

2. Building Economic Resilience

The intermittent implementation of restrictions in Melbourne to help mitigate community transmission of the COVID-19 have come with substantial costs, with economic activity and jobs taking a big hit. Our continuing focus will be on supporting our business community to recover and prioritising localised employment initiatives.

Our Actions Towards Recovery

Finalise and implement the 'Local Jobs for Local People' program to promote increased employment of Brimbank residents.

Provide COVID-19 updates to businesses via Council's Business Link website and regular e-bulletins.

Enable the continuation of Council's Business Development Program, including mentoring via the delivery of online workshops focusing on promoting business growth and development.

Support and promote procurement of localised products and services via Brimbank Localised, a business-to-business platform.



Continue to inform residents of the Brimbank COVID-19 Financial Hardship Policy ensuring the provision of payment plans, deferrals and interest holds until June 2021 to take into consideration the financial hardship experienced due to COVID-19.



Deliver programs and provide linkages to opportunities for young people and other vulnerable cohorts to access career advice, work readiness skills and pathways into further education, training and employment.



Maintain the business taskforce throughout recovery and review its role post COVID-19 in continuing to support and foster a coordinated response to supporting business recovery.

Continue to deliver localised employment initiatives including the Working for Victoria Program (an initiative of Jobs Victoria) to connect Council with a local, job ready workforce.

Deliver activation initiatives across a range of locations as identified in the Brimbank Activate Framework and Toolkit.

Review Fees and Charges with a view to assisting in overcoming economic barriers to participation

Pilot the introduction of the Better Approvals Project which aims to make it easier for small businesses to navigate Council approvals across multiple departments.

Continue Council's advocacy efforts in partnership with State, Federal and non-government entities via the implementation of the Brimbank 19 Point Action Plan for COVID-19 Recovery and Response.