

ECONOMIC ACTIVATION AND SUPPORTING LOCAL BUSINESSES

GLEN EIRA CITY COUNCIL FACT SHEET

The challenge: Driving economic recovery and supporting local businesses in Glen Eira

Glen Eira's local economy is under pressure from rising costs, changing consumer behaviour, and the long-term impacts of the pandemic. Small businesses are the backbone of our community, but many face challenges in adapting to digital trends, attracting customers, and maintaining viability.

Without targeted investment and strong partnerships, we risk losing local jobs, reducing economic diversity, and weakening the vibrancy of our activity centres and shopping strips.



Our advocacy priorities

1. Activate local shopping strips and precincts:

Seeking funding to deliver streetscape upgrades, outdoor dining infrastructure, and public realm improvements that attract visitors and support local businesses.

- Revitalise Koornang Road, Carnegie: \$1 million
- Improve Centre Road, Bentleigh: \$500,000
- Wall to wall mural trail: \$250,000
- Glen Huntly Road streetscape upgrades: \$250,000
- Eat Street car park upgrades in Bentleigh: \$200,000
- Carnegie Library and Community Centre laneway upgrades: \$250,000

2. **Support small business resilience and innovation:** Support programs that help businesses adapt to digital technologies, improve sustainability, and build capacity for long-term growth.
3. **Invest in place-based economic development:** Fund initiatives that strengthen activity centres, promote local employment, and encourage investment in Glen Eira's economy.
4. **Enhance events and cultural activation:** Help deliver community events and cultural programs that drive foot traffic, support hospitality and retail, and foster vibrant local precincts.

Policy outcomes sought

- Stronger, more resilient local businesses equipped for digital and economic change.
- Increased visitation and spending in Glen Eira's shopping strips and activity centres.
- Sustainable economic growth that supports local jobs and community wellbeing.
- Vibrant, activated precincts that attract investment and foster cultural life.

Why government partnership is essential

Local government plays a critical role in supporting small businesses and activating local economies, but our capacity is limited by funding constraints.

Glen Eira City Council is committed to creating thriving, resilient precincts, but we need State and Federal support to:

- Deliver infrastructure upgrades that attract visitors and support business growth.
- Fund programs that help businesses innovate and adapt to changing markets.
- Invest in cultural and economic activation that strengthens community and economic resilience.

These priorities support Victoria's Small Business Strategy and the Victorian Government's post-COVID economic recovery plan, as well as Federal initiatives to boost local economies and digital capability for small businesses.

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Community impact

Investing in economic activation creates jobs, supports small businesses, and strengthens Glen Eira's local economy. Streetscape improvements and cultural programs attract visitors, while business support initiatives build resilience and innovation. These investments ensure vibrant, sustainable precincts that benefit the entire community.

Key data and context

- **Local economy:** Small businesses are the backbone of Glen Eira's economy, providing local jobs and services.
- **Economic pressure:** Rising costs and changing consumer behaviour are impacting business viability.
- **Digital adaptation:** Many businesses need support to adopt digital technologies and remain competitive.
- **Activity centres and shopping strips:** Glen Eira has seven major activity centres and 11 neighbourhood activity centres, which are critical hubs for retail, hospitality, and local employment.
- **Precinct activation:** Investment in these centres is essential to attract visitors, support small businesses, and sustain economic growth.

To read the *Advocacy Priorities 2025–2026*, scan the QR code or visit

www.gleneira.vic.gov.au/advocacy



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