

Change the Way We Work: Sustainable Business Policy



Photo: Brooke Cagle

Yarra Greens Policies
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We believe in sustainable economic development. Yarra's small and local businesses, vibrant high streets, busy hubs and specialised precincts are central to its diverse and lively character. We believe in building a robust local economy advances social and environmental responsibility and fortifies community resilience.

We commit to:

Local business

- Support initiatives to facilitate robust localised economies within walking distance of all neighbourhoods, focussed on high streets and villages.
- Develop the unique identity of each high street through business attraction and placemaking initiatives, including streetscape plans developed with local communities.
- Support the activation of vacant shops.
- Develop a whole of community approach to addressing amenity issues in Victoria Street, and continue to work to attract more visitors to the precinct.
- Advocate for better, more accessible public transport access to Yarra's shopping strips and business precincts.
- Improve bike infrastructure along Yarra's high streets, including bike parking and cycle lanes.
- Support the local live music industry and the night time economy by ensuring that conflicts with residential uses are minimised through planning scheme provisions.

- Celebrate, promote and grow the unique characters of Yarra's creative, innovation, cultural and commercial hubs and precincts.

Diverse business

- Support the Yana Ngargna Plan for increasing employment and business opportunities for Aboriginal people in Yarra.
- Continue to support the Inner Northern Local Learning and Employment Network (INLLEN) and Jobs for Youth campaign and Yarra's Employment Diversity Strategy to ensure young people and people with different backgrounds and abilities have access to meaningful employment.
- Celebrate our diverse communities and bring visitors to Yarra by supporting and promoting cultural festivals and events.
- Recognise Yarra's history and significance as a centre for Vietnamese business and culture.
- Support and promote Yarra as a centre for LGBTIQ+ business and culture.

Sustainable and ethical business

- Support businesses to recycle and reuse, reduce water consumption and source supplies locally as part of the Waste Revolution and Proudly Plastic Free campaign.
- Ensure that contractors and service providers are required to meet high standards of ethics and integrity.
- Advocate for greater support for the creative industries at a State and National level.
- Support production of local produce for commercial purposes, inclusive of food and beverages.
- Support local organisations that increase food security, support urban food production, community gardens and local food networks.
- Support and promote Yarra's farmers' markets and explore opportunities to establish permanent fresh produce markets.

Supported business

- Continue to support 'hardship' options where appropriate for businesses that are unable to make rate payments due to financial difficulty arising from the COVID pandemic.
- Investigate ways that the Council can improve its business support services and streamline administrative processes to make it easier to do business in Yarra and with Council.
- Encourage and promote social enterprises and sustainable alternative business models in Yarra.

- Work with other levels of government to establish high quality advanced digital technology infrastructure throughout the municipality, particularly to high streets, precincts and hubs.
- Support retention of viable commercial and industrial areas for employment purposes, and ensure conflict between uses in these zones and surrounding areas is minimised by clearly articulated planning policy.
- Advocate to the State Government to create better and more frequent nighttime public transport connectivity throughout the week to service areas of increasing nighttime activity.



To find out how you can get involved in with your local greens community, or to read our other policies, please visit:

greens.org.au/vic/lga/yarra

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