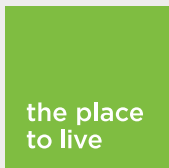


# BUSINESS DEVELOPMENT AND EMPLOYMENT UPDATE 2017



## BUSINESS AND INDUSTRY DEVELOPMENT

**40,255**  
**WIFI USERS**

accessed free public WiFi in the shopping centres of Fairfield, Preston, Northcote and Reservoir.

Delivered 'hands on' export program for 20 local businesses.

Assisted 3 local businesses to apply for and successfully gain State and Federal grant funding resulting in commitments to employ 100 staff.

Held 4 industry forums: Business Leaders, Employment, Real Estate and Tourism.

Established Creative Industries Network.

## BUSINESS SUSTAINABILITY

143 businesses have upgraded their lights to LED through the LightSmart Program, with a total of

**12,000**  
**LIGHTS CHANGED**

and businesses saving an average of \$3,000 per year electricity.

9 businesses installed solar through the Darebin Bulk Buy program total 224 kw solar installed.

154 businesses are listed on Darebin's Green Business Directory.

Held the business Sustainability Matters event, showcasing and sharing the stories of local green businesses with 100 people attending.

26 businesses participated in the Sustainable Leaders in Manufacturing Program.

## EMPLOYMENT AND SKILLS

**1,204**  
vacancies advertised on  
**DAREBIN**  
**JOBSLINK**

Partnered with INLLEN to stage 45 events addressing youth employment with 2673 attendees.

Assisted to deliver 3 return to work programs with The Bridge Neighbourhood House resulting in over 80% success rate of participants re-entering the workforce.

## MARKETING

**7,000**  
**PRINT COPIES**

delivered of 'The Business Connection', a newsletter for local business supported by a digital version.

Distributed monthly Business Enews to over 2500 recipients.

Attracted the Melbourne Tomato Festival to Darebin.

30 vacant shops transformed into businesses through the Active Spaces program creating over 150 jobs.

Launched Darebin's first Tourism Strategy.

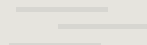
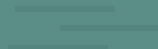
## BUSINESS SUPPORT

Conducted over  
**1,300**  
**FACE TO FACE**  
**BUSINESS VISITATIONS**

Hosted 45 business events in 2016/17 with over 1900 attendees.

Provided mentoring to 200 micro and start up businesses.





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City of  
**DAREBIN**

**the place  
to live**