



# DAREBIN ECONOMIC ROUND TABLES

## What we heard

Valli Morphett, Manager Creative  
Culture & Economic Development, 30  
November 2023



# Acknowledgement of Country

I acknowledge the Wurundjeri Woi wurrung People who are the Traditional Owners of the Land. I recognise their continuing connection to Land, Water and Culture. I pay my respects to Elders past, present and emerging.

*Artwork by Natasha Ellis-Corrigan, proud Jinibara/Bundjalung woman.  
Aboriginal artist from Jinibara Designs.*



## BACKGROUND

- We all live in a post COVID world, and our economy is evolving rapidly
- The Council Plan 2021 – 2025 sets a strategic direction for a prosperous, liveable and flourishing Darebin
- It is an important time for Council to better understand the priorities that exist for businesses right now
- We held a series of Round Tables to pulse check current economic experience and discuss ideas to strengthen business and industry in Darebin



### **Round Table 1: Social Enterprise, Not for Profits and Community Sector**

**10 Oct 23 - 10 Oct 23**  
9:15 AM - 11:45 AM



### **Round Table 2: Manufacturing and Large Industry**

**12 Oct 23 - 12 Oct 23**  
2:00 PM - 4:45 PM



### **Round Table 3: Retail, Activity Centres and Hospitality**

**17 Oct 23 - 17 Oct 23**  
9:15 AM - 12:00 PM



### **Round Table 4: Health and Education**

**19 Oct 23 - 19 Oct 23**  
9:15 AM - 12:00 PM



### **Round Table 5: Creative Industries and Micro Businesses (0-4 employees)**

**24 Oct 23 - 24 Oct 23**  
9:15 AM - 12:00 PM



### **Round Table 6: Real Estate and Construction**

**26 Oct 23 - 26 Oct 23**  
9:15 AM - 12:00 PM



## Darebin's business community is diverse!

From education to social enterprise, manufacturing to micro-business, retail to real estate, hospitality to healthcare, creative industries to construction...

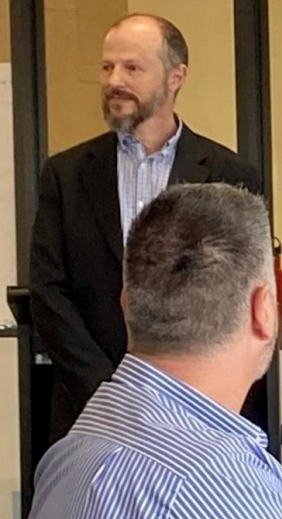
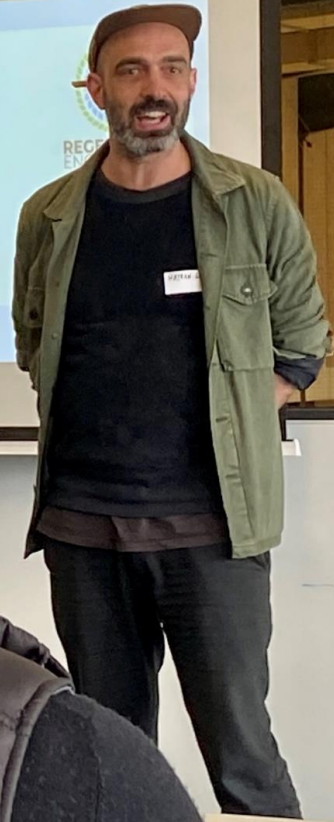








**Darebin Round Table 2**  
Jon Fettes  
Regenerate Engineering  
3 Ravens Study



→ Why Darebin? What does it mean to be part of the business commu...

Started with one little square  
commence avec un petit carré  
empezó con un pequeño cuadrado



# WHAT WERE THE STATS?





**6**

**Round  
Tables**

**6**

**Darebin  
venues**

**3**

**Weeks in  
October**

**60** Minutes of guest presentations

Minutes of networking **240**

**540** Minutes of group discussion

Small food items consumed **750**





**114**

**People  
attended**

**14**

**Industries**



# 793

**Individual  
comments  
gathered**

# 7

**Conversation  
stations**

- Support for Startups to deliver Council
- Helping support meaningful d research, ~~and~~ conversations and
- Access to low-cost spaces of vacant multi-use spaces

improve your infrastructure  
business/industry?

- EV MACHINERY
- FUNDING?

street width  
mini have difficulty

street parking

BANKING UP OF TRUCKS  
INFRASTRUCTURE

FOR TRAFFIC FLOW

SUSTAINABLE TRANSPORT

service

1108

Votes cast by participants

- **Ramona Barry**, General Manger  
Bridge Darebin
- **Nathan Liascos**, General  
Manager, 3 Ravens
- **Sue Roff**, Executive Director of  
Arts Projects Australia
- **Sue Rosenhain**, Women's Health  
in the North
- **Liz Joldeski**, Executive Officer,  
Mainstreet Australia
- **Hasan Mani**, City of Darebin

# 6

**Fabulous guest  
speakers**

# WHAT DID WE HEAR?





## TOP 3 DISCUSSION THEMES

**138**

**Business & community**

**Jobs & employment**

**127**

**120**

**Innovation & growth**





## BUSINESS & COMMUNITY

**138** Comments

**Why Darebin? What does it mean to be part of the Darebin business community? Why do you stay?**

1. Darebin is vibrant and diverse, accessible and inclusive
2. Darebin supports local business
3. Businesses prioritise hiring locals
4. Central to other businesses LGAS, airport and good street access
5. Supports change and growth





## **JOBS & EMPLOYMENT**

**127** Comments

### **What are your challenges in recruiting and retaining staff?**

1. Finding skilled and experienced staff is a big issue right now
2. Business experience challenges in connecting with local jobseekers
3. Council could provide work experience and support initiatives to enable businesses to employ local jobseekers
4. Workforce values and expectations around work hours, work/life balance and rates of pay which is influencing their ability to commit long term
5. Providing a culturally safe workplace for First Nations, culturally diverse and young jobseekers is important





## INNOVATION & GROWTH

**120** Comments

### **How can Council help your business to innovate for efficiency and growth?**

1. Help with investment towards machinery, processes, research and development and infrastructure upgrades
2. More visibility and showcases for local innovators, social enterprise and community groups
3. Assistance with capability building (e.g. ABN registration, basic business education)
4. Networking events, innovation workshops/hackathons for cross collaboration and working with Council to solve local issues
5. Advice on marketing, advertising and social media





## CHAMBER OF COMMERCE

116 Comments

**Are you interested in participating in a Darebin business network or Chamber? If so, how?**

1. 'Chamber of Commerce' title perceived as being very old fashioned – needs a contemporary name & model
2. Provide business support services for setting up and improving businesses: management, legal, accounting, operations, structure, marketing, recruiting, IP law, grants, case studies & mentoring
3. Provide connections and improve collaboration to achieve collective/group buying power
4. Find ways to advocate for Darebin's diverse industries
5. Chamber will need a strong value proposition and purpose to attract business participation





## CLIMATE & CIRCULAR ECONOMY

**107** Comments

**How does your business and industry contribute to the circular economy? What support can Council provide?**

1. Engage corporates to adopt circular practices, support Indigenous businesses and engage more social enterprises
2. Create a circular economy network to share resources, support aligned initiatives, and promote circular economy businesses
3. Incentivise developers to invest in renewables, electric chargers and prioritise energy efficiency
4. Enhance and advocate for improved waste management infrastructure
5. Make sustainable solutions like solar more accessible and incentivised





## INVESTMENT & REGIONAL DEV.

88 Comments

**What emerging industries, clusters and developments you see in Darebin and wider region? What would you like to see?**

1. Attract investment to the growing care economy and social enterprise sector
2. Support a diversity of housing types and models including medium density, artist and affordable housing
3. Protect and strengthen existing industrial precincts - tell story of what they offer
4. Be a destination for independently owned business
5. Become a green city by investing in Hydrogen, urban forestry, urban parklands





## INFRASTRUCTURE & TRANSPORT

**84** Comments

**What digital, transport and infrastructure initiatives could improve your business and industry?**

1. Improved public transport networks and connectivity
2. Protect existing warehouse workspaces from re-development
3. Review existing parking zones
4. Create a strategy and vision for hybrid work models
5. Create a micro-businesses directory





**FURTHER RESEARCH AND  
ENGAGEMENT TO BE UNDERTAKEN  
IN 2024 TO UNDERPIN OUR NEW  
ECONOMIC FRAMEWORK**





**THANKYOU TO ALL  
WHO PARTICIPATED**