



13.1 **ENDORSEMENT OF THE CREATIVE AND PROSPEROUS CITY STRATEGY**

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1. PURPOSE

- 1.1 This report presents the draft Creative and Prosperous City Strategy for release for public consultation.

2. EXECUTIVE SUMMARY

- 2.1 The draft Creative and Prosperous City Strategy (the Strategy) expresses Council's commitment to creating an economically and culturally prosperous and creative city.
- 2.2 The Strategy sets new goals and indicators for Council.
- 2.3 The Strategy also contains actions for delivery over the next 4 years. These actions detail how Council intends to achieve its goals and facilitate the community and industry to achieve a more creative city.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the draft Creative and Prosperous City Strategy for release to the public for consultation for a period of three weeks (Attachment 1).

4. KEY POINTS/ISSUES

- 4.1 This Strategy sits among others in Council's strategic framework for achieving the directions outlined in our Council Plan, including the Sustainable Environment Strategy, Waste & Resource Recovery Strategy, Integrated Transport Strategy and Public Spaces Strategy.
- 4.2 Council cannot deliver all elements of the Strategy in isolation. The Strategy identifies key partners including state government, not-for-profit organisations and the community itself.



5. CONSULTATION AND STAKEHOLDERS

- 5.1 Council Plan pre-engagement – From 30 January 2017 – 26 February 2017, Council conducted community engagement surveys and workshops that were used to develop the Council Plan.
- 5.2 Council Plan draft engagement – The draft Council Plan was made available to the community who were provided with the opportunity to make submissions.
- 5.3 Additionally, through the Arts Services Review Report (2016) and Creative Soundings (2017), Council listened to residents, workers, visitors, artists, art workers, entrepreneurs, arts organisations and business.
- 5.4 The CoPP Economic Directions paper (2016), the Port Phillip City Council 2017 Events Survey Report and the 2017 Events (St Kilda Festival) Survey Report also formed part of the consideration in the drafting of the Strategy.
- 5.5 Council heard that our community values diverse and vibrant neighbourhood centres and the cultural and creative heritage and energy of Port Phillip. They want to see a balance between activation and amenity for residents, workers and visitors alike, and that they wanted to see a more coordinated and participatory approach with clear policies and processes.
- 5.6 Key values that emerged from the engagement include:
- Opportunities to develop spaces
 - Agile and easy to navigate policy
 - Partnerships to facilitate community outcomes
 - Balancing amenity impacts to minimise the perception and reality of conflicts
 - Brokering opportunities that build the capacity to self-manage and promote innovative placemaking
 - Protecting and enhancing our social and cultural heritage.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The Strategy contains goals and actions for Council in each of the outcome areas. As with any goals or actions, there is a risk that Council will not meet these goals and actions in the time planned timeframe.
- 6.2 Ongoing monitoring of our progress and the impact of the Actions will be conducted over the life of the Strategy. The Strategy and Actions will be reviewed and updated at the end of the Council term.

7. FINANCIAL IMPACT

- 7.1 Each Action in the Strategy has an associated cost-estimate.
- 7.2 The Actions in the Strategy indicate a level of investment over a 4 year period. All funding will be assessed and prioritised on an annual basis and as a result, is subject to change.



- 7.3 We will seek to partner with other agencies to support delivery of the Strategy, and to access grants from State and Federal governments should these become available.

8. ENVIRONMENTAL IMPACT

- 8.1 Actions in the Strategy will be scoped to consider their environmental impacts and their role in helping Council achieve its sustainability targets.

9. COMMUNITY IMPACT

- 9.1 The Strategy contains actions designed to enable the community to access, co-create and participate in the City's placemaking and creative endeavours, including, programs, festivals and events.
- 9.2 Many actions within the Strategy will be designed to encourage as full a participation by all members of the community as possible.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This Strategy outlines how we will achieve Strategic Direction 5 of the Council Plan, "We thrive by harnessing our creativity" and is focussed on the following outcomes:
- A City of dynamic and distinctive retail precincts
 - A prosperous City that connects and grows business
 - A City where arts, culture and creative expression are part of everyday life.
- 10.2 The Strategy also delivers key links to other Directions and Outcomes within the Council Plan including:
- A safe and active community with strong social connections
 - Access
 - Community diversity is valued and celebrated
 - Our streets and places are designed for people
 - Liveability in a high-density City
 - A financially sustainable, high performing, well governed organisation that puts the community first.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Following Council's endorsement, the draft Strategy will be released for community consultation for a period of three weeks.
- 11.1.2 Following this consultation period, community feedback will be reviewed and used to inform any revisions. The Strategy will be submitted for endorsement at a future Council Meeting on 4 July 2018.
- 11.1.3 The Strategy will be delivered over a 4 year period from July 2018 to June 2022.

ORDINARY MEETING OF COUNCIL 18 APRIL 2018



11.2 COMMUNICATION

11.2.1 The draft Strategy will be available on the Have Your Say website. Feedback forms will be available online and in hard copy from Council Town Halls.

11.2.2 Engagement opportunities will be promoted via a range of online, print media and face to face methods.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. Creative and Prosperous City Strategy 2018-22 -