What the community panel have to say about

**the economy and the arts**

and the question

What is the best way for Council to provide support for both local businesses and creative industries (including ways to recover from the pandemic)?

The community panel voted on opportunities and made suggestions.

Supporting the economy in Moreland

Ranked opportunities

1. Love Moreland, Buy Local campaign
2. Better promotion of local businesses and initiatives
3. Moreland and Coburg Station pillars painted or used for exhibitions, concerts or other arts
4. Attract new commercial and industry investment through initiatives
5. Support and promote microbusinesses with the Plus One program
6. Council-led financial voucher incentives
7. Progress the work of the Brunswick Design Precinct

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| **Reasons for supporting these ideas**   * Microbusinesses make up 70% of Moreland businesses * Creating and supporting jobs is important * Promoting and spending more at local businesses would be good * We should focus on what we already have in Moreland | **Extra ideas**   * These opportunities should also focus on the environment * More businesses, events and interesting public art will attract more people to visit Moreland |

Supporting the arts in Moreland

Ranked opportunities

1. Prioritise local artists for new developments and public spaces
2. Increase public art and street murals
3. Integrate arts with other initiatives (such as health, and safety)
4. Increase arts infrastructure in the north of Moreland
5. Develop a significant festival in Glenroy
6. Murals by local artists
7. Increased grants for artists
8. Use empty shops for creative and artistic activities or businesses
9. An arts parade or festival to promote Moreland Artists of the Year
10. Silo art trail

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| **Reasons for supporting these ideas**   * The northern suburbs of Moreland currently have less opportunities and attention. * Grants are vital to creating opportunities for artists. * Public art and activities can increase safety and feeling safe, as well as promote more walking and bike riding. | **Extra ideas**   * Use shopfronts that are empty. * It’s important that local art projects are led by the community. * All types of art should be included, not just visual art. * Grants should be fairly distributed across Moreland. |