

Media Release

The Hon Shaun Leane MLC
Minister for Local Government
Minister for Suburban Development
Minister for Veterans



Friday, 12 November 2021

MORE SUPPORT FOR LOCAL BUSINESSES TO THRIVE

The Andrews Labor Government is backing a dedicated concierge service to allow Victorian businesses to access appropriate support and advice so they can recover from the effects of the pandemic.

Minister for Local Government Shaun Leane today announced an additional \$3.5 million for the extension of the local government Business Concierge Program into the new year.

Since March, the Business Concierge Program has enabled 71 participating councils to support hospitality businesses, community venues and other businesses to operate under COVIDSafe settings as the state transitions to a vaccinated economy.

The program means councils have been able to employ more than 200 COVID Business Support Officers. These experts visit local businesses and help them understand and meet COVIDSafe requirements and respond to the challenges created by the global pandemic.

An important part of the work of the COVID Business Support Officers is to engage with culturally and linguistically diverse (CALD) communities to assess and address issues within specific communities.

All councils outside the City of Melbourne are being offered additional funding to employ COVID Business Support Officers to February 2022. The extended support will provide for up to four officers in each metropolitan and regional city council, and up to two officers in each rural council.

The announcement builds on \$7.1 million allocated through the COVIDSafe Business Fund earlier this year.

Businesses and communities within the City of Melbourne are being supported separately through the Melbourne City Revitalisation Fund and the Melbourne City Recovery Fund.

The Labor Government on Sunday announced \$3.6 million to provide City of Melbourne businesses with an enhanced Business Concierge service to provide support for new businesses and help existing city traders adapt to the post-COVID economy.

Quotes attributable to Minister for Suburban Development and Local Government Shaun Leane

“Councils are working directly with their communities to enable businesses to reopen in a safe way, ensuring our economy can rebound and stay open.”

“If you are a sole trader or a bigger business, this concierge service is here to help and will assist people to understand what support is available.”

“We know that sometimes it can be difficult to navigate information online. Our dedicated team of business support officers are making a difference so we are extending our funding to continue this support.”