

STRATEGIC PILLAR: PROSPEROUS

STRATEGIC GOAL P2 Job rich, with economic sector development and thriving small businesses

OBJECTIVES:

P2.1 The City is 'open for business'

What this looks like:

- A business-friendly local government with 'no wrong door', a positive attitude and can do spirit, reducing red tape
- The City's supply chains are sustainable, free of modern slavery practices, and prioritise local procurement
- The City has a proactive 'can do' culture of continuous review and improvement regarding regulation, services and processes
- The City embraces business friendly initiatives ensuring businesses are welcomed and supported within the city
- The City emphasises its unique differences in terms of local business and economic offerings and experiences

P2.2 Local neighbourhoods are well served by local businesses

What this looks like:

- Businesses and economic infrastructure are in place to support the growing population in our neighbourhoods
- The local labour market provides jobs for local people
- Perth businesses are recognised for their point of difference, well-promoted and celebrated

P2.3 Buzzing with life after dark

What this looks like:

- People feel safe and want to come to the city past dusk for their social and leisure activities
- The nighttime economy provides a range of activities for diverse needs and interests, increasing business and job opportunities