

1. Does the Strategy and Implementation Plan provide a strategic direction for the future?

Comment

Respondent 1 (Resident):

YES: There is nowhere to say it here, but the survey is poorly designed - it appears to be seeking affirmation, rather than genuine feedback.

Respondent 2 (Resident, Business)

YES: I loved reading through the strategic plan and seeing the intention of council for the future of business in the city of Monash. I was especially interested in the fact we have such strength in the area of health and education. It is obvious of course given we have both the university and the hospital and CSIRO and the synchrotron, but I'd never seen the whole picture before.

Respondent 3 (Resident)

YES:

Respondent 4 (Government Org)

YES: Strong supportive role in terms of information to businesses, networking and coordination of council business services.

2. Do you think the actions in Council's draft Economic Development Strategy and Implementation Plan will improve economic growth in Monash?

Respondent 1 (Resident):

Probably a small increase. The focus should be on measuring the increase from each activity and focussing on those with the most impact, or those that only the council can conduct (such as the town planning aspects).

Respondent 2 (Resident, Business)

Yes. I have a lot of confidence in the committee that was behind this strategic plan. I especially am interested in the emphasis on connection, collaboration and support to see business thrive.

Respondent 3 (Resident) – No response

Respondent 4 (Government Org)

May have more impact on smaller, retail or new businesses, rather than large established businesses. Strong links with state and national government business and planning.

3. What suggestions would you make to the strategy?

Respondent 1 (Resident):

Show evidence for the expenditures within the strategy. What has been the take-up of council-provided business education? How have the businesses that took it up done? This looks to me like a

justification to create additional council jobs and work, without providing a meaningful contribution to the community. Surely such training can be better provided by business groups or educational bodies, and not the council. Making Monash a vibrant place to live and work involves a lot more than building roads and transport options. Focus should be on revitalising the cultural and community aspects around stations, which should attract people and businesses.

Respondent 2 (Resident, Business)

Include a focus on supporting young people (teens) with enterprise skills to ensure they are prepared for the economy of the future and equipped with the tools to drive economic and social progress. Young people in the city of Monash need to become digitally-literate, financially-savvy, innovative and adaptable. These enterprising skills are transferrable across different jobs and are a more powerful predictor of long-term job success and performance than technical knowledge. I was in conversation with Jason Mattock about this in 2017. Although I know he has now moved on to another workplace. I'd be happy to meet and discuss how I think I could support an initiative such as this. It's something I feel is very important for the future.

Respondent 3 (Resident)

Some sort of social media campaign to promote businesses within the municipality could be beneficial.

Respondent 4 (Government Org)

Cross link with current Council transport strategies. No details around how the strategy would be 'Encouraging economic, environmental, and socially sustainable businesses practices' page 11. How is council supporting businesses to be more sustainable, reduce emissions, improve energy and water efficiency and minimise waste. An environmentally sustainable business is usually more resilient and successful. Most closely linked to Objective 2 but may also be supported through actions 1.3 (EIBC leadership) and Objective 3.2 - innovation and transport.

4. Are there any factors that you think impact on Monash's economic growth?

Respondent 1 (Resident):

My street has had 6 knock-down rebuild projects over the last 2 years. All of these houses and town-houses remain vacant today. The most recent sale was over 6 months ago. They are now weed-infested McMonstronsities. This in no way encourages creative or professional people to move to Monash. Uncontrolled development will create more negative consequences than the short-term gain.

Respondent 2 (Resident, Business)

It has been established after research by the Foundation Young Australians (FYA) that there is currently a significant disruption in the world of work, that has not been seen since the industrial revolution. Economic changes are transforming work through automation, globalisation and more flexible work. This could bring opportunity. But it could also further disadvantage young people in labour markets. For example, the report shows currently around 70% of young Australians are getting their first job in roles that will either look very different or be completely lost in the next 10 to 15 years due to automation. Nearly 60% of Australian students (70% in VET) are currently

studying or training for occupations where at least two thirds of jobs will be automated. Over 50% of jobs will require significant digital skills and yet our young people are not learning them in schools. There is a significant opportunity for councils to invest in the next generation and back them to create the kind of world they want to live in. Imagine a generation of enterprising young people who are job builders and creators, not only job seekers.

Respondent 3 (Resident)

Public transport, traffic flow of cars as well as car parking

Respondent 4 (Government Org)

Opportunities to expand level of exports. Current generation is mostly Australia focussed. Is there an opportunity for Council to drive this.

5. What do you see as the biggest challenge facing your business in the next 5 years?

Respondent 1 (Resident): No response

Respondent 2 (Resident, Business)

My business is in transition. I am a part time high school teacher who sees the need for a support network for teens wanting to learn how to start a business.

Respondent 3 (Resident): No response

Respondent 4 (Government Org)

Supporting businesses to managed increasing running costs to their business and minimising their environmental impact. Trying to make sustainability fundamental to their business - creating SMART businesses.

Further (email) submissions:

Respondent 5

An email was received from what appeared to be a resident and/or trader, who commented principally on the results of a survey of Mount Waverley Village traders believed to be undertaken as part of the development of the Strategy. The respondent was keen to receive information about Mount Waverley Village activities, and is keen to volunteer assistance to initiate a Mount Waverley Trader association if the traders are interested.

Respondent 6

An email was received from a business consultant based in Camberwell who provided feedback as follows:

- Perhaps start-up incubators with mentors/ workshops/ full business strategy training/ staff management training/ marketing training etc. for new/ small businesses/ high tech businesses. Much better than what is provided by Small Business Vic.
- Regarding making social and economic data on Monash available – perhaps all vic/ au data to help people make good business decisions/access to research is very expensive for smaller businesses and they are often left guessing when determining strategic objectives.
- Business mentoring program – people can participate and pick from certain industries/ experience levels etc. – you mentioned mentoring but I wasn't sure of the full context.
- Industry based mastermind groups/ breakfasts for most represented industries with guest speakers etc. can become a specialisation hub for certain activities and be seen as the council that understands....manufacturing....health etc.
- Networking needs to be purposeful i.e. similar sized businesses for ideas sharing etc. otherwise it ends up being a bunch of people trying to get work out of people – it should have more dimensions to encourage greater attendance.
- Good quality meeting rooms/ boardrooms to hire in a professional building with facilities rather than just at council local small and less professional looking spaces. It would be fantastic to be able to hire a professional boardroom with projectors etc. for smaller businesses or home based businesses.
- There are very few co-working spaces in our municipality. In fact I had to google search various suburbs and still got very little come up. A high quality council run co-working space would be a fantastic drawer card for those that don't want to be in CBD, Richmond, South Yarra etc.
- More restaurant/ café precincts and hubs – we are light years behind the funkier suburbs and that is from a work/employee perspective as well as residents. The inner city suburbs have way more going for them and make it easier to attract staff. More vibrancy would do wonders for having professionals/ highly skilled people wanting to live and work in the area rather than being telling people where you live and no-one knowing where the suburbs are

Respondent 7

A letter addressed to The Mayor and CEO was received from a major pharmaceutical manufacturer based within the municipality, acknowledging the investment in their local site and the synergies between their activities and the intent within the Strategy. The offer was been made to host a site visit which was attended by the Mayor and officers.