



BUSINESS PLAN 2022

Data

- ▶ Feedback was gathered from over 30% of member businesses, from a range of sectors including industrial manufacturing, automotive, construction and engineering, professional services, machinery importers, electrical sales and wholesalers.
- ▶ Some respondents answered an online survey, and some were interviewed. Most respondents gave more than one answer to a single question. All but two were based within the Penrose area.

PBA Mission Statement:



“

Advocate for Penrose and its' businesses to ensure they are supported, support each other and can prosper.

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The Penrose area was chosen by businesses due to:

- ▶ The central location with access to supporting businesses, suppliers, resources and/or customer base.
- ▶ Proximity to the motorway, airport and city.

Challenges faced by businesses:

In the following priority order:

- ▶ Staff recruitment
- ▶ Congestion.
- ▶ Global supply chain, freight and import delays.
- ▶ Supply issues due to support trades/businesses being too busy “You can’t get tradies when you need them.”
- ▶ Covid affected trade/uncertainty.
- ▶ Lease costs.

Our businesses need expert guidance and training in ...

- ▶ Business continuity
- ▶ Cyber security information and training
- ▶ Health and Safety
- ▶ Financial advice
- ▶ Exit strategies
- ▶ Marketing/social media training
- ▶ 5G resources



Key goals

1. Businesses access staff, skills and resources.
2. Traffic flows smoothly. Sufficient road and rail capacity for efficient freight and personnel movements.
3. Create an environment where businesses are encouraged to prosper.
4. Support businesses to find environmentally sustainable solutions.

Implementation Plan

Goal 1: Businesses access staff, skills and resources needed to flourish

Initiative	Timeframe	Measurement
<ul style="list-style-type: none">- Networking events encourage businesses to outsource skills and services, from other members.- Networking events offer topics and speakers according to member needs.- Advocate on behalf of members to relevant agencies and government representatives around staff recruitment.- Explore possible search option on PBA website to join searchers with skills/services.	Monthly events On going	Feedback from members Event attendance. Agencies and representatives act on information. Website data.

Goal 2: Traffic and freight flows smoothly, GDP increases

Initiative	Timeframe	Measurement
<ul style="list-style-type: none">- Advocate on behalf of members to relevant agencies and government representatives around congestion.- Encourage discussion on coast. supply chain, trucking system and freight connections, with agencies, government representatives and media.- Highlight Penrose's contribution to economy and losses incurred due to congestion using media.- Clarify position of freight in climate change context by liaising with agencies and government/local body representatives.	<p>On going</p> <p>By August 2022</p>	<p>Agencies and representatives act on information. Highlighted in social and mainstream media.</p> <p>GDP measured.</p> <p>Position acknowledged by representatives.</p>

Goal 3: Tenants choose to base their business in Penrose

Initiative	Timeframe	Measurement
<ul style="list-style-type: none">- Advocate to relevant agencies and government representatives to safeguard industrial land against residential encroachment.- Advocate for investment by progressive, supportive property owners, explore partnership to encourage this.- Highlight local industry achievement to encourage a strong sense of industrial community.- Encourage safe and secure area – continue monthly crime reports and strong relationship with police.	On going	<p>Agencies and representatives act on information.</p> <p>Partnerships.</p> <p>Stories and posts published.</p> <p>Reports provided monthly.</p>

Goal 4: Support businesses to find environmentally sustainable solutions

Initiative	Timeframe	Measurement
<ul style="list-style-type: none">- Advocate on behalf of members to relevant agencies and government representatives around sustainability.- Provide relevant information and presentations on best practice and innovation.- Set a good example.	<p>On going</p> <p>Scheduled at least one PBA 2022 networking event.</p> <p>Best practice used at events.</p>	<p>Agencies and representatives act on information.</p> <p>Numbers attending.</p> <p>Feedback.</p> <p>Minimal waste. Items re-used.</p>