

Port Melbourne Special Rate and Charge Scheme Renewal Submissions and Objections Received

The screenshot shows an Outlook email window. The title bar reads "SPECIAL RATE CHARGE - [REDACTED] - Message (HTML)". The ribbon includes "File", "Message", "Help", "Content Manager", and "Acrobat". The "Message" ribbon is active, showing options like "Ignore", "Delete", "Archive", "Reply", "Reply All", "Forward", "Meeting", "IM", "More", "Move", "OneNote", "Actions", "Mark Unread", "Categorize", "Follow Up", "Translate", "Find", "Related", "Select", "Read Aloud", and "Zoom".

The email content is as follows:

Mon 7/09/2020 12:15 PM
[REDACTED]
SPECIAL RATE CHARGE - [REDACTED]

To: Port Melbourne Special Rate
You replied to this message on 15/09/2020 7:47 PM.

Hi Carine,

Thank you for taking the time to speak today.

As mentioned, I wrote to the City of Port Phillip some years ago requesting consideration to delete the above mentioned property from the Special Rate Scheme.

In brief, the reasons provided were the following;

- The 16m2 office does not have an entrance directly off the street.
- The office is located inside a residential building.
- The locally historical building also doesn't permit any external advertising signage

As you can see, the property doesn't benefit from any Marketing or Promotion and therefore I would appreciate if consideration be given to the above request .

Regards,
[REDACTED]

The Windows taskbar at the bottom shows the date and time as 4:29 PM on 16/11/2020, and a notification icon for 35 messages.

[Redacted]

[Redacted] Beach Street,
Port Melbourne, 3207
Victoria, Australia.
Phone [Redacted]

21st September 2020

The Economic Growth and Activation Team
City of Port Phillip
Private Bag 3
St Kilda, VIC, 3182

Dear Sir/Madam,

RE PORT MELBOURNE SPECIAL RATE AND CHARGE COMBINED SCHEME RENEWAL

With reference to the above scheme we wish to raise our objection to the payment of this fee by the [Redacted]

Our reasoning is that [Redacted] is a not-for-profit, volunteer run, sports club which operates for a limited period each year [Redacted]

The Club does sub-lease the lower part of the facility to a commercial function manager who basically provides functions on a standalone and also on an intermittent basis – usually Friday-Sunday evenings.

The commercial function manager's corporate and individual clientele are sourced by its own Melbourne wide marketing network.

[Redacted] maintain that it is unreasonable for CoPP to consider that [Redacted] is capable of being used for "retail, commercial, leisure, tourism, entertainment, light industrial, or professional purposes", all of which are specifically prohibited activities in our long term lease with CoPP.

Hence, as [Redacted] is not a "business", we see limited benefit of the "Works" (funded by this levy) for our facility, if indeed there is any.

We hope you will give this matter your favourable consideration when reviewing the implementation of this levy.

If you require any further information please contact the undersigned.

Regards

[Redacted]
[Redacted]
[Redacted]

File Message Help Content Manager Acrobat Tell me what you want to do

Ignore Delete Archive Reply Reply All Forward Meeting IM More

Move Rules OneNote Actions Move Mark Unread Categorize Follow Up Translate Find Related Select Read Aloud Zoom

DL Thu 20/08/2020 8:55 PM
[REDACTED]
Apply exemption for [REDACTED] special rates
To Port Melbourne Special Rate
You replied to this message on 25/08/2020 11:16 AM.

[External Email] Please be cautious before clicking on any links or attachments.

Hi Corina,
RE: [REDACTED] Bay St Port Melbourne
It was nice speaking to you today, as discussed I would like to request an exemption of the proposed special rate for Bay st, Port Melbourne.
I have been running my small business, [REDACTED] or 23yrs in Bay st and have always paid my rates and these extra Port Melbourne special rates.
However I now find myself in extreme financial hardship, the business has been forced into shutdown by the Victorian Government for a second time, this year.
I have only been able to trade for a few months, so far and am still currently closed. I employ six staff, all but one are on job-keeper.
I have all my business loans, and outgoings on temporary hold. I am feeling overwhelmed by the enormous debt that, continues to build as a result of the impact, that COVID19 has had on my business.
In light of the above, I hope you can provide an exemption.
Many Thanks
[REDACTED]



Wed 26/08/2020 11:24 AM

Re: [REDACTED] re: port melbourne special rate scheme

To Peter Smith

Cc Port Melbourne Special Rate; [REDACTED] Martin Foley

From: [REDACTED]
Sent: Monday, 24 August 2020 8:46 AM
To: Port Melbourne Special Rate <portmelbspecialrate@portphillip.vic.gov.au>
Cc: Peter Smith; [REDACTED]; [REDACTED] Martin Foley; [REDACTED]
Subject: [REDACTED] re: port melbourne special rate scheme

[REDACTED]

I am a multiple retail landlord in port melbourne ,
and i strongly object to this scheme being implemented for the next 5 years commencing 1.7.2021

The current retail environment to introduce more costs to the tenant or landlords is extremely dangerous ,
landlords and tenants are struggling at the moment to pay the council rates , let alone to keep the doors open ,
businesses are collapsing and closing on a weekly basis ,
vacancys are now everywhere , filling vacancys can take up to 18 months ,

from 1.4.2020 landlords have had to renegotiate rents , rents are coming down ,
NOT JUST BECAUSE OFF THE CORONA VIRUS ,
LOOK AT FITZROY STREET STKILDA , they've had 30 plus vacancys for years now and still to date , NOTHING ,
NO IMPROVEMENT WHAT SO EVER ,

How is a landlord expected to find \$685.00 extra when his premises are vacant ,
How is a tenant expected to pay it , when his barely keeping the doors open ,

Why isn't the council funding the special rate , WHERE'S THE COUCIL SUPPORT ,
THE COUNCIL KEEPS TALKING ABOUT THERE CONCERNS OF RETAIL VACANCYS ,
BUT ARE DOING ABSOLUTELY NOTHING ABOUT IT , ITS ALL \$2 BANDAID IDEAS ,
IAM SORRY TO SAY EVERYBODY AT COUNCIL PRETENDS TO CARE ,
BUT ALL THEY CARE ABOUT IS THERE JOB SECURITY , PROTECTING THERE INCOME ,
AND PRETENDING TO COME UP WITH IDEAS AND SOLUTIONS ,
AND ANOTHER MONTH GOES BY AND ANOTHER VACANCY APEARS , ITS BULL [REDACTED]
do something about it ,

GET CAPTAINS OF INDUSTRY TOGETHER ,
GET CEOs INVOLVED IN THERE COMMUNITY ,
DONT MAKE IT POLITICAL , MAKE IT ABOUT OUR COMMUNITY ,
BRING YOUR EXPERIENCED LANDLORDS TO THE TABLE ,
BEATIFY THE SUBURB ,
DE CLUTTER THE SUBURB ,
FOR GODS SAKE ITS THE CITY OF PORT PHILLIP ,
ONE OF THE MOST RECOGNISABLE AREA AND SUBURBS IN AUSTRALIA ,

cheers [REDACTED]

[External Email] Please be cautious before clicking on any links or attachments.

[REDACTED]

thank you for your email response ,
i have retail shops all over the city of port phillip ,
i love my community and i put my money into the city of port phillip ,
i think [REDACTED] are doing an excellent job ,
they are genuine people that care and love port melbourne and they don't want to see it fall apart ,
and look like a ghost town ,
i take my hat off to all of them and i applaud them for the work they all put in to try to put port melbourne ,
on the map and radar of the community ,

the retail shops i have in port melbourne are

- [REDACTED] rouse street ,
- [REDACTED] rouse street ,
- [REDACTED] bay street ,
- [REDACTED] hott street ,
- [REDACTED] bay street ,
- [REDACTED] bay street ,
- [REDACTED] bay street ,
- [REDACTED] bay street ,

i believe in my opinion theres not a single retail premises from stkilda , to port melbourne ,and south melbourne and albert park
that can afford the special rate levi , not one ,
i am suggesting the the council needs to help fund this special rate levi to keep it going .

cheers [REDACTED]



Tue 25/08/2020 12:39 PM

[Redacted]

Special rate and charge renewal 2021-2026

To: Port Melbourne Special Rate

Cc: [Redacted]

You forwarded this message on 5/11/2020 3:23 PM.

[Redacted] Bay Street, Port Melbourne

Assessment number: [Redacted]

Proposed charge: \$685.00

To whom it may concern;

I am the recent buyer of the above address as an office/showroom for my business.

I am not an actual retailer/trader of Port Melbourne itself; I do not benefit in any way from business/trade in Port Melbourne proper. My business is [Redacted]

I pay rates for the building – and I am also a resident of Port Melbourne: so I pay residential rates as well.

I support the Port Melbourne retail precinct: due to living, and having children in the area – attending school: shopping locally – predominantly any way we can.

We support the various festivals too – because we are local residents.

I am a little perplexed that Council would send this 'special rate' out, right in the middle of stage 4 restrictions/lockdown in Victoria: the effect of this means a high percentage of the properties you are appealing to are not even able to trade! I understand the charge is for the future...but still the timing is way off from a council perspective in my mind. Currently we are experiencing unusual times: peoples livelihoods are taking a beating – banks and landlords, tenants, employers and employees are trying to manage to balance all the financial responsibilities within the confines of all the change going on within this period.

I object to the call out for a further charge to rates: if this should apply, build it into the rates over the 5 year period.

Please confirm receipt of my objection.

Regards, [Redacted]

[Redacted]

[Redacted]



Mon 31/08/2020 4:41 PM

[Redacted]

PORT MELBOURNE SPECIAL RATE AND CHARGE COMBINED SCHEME

o Port Melbourne Special Rate

i You replied to this message on 7/09/2020 10:41 AM.



[External Email] Please be cautious before clicking on any links or attachments.

Dear Economic Growth and Activation team,

I represent [Redacted] and I am writing on our company's behalf and on behalf of the tenants who occupy our retail properties with regards to the proposed Port Melbourne Special Rate and Charge Combined Scheme ("the Scheme").

I note the following:

1. LANDLORD

[Redacted]

Contact: [Redacted]
Email: [Redacted]
Tel: [Redacted]

We own the properties which have the tenancies outlined below. Our tenants are under intense financial stress with poor trading of late years, increased operation costs and now the tragic circumstances brought on by COVID 19. Generally our tenants are desperate to reduce operating costs and over the years have not felt that they have received any benefit from the Scheme. They would prefer to either save that cost or use those funds to directly market their own business.

As Landlord we are currently in a bad financial situation as most of our tenants are barely or not trading as a result of COVID 19 restrictions. Our financial position has been deeply affected by the Vic government regulation that restricts our earning capacity to receive rent and outgoing payments. We are predicting that most of our tenants will not survive the current recession and will not occupy our properties before or when their leases expire. We may not be able to carry the holding costs associated with many vacant properties including the Special Rate and combined scheme which will run for 5 years from 1 July 2021. We have had many vacancies on these properties over the years. [Redacted] Bay Street was vacant for 7 years, shop [Redacted] Bay St. was vacant for 4 years. It will be difficult to secure tenancies when leases expire. In my 30 years of retail property experience and 15 years of involvement in Bay Street, I do not see real benefit in the Scheme.

The properties outlined below are all strata with high level of outgoings which comprise of Owners corporation fees, municipal rates, water, insurance, congestion levies and costs relating to services together with essential service compliance.

As Landlord together with our tenants we object to the Scheme and should such scheme be implemented we request an exemption from financially contributing towards the scheme.

I have attached letters from 3 of the 4 tenants together with the relevant clauses in the leases that outline the tenant's obligation to pay municipal rates together with special levies or rates. All our leases have the same provision.

2. TENANCY 1

[Redacted]
[Redacted] Bay Street, Port Melbourne, Vic 3207

Contact: [Redacted]
Email: [Redacted]

NOTE: Please do not mail...all correspondence by email

Lease expires: 1.5 years after the scheme commences. There seems to be a trend of [Redacted] closing [Redacted] after which the Landlord must meet outgoing costs. The [Redacted] has not submitted an objection letter but the Landlord is liable in the event of a vacancy in 1.5 years.

3. Tenancy 2

[Redacted]
Shop [Redacted] Bay Street, Port Melbourne, Vic 3207

Contact: [Redacted]
Email: [Redacted]

Letter of objection and request for exemption attached

Lease expires: 2.5 years after the scheme commences. Landlord liable after that.

4. Tenancy 3

[Redacted]
Shop [Redacted] Bay Street, Port Melbourne, Vic 3207

Contact: [Redacted]
Email: [Redacted]

Letter of objection and request for exemption attachedobviously shop [Redacted] and [Redacted] tenants drafted the letter together

Lease Expires: 2.5 after the Scheme commences. Landlord liable after that.

5. Tenancy 4

[Redacted]
[Redacted] Bay Street, Port Melbourne, Vic 3207

Contact: [Redacted]
Email: [Redacted]

Letter of objection and request for exemption attached

Lease Expires: 2 years after the Scheme commences. Landlord liable after that.

Please include me in all correspondence to our tenants.

Kind regards

[Redacted]

[REDACTED]
Bay Street
Port Melbourne VIC 3207

28 August, 2020

Economic Growth and Activation team
City of Port Phillip
Private Bag 3
St Kilda VIC 3182

Dear Sir/Madam,

Special Rate and Charge Combined Scheme Objection/Exemption

I am writing to object to the renewal of, and/or request an exemption to, the Special Rate and Charge Combined Scheme on the grounds as set out in this letter.

I object to the renewal of the Scheme as, despite being a long-term tenant for the last 16 years, I have yet to see any direct benefit from the scheme.

In the event that the Special Rate and Charge Combined Scheme is renewed, I therefore request an exemption from the payment towards the Scheme as part of the Port Phillip Rates Notice. As a result of the worldwide COVID pandemic and subsequent stage 4 lockdown restrictions within Melbourne I have experienced significant economic hardship. Fixed operating costs in the absence of revenue has placed my business in a financially precarious situation and detrimentally impacted my cashflow. In order to survive and contribute to the Port Phillip local economy at a future date, when restrictions ease and I am permitted by law, I require these funds to be directed to the sustainability of my business.

Should you have any queries in relation to my objection to renew and/or request for exemption, please do not hesitate to contact me on:

Business Name: [REDACTED]
Contact Name: [REDACTED]
Address: [REDACTED] Bay Street, Port Melbourne VIC 3207
Email: [REDACTED]

Kind regards,

[REDACTED]
Owner Manager

[REDACTED]
Shop [REDACTED] Bay St, Port
Melbourne, VIC 3207

28 August, 2020

Economic Growth and Activation team
City of Port Phillip
Private Bag 3
St Kilda VIC 3182

Dear Sir/Madam,

Special Rate and Charge Combined Scheme Objection/Exemption

I am writing to object to the renewal of, and/or request an exemption to, the Special Rate and Charge Combined Scheme on the grounds as set out in this letter.

I object to the renewal of the Scheme as, I have occupied the property for 7 years and have seen no evidence of the scheme benefiting my business.

In the event that the Special Rate and Charge Combined Scheme is renewed, I therefore request an objection from the payment towards the Scheme as part of the Port Phillip Rates Notice. As a result of the worldwide COVID pandemic and subsequent stage 4 lockdown restrictions within Melbourne I have experienced significant economic hardship. Fixed operating costs in the absence of revenue has placed my business in a financially precarious situation and detrimentally impacted my cashflow. In order to survive and contribute to the Port Phillip local economy at a future date, when restriction ease and I permitted by law, I require these funds to be directed to the sustainability of my business.

Should you have any queries in relation to my objection to renew and/or request for exemption, please do not hesitate to contact me on:

Business name: [REDACTED]
Contact Name: [REDACTED]
Address: Shop [REDACTED] Bay St, Port Melbourne, 3207
Email: [REDACTED]

Kind regards,
[REDACTED]
Director

To Economic Growth and Activation team,

City of Port Phillip,

Private Bag 3,

St Kilda, Vic 3182.

Dear Economic Growth and Activation Team

I am writing this letter in regarding to the matter of **Special Rate and Charge Combined Scheme** to fund promotion, marketing and business development to encourage commerce, retail, tourism and professional activity and employment in the Port Melbourne business precinct.

During this Crisis hit, we would like to object this scheme in order to reduce our cost due to the reasons below.

-Not directly receiving benefit of the scheme

-I have occupied the property for 3 years and have seen no evidence of the scheme benefiting my business

-I can direct those funds to directly tailored marketing for my business via facebook and our website

-Costs building up during COVID affected economy.

-I have extreme financial difficulty and cash flow with this crisis hit.

Thank you for understanding and support.

Kind regards

██████████
Director of ██████████
██████████
██████████

██████████ BAY STREET, PORT MELBOURNE



Sun 6/09/2020 2:30 PM

Special Rate

To Port Melbourne Special Rate

[External Email] Please be cautious before clicking on any links or attachments.

Good day

In reference to Assessment numbers:



My client [REDACTED] bought the property in 2017 and has struggled financially especially given the last year during COVID.

Tenants such as [REDACTED] and [REDACTED] have refused to pay their full rent as per lease agreement even though they are major listed companies versus a retirement investment of an individual.

There has been no relief from the Victorian government in terms of reduced land tax rates (as the tenants do not qualify for Jobkeeper), no relief in terms of rates and certainly just a delayed relief from the banks (meaning interest is applied during the delayed period).

My client had to accept a reduced rent shortly after purchasing the property as the market value of rents had dropped, then COVID has hit and my client is hard pressed trying to make ends meet.

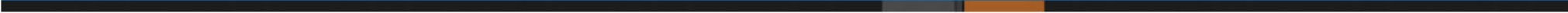
As such my client is unable to come up with extra money to spend on a scheme that is not guaranteed to give him the additional income through increased tourism, marketing etc.

As such the notice is disputed and my client is unwilling to pay additional amounts in this depressed economic climate.

Thank you



The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.





Fri 11/09/2020 8:47 AM

Objection to special rate scheme

To Port Melbourne Special Rate

You replied to this message on 15/09/2020 7:48 PM.

[External Email] Please be cautious before clicking on any links or attachments.

To whom it may concern,

I'm writing to lodge my objection to the proposed renewal of the Port Melbourne Special Rate Scheme.

My name is my property is located at Bay Street, Port Melbourne. You can contact me at this email or by post:

I'm objecting this scheme because I don't see much merit or actual economic benefit to it for local business. Particularly now in the midst of a global pandemic and economic recession, with so many businesses and landlords struggling to survive, it's ridiculous that the city council is unnecessarily seeking more taxes and levies, rather than looking for meaningful ways to help businesses through for example reducing or waiving council rates and other government levies.

Sincerely,



Fri 18/09/2020 12:33 PM

OBJECTION TO SPECIAL RATE AND CHARGE COMBINED SCHEME - Property [REDACTED] Bay Street Port Melbourne

To Port Melbourne Special Rate

Follow up. Start by Wednesday, 23 September 2020. Due by Wednesday, 23 September 2020.

[External Email] Please be cautious before clicking on any links or attachments.

Dear Carine,

I'm am writing in my capacity as Owner and Ratepayer of [REDACTED] Bay Street Port Melbourne.

I have been paying for this Scheme since its inception and I believe I get minimal value IF ANY in return.

I would like to see the removal or suspension of the "Special Rate Scheme" and a freeze on Rates, we as Ratepayers need assistance during this economic recession, we are struggling to stay afloat and are in severe financial distress.

To save our businesses from closing we as Ratepayers need the financial help by Councils now in reduction of Rates and suspension of Special Rates Charge that could be the "make or break" for us.

While other councils freeze council rates during this difficult and unprecedented time, Port Phillip increases them.

Other various fee's & charges council has either waived or suspended due to COVID-19 or economic recession, I don't see why this Scheme can't be suspended.

I simply cannot afford to pay the Rates let alone the extra Special Rate Scheme added on !!!

I STRONGLY DO NOT AGREE to continue the "Special Rate Scheme" commencing 1 July 2021.

Please put yourselves in our position, have some compassion, HELP US get thru this pandemic together !

Kind regards,

[REDACTED]



Fri 18/09/2020 12:28 PM

OBJECTION TO SPECIAL RATE AND CHARGE COMBINED SCHEME - Property [REDACTED] Bay Street Port Melbourne

To Port Melbourne Special Rate

Follow up. Start by Wednesday, 23 September 2020. Due by Wednesday, 23 September 2020.

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Kind regards,

[REDACTED]



Fri 18/09/2020 12:40 PM

████████████████████
OBJECTION TO SPECIAL RATE AND CHARGE COMBINED SCHEME - Property █████ - █████ Bay Street Port Melbourne

to Port Melbourne Special Rate

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Kind regards,

████████████████████



Fri 18/09/2020 12:42 PM

[REDACTED]
OBJECTION TO SPECIAL RATE AND CHARGE COMBINED SCHEME - Property [REDACTED] Bay Street Port Melbourne

To Port Melbourne Special Rate

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Dear Carine,

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[REDACTED]



Fri 18/09/2020 12:42 PM

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Kind regards,

[REDACTED]

16 September 2020

Economic Growth and Activation Team
City of Port Phillip
Private Bag 3
St Kilda Victoria 3182

portmelbournespecialrate@portphillip.vic.gov.au

To Whom It May Concern

Port Melbourne Special Rate and Charge Combined Scheme Renewal 2021-2026

As the owners of the property situated at [REDACTED] Bay Street, Port Melbourne, we wish to lodge an objection to the renewal of the Special Rate and Charge Combined Scheme (Special Rate Scheme) for the Port Melbourne precinct, commencing 1 July 2021.

The reason for our objection is that we do not believe that a separate charge should be imposed on the business precinct of Port Melbourne considering the already existing rates and charges levied on commercial properties and tenants.

It is the duty and obligation of the City of Port Phillip to support local business in the same way it supports residents and other valuable members of the community, and at no extra cost.

The rate base in Port Melbourne has significantly grown in recent years and an annual allocation should be re-invested by Council into smart initiatives to support local business.

Along with the effects of COVID-19 and tough economic times ahead, there seems to be no relief offered to rate payers. Initiatives like the installation of electronic kerbside parking sensors on Bay Street will also have a negative commercial impact for traders and landlords. This is not a good idea and seems to have been achieved without wide community consultation.

All commercial tenants and landlords in the municipality should expect a significant level of marketing support from Council. Bay Street is the community hub, providing value to all, and Council should have a long-term branding and marketing plan for the precinct, showcasing its unique position within the wider City of Port Phillip.

Recent experience has also shown that the City of Port Phillip needs to improve its investment strategy supporting strip shopping precincts. We have seen Fitzroy and Acland Streets deteriorate, and most other shopping strips in the municipality are also ailing. The South Melbourne Market has been the only obvious retail success.

We believe a new type of partnership needs to be formed. The Port Melbourne business community can offer valuable expertise and experience for free. The Council needs to allocate ratepayers dollars with strategic consultation and guidance. Collectively we can create a smart business development program which can be long-lasting.

We are happy to participate in further discussions on this topic to ensure a positive outcome during these difficult economic times.

Yours sincerely

[REDACTED]

Please refer all enquiries to,

[REDACTED]
Port Melbourne Victoria 3207

Mobile [REDACTED]

16 September 2020

Economic Growth and Activation Team
City of Port Phillip
Private Bag 3
St Kilda Victoria 3182

portmelbournespecialrate@portphillip.vic.gov.au

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All commercial tenants and landlords in the municipality should expect a significant level of marketing support from Council. Bay Street is the community hub, providing value to all, and Council should have a long-term branding and marketing plan for the precinct, showcasing its unique position within the wider City of Port Phillip.

Recent experience has also shown that the City of Port Phillip needs to improve its investment strategy supporting strip shopping precincts. We have seen Fitzroy and Acland Streets deteriorate, and most other shopping strips in the municipality are also ailing. The South Melbourne Market has been the only obvious retail success.

We believe a new type of partnership needs to be formed. The Port Melbourne business community can offer valuable expertise and experience for free. The Council needs to allocate ratepayers dollars with strategic consultation and guidance. Collectively we can create a smart business development program which can be long-lasting.

We are happy to participate in further discussions on this topic to ensure a positive outcome during these difficult economic times.

Yours sincerely

[REDACTED]

Please refer all enquiries to,

[REDACTED]

Port Melbourne Victoria 3207

Mobile [REDACTED]

Economic Growth and Activation Team

18 September 2020

City of Port Phillip

Private Bag 3

St Kilda, Victoria 3182

Email: portmelbournespecialrate@portphillip.vic.gov.au

To whom it may concern,

Re: Port Melbourne Special Rate and Charge Combined Scheme Renewal 2021-2026.

My name is [REDACTED] and I am writing to you in response to your letter dated 13 August 2020 on behalf of the landlords and in my capacity as director of the company known as [REDACTED] and its premises located at [REDACTED] Day Street, Port Melbourne 3207.

The landlords wish to lodge their objections to the above scheme for the following reasons:

- We don't believe we have seen any benefit the council has made in the promotional or marketing area of the property over the past years.
- We don't believe we have seen any increase in business development which you are intending to use these funds for this expenditure, in fact we believe it is a decrease in pedestrian traffic.

Level [REDACTED] of [REDACTED] Day Street has been vacant since May 2019. There is no retail tenant for us to pass on this charge.

Level [REDACTED] and [REDACTED] are office spaces and the business that are run from here are established in their own right and have no direct relationship with the immediate area.

We have been Landlords in this area since the early 90's and we have witnessed a deterioration in foot traffic and how hard it is to find tenants. This is evident by all the places for lease and they take a long time to become occupied.

In these hard times, especially during the current pandemic and climate we are facing in our future, we believe the council can assist businesses by reducing the council rates for Landlords and Tenants.

At the date of writing this objection there is minimal tenanted space at the above address.

For these reasons above, we wish not to partake in this scheme now and in the future.

Your Sincerely,

[REDACTED]

Port Melbourne 3207



21 September 2020

BY EMAIL: portmelbournespecialrate@portphillip.vic.gov.au

City of Port Phillip
99a Carlisle St
St Kilda
Victoria 3182

Dear Sir/Madam

OBJECTION to Port Melbourne Special Rate and Charge Combined Levy

We write in our capacity as directors of [REDACTED] property owner of [REDACTED] Beach Street Port Melbourne. We are objecting under section 183B of the Local Government Act 1989 to the proposed declaration of a special rate and charge combined scheme for the Port Melbourne precinct 2021-2026 (objection).

We make our objection on the basis of the financial hardship suffered by both property and business owners since the introduction of parking fees on Beach St as well as the COVID-19 pandemic beginning March 2020.

Parking fees

Since the introduction of 2 hour paid parking restrictions, patrons to restaurants, bars and hotels along Beach Rd have significantly declined. Our property at [REDACTED] Beach St was [REDACTED] called [REDACTED] which was a successful business prior to the introduction of fees. The number of patrons declined significantly, and further the patrons who did attend [REDACTED] did not stay as long as usual and hence were not spending as much. This caused the tenants to suffer financial hardship, to which we were required to reduce their rent to support their business. Notwithstanding the rent reduction, the business owners were unable keep [REDACTED] in a reasonable financial position and subsequently closed their business and breached the lease.

Our property has not enjoyed the benefits of the Special Rate Scheme, as the promotion, marketing and business development has not encouraged commerce along Beach Road nor has it been successful in encouraging patrons to [REDACTED] our property. We have lost significant amounts in rent, both in trying to support our tenants with rent reductions, as well as with having no rental income due to the property being vacant. This further levy that is being imposed will only be a detriment to us.

COVID-19 pandemic


COVID-19 has caused significant financial hardship to businesses in the area. [REDACTED] are unable to operate at normal levels, and their businesses have declined dramatically or have had to close down. Our property on Beach St has been vacant all throughout the pandemic, as we have been unable to secure a tenant until today. This tenant was secured at a significant financial disadvantage to us, as we had to offer a rent-free period of 7 months.

Further, patron levels will be reduced for the foreseeable future, and may never return to pre-covid days as we enter into a COVID-safe phase which will require social distancing and patron limits. Furthermore, in order to secure our tenants, we were required to offer half-rent whilst there are restrictions on the number of patrons allowed [REDACTED] at the property.

The Special Rate Scheme will add further financial burden on us, and will not be able to encourage commerce at our property while restrictions or COVID-safe practices are required.

In summary, we object to the Port Melbourne Special Rate and Charge Combined Levy due to the unnecessary financial hardship it will cause, for what we see as a very limited benefit to the Beach Road precinct.

Yours faithfully



ATTENTION: CARINE BOURCIER

ECONOMIC GROWTH AND ACTIVATION, CITY OF PORT PHILLIP

Please find attached written submission under Sections 163A and 223 of the Act in objection to the proposed special charge and levy especially on secondary properties.

1. Objection to any levy, given the Covid-19 disruption to both businesses and landlords ability to earn income, and the further impost on a building/business owner that is counterproductive.
2. The levy is inefficient and a further tax or impost on businesses that will already be struggling with the expensive rates, and fire service levy of over \$1000 already levied on their property's.
3. The levy if introduced for another 5 years, will have been collected for 10 years. This is no longer a special levy, but in fact a de facto substantial increase in rates over the 10-year period.
4. Council should, already given the high amount of rates levied be expected with those funds to provide some support or promotion for business precincts in the overall budget without a further levy.
5. Regions and municipalities in Victoria, promote their regions and municipalities within the general rates scheme without having to burden small businesses or property owners with a further added levy.
6. Most people use google, Facebook, Instagram etc to connect with businesses and not a dedicated website which is hard to find.
7. Promotion of community events should be funded by the Council and the general rates, as it does with other events, not burdened on small commercial property owners as another levy.
8. Over the last 5 years the large amount of money raised has had no impact on reviving "secondary property's" you propose to levy the fee on. There has been no solid return on investment or proven success.
9. Given Councils well documented desire to avoid cars entering the precinct, why would a levy be charged to further congest the area as local people know the businesses. The so-called promotion to be used to attract further visitors is contradictory. Just consider the ongoing tightening restrictions and impost on business owners being denied any parking permit, whilst paying rates above the residential amount.
10. There is no funded visitor information centre, which regions fund, without any further levy.
11. There is no annual report posted with the rates notice, to those who pay it, to provide detailed information to how the money is spent and a voice on how our money is spent.
12. Facebook, Instagram, and other social media to connect with people do not require over a million dollars to establish. Businesses generally connect and update their details and promote themselves.
13. Glossy expensive printed brochures are rarely read, not necessary as can be read online, and end up as litter or needing to be recycled. The brochure should have been incorporated in the council Divercity newsletter for little cost instead of duplication, but never has been.
14. There is no point promoting a business in a heavily restricted and policed parking area and limiting the hours of operation, whilst continuing to add a further financial burden on business.
15. The website is completely outdated with over 1 million dollars collected.
16. Travel Victoria already lists information on Port Melbourne and the businesses without the need to pay further money. Promotion should be linked to their website rather than create a second website of duplication and waste.
17. Individual owners of property's or businesses should be able to spend their own marketing money to benefit themselves directly, and more efficiently. There is no need to provide money to third parties to promote causes that may not be in line with someone's business, beliefs, or conscience.
18. There has been no proper accountability of detailed analysis on the return on investment of such a large amount of money raised over the past 5 years.
19. This is not a time to be imposing further increases in rates and levies. Many commercial tenants that pay the rates live outside Port Melbourne and therefore do not require the normal Council services offered to residents. The large amount of commercial rates already paid should be directed without a further levy to promote the shopping precinct. The charging of "Secondary Property" owners a fee for which there has not been any proven benefit is unreasonable.
20. Port Melbourne is small, and not a vibrant full-blown retail shopping strip, it is mainly food beauty salons and personal services, thus already used by locals who know what is available to them.
21. Port Melbourne is already being served by other websites and medians that do not require any funding by property owners. Nobody knows how to best spend their own money better than the individual business owners themselves.
22. If you still consider it necessary raise this huge amount of money and continue with this rate hike, then the property at **██████████ Rouse St Port Melbourne** should **NOT** be included. The cut-off point should be the first block from Bay St either side. In this case it should not extend past the Nott St corner. There is no retail beyond that point.

Regards,

