduled e-newsletter • Website • Attendance and promotion at industry association functions.

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Promotion of third-party networking events	• Social media • Scheduled e-newsletter.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.
Invite participation to non-City led training programs	• Social media • Scheduled e-newsletter.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.
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Invite participation to non-City led workshops	• Social media • Scheduled e-newsletter.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.

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Promotion and invitation to apply for City led funding	• Social media • Scheduled e-newsletter.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website • Promotion through relevant industry retail associations.	• Social media • Scheduled e-newsletter • Website • Attendance and promotion at industry association functions.
Promotion of third-party grants	• Scheduled e-newsletter.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website.
Offering up in-vestment opportunities	• Scheduled e-newsletter.	• Scheduled e-newsletter • Website.	• Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Print flyer or brochure.	• Scheduled e-newsletter • Website • Promotion through relevant industry retail associations.	• Scheduled e-newsletter • Website • Attendance and promotion at industry association functions.
Promote City led, commercial opportunities i.e., property portfolio or landholdings such as Midland Junction or Stafford Court	• Social media • Scheduled e-newsletter.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website.	• Social media • Scheduled e-newsletter • Website • Door to door outreach • Printed flyer or brochure.	• Social media • Scheduled e-newsletter • Website • Promotion through relevant industry retail associations	• Social media • Scheduled e-newsletter • Website • Attendance and promotion at industry association functions.

City of Swan

2 Midland Square, Midland
PO Box 196, Midland DC WA 6936

9267 9267

swan@swan.wa.gov.au

www.swan.wa.gov.au



This document can be made available in
alternative formats and languages on request.

