



GLEN EIRA  
CITY COUNCIL



Easy English

BENTLEIGH  
BENTLEIGH EAST  
BRIGHTON EAST  
CARNEGIE  
CAULFIELD  
ELSTERNWICK  
GARDENVALE  
GLEN HUNTLY  
MCKINNON  
MURRUMBEENA  
ORMOND  
ST KILDA EAST

# GLEN EIRA ECONOMIC DEVELOPMENT ACTION PLAN 2024–2026



## Blue words



Some words in this book are **blue**.

We write what the blue words mean.

## Help with this book



You can get someone to help you

- understand this book
  
- find more information.



Contact information is at the end of this book.

# We acknowledge First Nations people



**Acknowledge** means we understand the importance of **First Nations people's**

- culture

- language



- history.

First Nations people are the Aboriginal and Torres Strait Islander people.

In Glen Eira the First Nations people are

- the Boon Wurrung/Bunurong

and

- the Wurundjeri Woi Wurrung.



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## About this book

This book is from Glen Eira City Council.

We wrote this book to tell you about  
our Economic Development Action Plan.



When we write our plan we are talking about  
our Economic Development Action Plan.



Our plan is about making Glen Eira better for  
the **community**.

Community means the people that live and  
work in Glen Eira.



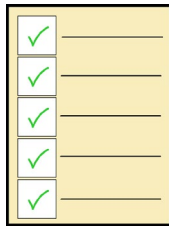
The community includes

- women and gender diverse people



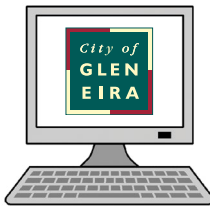
- people of all abilities

- people of all backgrounds and cultures.



This book is an easy to read **summary** of our plan.

Summary means we only include the most important ideas.



You can read the full version of our plan on the Glen Eira City Council website.

[gleneira.vic.gov.au](http://gleneira.vic.gov.au)

## Our vision for Glen Eira

We worked with the community to write down **our vision**.



Our vision means our shared ideas about how we should live as a community.

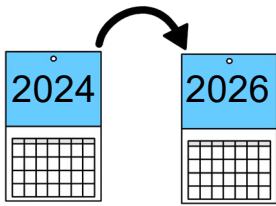
For example, our vision says we should

- work together
- make decisions together
- celebrate art and culture
- talk to First Nations people to learn about how to take care of the land.



These ideas helped us understand what to write in our plan.

## About our plan



Our plan starts now and finishes in 2026.

It has 3 big goals.



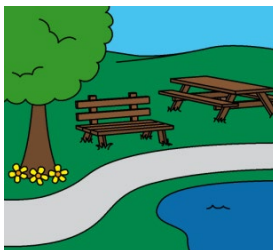
The goals are the things we want to achieve to make Glen Eira better for the community.

The goals will help make Glen Eira a great place to



- work

- shop



- visit.

## Goal 1

### Help people with a business connect with each other

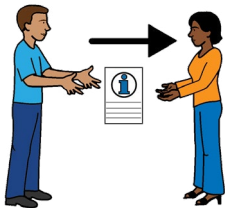


When people connect with each other it is easier to

- get support



- share knowledge



- share resources.



We will achieve this goal by following important actions.



## Some important actions for goal 1



Help people learn how to use social media so they can tell the community about their business.



Celebrate people with awards for doing a good job with their business.



Listen to people about the issues they are having with their business.



Hold **networking events** for people at different times of the year.

Networking events mean people can talk to other people about their business.

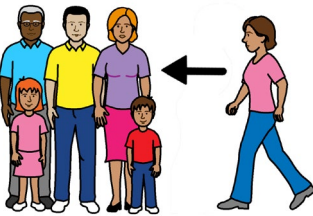
## Goal 2

### Put time and effort into places for the community



When we put time and effort into places, we make sure people

- feel welcome and connected to each other



- want to be part of the community, like a person with a business



- spend their money at local businesses.



We will achieve this goal by following important actions.

## Some important actions for goal 2

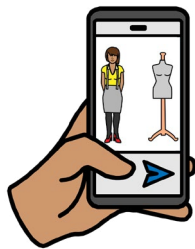


Tell people about the community events we have, like food festivals.



Find ways to celebrate the history of Glen Eira and what makes it special today.

Help people learn how to **market** the **brand** of their business.



Market means you tell people about what your business does and what it sells.

Brand means the things that makes your business special. For example, the way it looks.

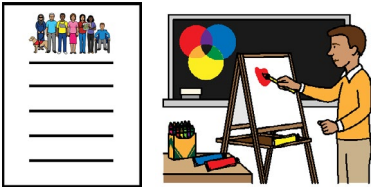
## Goal 3

### Build our understanding so we can do things well



When we build our understanding we

- get knowledge to help us plan for the future
- can make programs and services that meet community needs.



Building our understanding helps reduce impacts to the community.



We will achieve this goal by following important actions.

### Some important actions for goal 3



Ask different types of people with a business to tell us about their experiences.

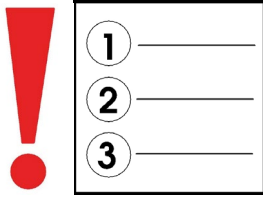


Find out if our current programs and services meet community needs.

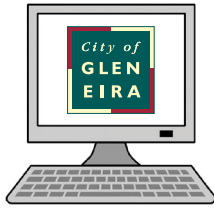


Find out what we should recommend for the next time we write our plan.

## What happens next



We will tell you what important actions we have done to achieve the 3 goals in our plan.



We will do this each year on our website.

[gleneira.vic.gov.au](http://gleneira.vic.gov.au)

## More information



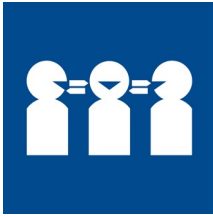
For more information contact  
Glen Eira City Council.

Call           03 9524 3333

Website    [gleneira.vic.gov.au](http://gleneira.vic.gov.au)

Email        [mail@gleneira.vic.gov.au](mailto:mail@gleneira.vic.gov.au)

## If you need help with English



Use the free Translating and Interpreting Service or TIS to make a phone call.

You can call the TIS in your language.



Call            131 450

Give the TIS officer the phone number you want to call.

## If you need help to speak or listen



Use the National Relay Service to make a phone call.

You must sign up to the service first.

Website    [accesshub.gov.au/nrs-helpdesk](https://accesshub.gov.au/nrs-helpdesk)

Call            1800 555 660



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