

A prosperous and learning community





Our vision

In 2040, Maroondah will be a thriving regional centre of economic activity and education, where the sustainable growth of local businesses is supported and diverse lifelong learning opportunities are accessible for all community members.

Our community said

We value a diverse and mobile local economy that promotes business growth and responds to evolving opportunities. The community want to see support for local businesses and schools, improvements to activity centres and learning opportunities for people of all ages. There is a strong desire to see greater connections between education and businesses to promote employment pathways and opportunities for all.

The path ahead

Maroondah will be positioned as a regional economic centre that provides local employment opportunities and responds to the needs of an evolving economy and workforce. Council will seek to leverage the strategic role of our diverse range of activity centres and business precincts, whilst empowering local businesses. As a community, we will focus on strengthening education environments, creating lifelong learning opportunities and generating employment pathways.

“My wish for Maroondah is for Council to support job opportunities for the next generation.”

Key directions

A prosperous community

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| <p>2.1 Advocate and promote key business opportunities and the competitive strengths of Maroondah and the outer eastern region</p> <p>2.2 Work in partnership to promote the diversification and mobilisation of Maroondah's economy to enable local employment opportunities for people of all ages, abilities and backgrounds</p> <p>2.3 Promote and leverage the strategic location and unique roles of the Ringwood Metropolitan Activity Centre, the Croydon Activity Centre and the Bayswater Business Precinct</p> <p>2.4 Advance business development and support for small and medium business enterprises through facilitating partnerships, collaboration, peer support, mentoring, training, and knowledge sharing</p> <p>2.5 Establish and enhance business resource hubs to empower local business, encourage innovation and support alternative modes of employment</p> | <p>2.6 Embrace a place-based approach to the revitalisation, activation and promotion of neighbourhood activity centres that enhance opportunities for local business, access to services and places for social interaction</p> <p>2.7 Facilitate the enhancement and revitalisation of industrial and commercial precincts across Maroondah</p> <p>2.8 Promote increased business investment in targeted industries, including advanced manufacturing and knowledge economy sectors</p> <p>2.9 Advocate and encourage community and business participation in the digital economy</p> <p>2.10 Broker community to government to business partnerships to promote investment, facilitate regional service delivery and foster corporate social responsibility</p> |
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A learning community

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| <p>2.11 Facilitate and encourage the provision of positive learning environments, life-long learning opportunities and employment pathways for all ages, abilities and backgrounds</p> <p>2.12 Advocate for accessible and affordable education and childcare in Maroondah that responds to local needs and enhances individual wellbeing</p> <p>2.13 Broker community-to-government-to-business partnerships to address changes to the local economy, underemployment and unemployment</p> | <p>2.14 Promote connections between education providers, businesses and the broader community to support employment pathways, intergenerational connections and knowledge transfer</p> <p>2.15 Advocate for and encourage increased access to and participation in tertiary education</p> |
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Community indicators of progress

Prosperous	Employment	Unemployment rate for Maroondah
	Economic output	Economic output for Maroondah
	Business growth	Number of business in Maroondah
	Industry diversity	Herfindahl Index for Maroondah
	Standard of living	Median weekly household income in Maroondah
Learning	Kindergarten participation	Percent of preschool aged children in Maroondah attending a government funded kindergarten service
	School leavers	Maroondah school leavers actively undertaking education, training or employment
	Tertiary attainment	Percent of Maroondah residents with Bachelor or higher degree

