



# Business Welcome Pack

# Mayor's message

Greetings,

On behalf of everyone at the City of Swan, congratulations on joining our business community.

The City of Swan is a place of diversity and growth, with a population that is set to soar from 163,000 in 2023 to almost 300,000 by 2050.

To ensure our City remains a great place for all of those residents, we need our businesses to survive and thrive.

Led by our Economic Development team, the City has a wide range of initiatives in place to support you and your staff.

When it comes to running a business in the City, we are here to help. Please don't hesitate to get in touch.

All the best.



**Tanya Richardson,**  
Mayor

The City of Swan acknowledges the Traditional Custodians of this region, the Whadjuk people of the Noongar Nation and their continuing connection to the land, waters and community. We pay our respects to Elders past and present, and their descendants.







Hello and welcome to the City of Swan, where your new business is embarking on an exciting journey. On behalf of the City's Economic Development team, it's great to have you on board.

Our mission is to foster the growth and success of small to medium-sized businesses. We do this by offering an array of services, including business support, investment attraction, and the development of business and tourism opportunities.

We want to cultivate a vibrant and sustainable business community in the City, so we're thrilled to have the opportunity to support you and your business as you strive to achieve your goals.

If you have any questions or want some help along the way, please don't hesitate to reach out to our Economic Development team. You can call us on **9267 9267** or send an email to **[business@swan.wa.gov.au](mailto:business@swan.wa.gov.au)**.

Once again, welcome to the City of Swan. We look forward to seeing your business thrive.

# Your business

## What does the City offer to its businesses?

The City's Economic Development team is committed to supporting the growth of the local economy by attracting and empowering businesses in the City. Our Business and Tourism Services team has sourced the most useful resources for small businesses from all levels of government and key government-funded organisations. We want to make it easy for you to find what you need.



### **Managing your business**

Find helpful information for your business on topics such as training and development initiatives, marketing, grants, tenders, crime prevention, workplace obligations and more.



### **Crime prevention for businesses**

The City works closely with WA Police and other authorities to keep you and your business safe. Find out what you can do to protect your business, profits, property and staff.



### **Licenses, permits and approvals**

Learn about the licences, permits and approvals you need to operate your business. Approvals are required from the City for a wide range of business activities.



### **Register for quotation opportunities**

The City offers suppliers the opportunity to join a list if they are interested in quoting for goods and services. The list may be used in determining which suppliers are invited to quote.



### **Recycling and waste management**

We encourage businesses to consider how they can recycle more effectively. Learn more about bins, recycling, waste management and becoming a plastic-free business.



### **Accessible and inclusive**

Learn how your business can flourish by being accessible and age-friendly.

# Swan Business Engagement Program

Ask our Economic Development team about the Swan Business Engagement Program, which gives you access to an extensive range of connections to help you start and grow your business in the City.

Meet with our team who can connect you to a wide variety of resources and services.



Scan the QR code to access the City's business page.



## **Biz events**

Stay informed with the latest business events and training opportunities.



## **Biz News newsletter**

The Economic Development team distributes a monthly newsletter to all of our Biz News subscribers. Subscribe online to get Biz News delivered directly to your inbox.



## **Networking**

The City want you to invest in your business success by building your professional network. Networking is a sound step toward unlocking a world of opportunities.



## **Biz List**

If your business is in Swan, you can create your own free listing on the Biz List and help promote your business online.



## **Advisory services, training and industry groups**

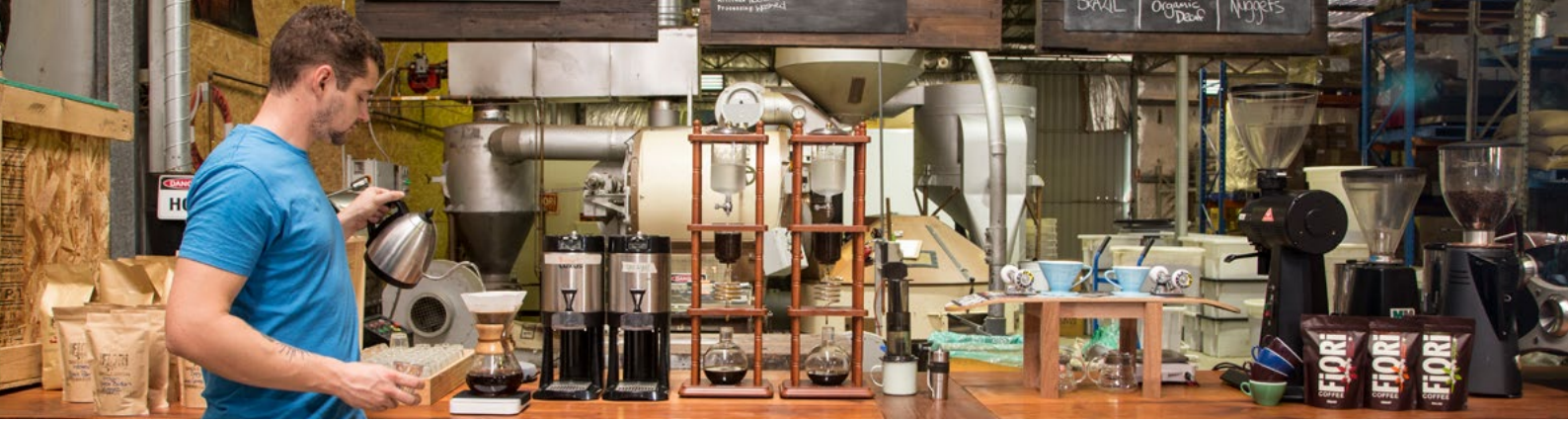
Connect with government-supported agencies and industry groups that offer a wealth of information, expert advice, training and support to help your business thrive.



## **Major projects**

The City works on projects of various types and sizes throughout the year. Keep an eye out for upcoming and ongoing projects that may affect your business.





# Other business units at the City that offer business support

The City also has other business units that provide business services. These business units that you can contact are listed below. For assistance, please contact the Business and Tourism Services Team at [business@swan.wa.gov.au](mailto:business@swan.wa.gov.au)

## Health Services

The Health Services team offers crucial assistance to local businesses regarding health matters, with the goal of fostering a healthy workplace environment and boosting productivity.

## Statutory Planning

The Statutory Planning team functions are to undertake planning assessments in the form of applications, referral responses and customer enquiry responses.

- Obtaining development approvals
- Planning policies, regulation and legislation
- Identifying permissible activities based on land use.

## Building Services

You may need to speak to our Building Services team if you are altering the layout or making structural changes to your businesses. Building Services will make sure the structure complies with all relevant laws.

## Community Safety

The role of the Community Safety team is to partner with the community and businesses to provide awareness, education and enforcement in relation to crime prevention, local laws and emergency management.

# Key strategic documents

These are a few of our most important strategic documents. If you need any further information or reference documents, don't hesitate to contact our Business and Tourism Services team at [business@swan.wa.gov.au](mailto:business@swan.wa.gov.au)

- **Strategic Community Plan** – the Strategic Community Plan sets out our vision, aspirations and objectives for the community over the next 10 years and is our principal strategy document
- **Economic Development Strategy** – the Economic Development Strategy guides the City, our partners and collaborators in efforts to support the growth of our economy and ensure it is diverse, sustainable, and aligned with the aspirations of our people and businesses
- **Business Support and Enhancement Plan**
- **Local Planning Strategy**
- **Tourism Development Plan**

## Useful links

- **Economic profiling tool** – our online economic profiling tool, Economy.id, gives you free access to information that can help you make decisions about investing in the City
- **Local area planning** – local area planning involves community members working in collaboration with the City to identify priorities for their local area and create a plan to address them
- **Swan Engage** – our online engagement portal offers our community a convenient platform to voice their opinions on projects and participate in our planning process.

# City of Swan

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