



# Concierge approach to business liaison

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[www.subiaco.wa.gov.au](http://www.subiaco.wa.gov.au)

# Case study

- The Subiaco economy
- The Economic Development Strategy
- The Business Concierge
- The takeaways



# The Subiaco economy

**20 000** workers

-

**3km** from the Perth CBD

-

**5000** registered businesses

-

**Transport** linkages





# The Subiaco economy



Significant commercial, residential and mixed use developments including Subiaco East (Subiaco Oval and PMH), Subi XO and the Pavilion Markets site

Local businesses thriving 7 days/week

More workers and more residents



# Economic Development Strategy 2017–2021



**Marketing, communication and advocacy**

—

**Placemaking, activation and public realm**

—

**Business retention and attraction**

—

**Governance, leadership and collaboration**





# The Business Concierge

- Improves **communication and engagement** with the business community – in person and online
- Gathers **feedback** from the business community
- Provides useful and relevant **information**
- Builds **awareness** of programs and services – grants, mentoring programs, advisory services, incubators and co-working spaces
- Develops **partnerships** and collaborates with industry bodies
- Identifies opportunities to **promote and celebrate** Subiaco businesses
- **Monitors** the business environment



# Business services and support



- **Shop Local Subi campaign** – videos reached 27,000 people
- **Small Business Grants** - \$15,000 in round one assigned to five local businesses
- **Partnerships** – WSBA, Business Station, SUBIaction
- **Workshops and networking opportunities**
- **Mentoring** – Curtin's Ignition program
- **Communication** – business e-news, welcome packs, See Subiaco website



# Shop Local Subi Campaign



## Shop Local Subi campaign – videos links

- [Shop Local Subi](#)
- [Shop Local at Jus Burgers](#)
- [Shop Local at Circles](#)
- [Shop Local at Hiddlestone Electrics](#)
- [Shop Local at Table Culture](#)
- [Shop Local at InTouch Physiotherapy](#)



# Business services and support

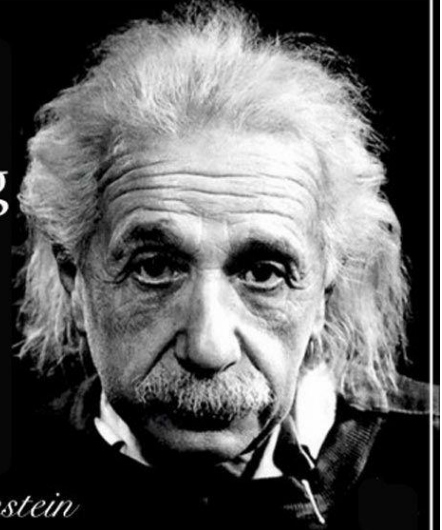


# The takeaways

- Listen to the needs of your community
- Doing things the same way doesn't work
- Shift your thinking and be prepared to try new things
- Have the right person in the role – and make sure the rest of the organisation knows they are there

**Insanity:**  
doing the same thing  
over and over again  
and expecting  
different results.

*- Albert Einstein*







Subiaco is  
open  
for business

The image shows a lively street scene in Subiaco. On the left, a red signpost holds a yellow sign that reads 'KANNIS LA'. Below it, a black sign with white cursive text says 'The Cat Cafe & Purrth'. Further down the street, a blue sign for 'Athlete's Foot' and a green sign for 'LIVING' are visible. A man and a woman are standing in front of a large, colorful mural on a building wall. The mural features various abstract shapes, patterns, and text, including 'WEM', 'WHITTA', and 'PUBATH'. A chalkboard sign in the foreground reads 'PURRTH RESCUE CATS' and 'FRESH BAKED'. The scene is set against a backdrop of a modern building with a glass facade and a tree with green leaves in the upper left corner.