

## PROPOSED SOCIAL AND ECONOMIC RECOVERY INITIATIVES

### 1. Reduce registration fees for food premises and health premises (beauty parlours) for 20/21

The Food Act 1984 (Vic) and the Public Health & Wellbeing Act 2008 (Vic) require food and health premises to be registered (or licensed) by Council. The current registrations for the 1198 premises expire on 31 December 2020 and need to be renewed prior to this date so that new certificates of registration can be issued before 1 January 2021. Renewal of registration occurs annually and must be obtained by the business to trade legally. Registration fees for food premises range from \$345 –\$885, however approximately 70% of businesses incur a \$630 fee. The registration fee for all health premises is \$208.

#### *Recommendation:*

- A 25% reduction in food premises renewal of registration fees to all premises. Supermarkets will be excluded due to them not experiencing the same or similar loss of trade.
- A 50% reduction in fees to health premises such as beauty parlours, that have been effectively in forced closure for 5 months, noting that no rebate was supplied to these businesses in May 2020.

**TOTAL COST = \$166,412**

### 2. Further waivers of footpath trading fees

To date we have waived 6 months (50%) of annual footpath trading fees covering the period 1 July 2020 to 31 December 2020. This was approved under the adoption of the 20/21 budget. For many hospitality businesses, the continuation of the opportunity to trade on footpaths will be vital to their recovery. Providing a further 6-month waiver to cover the period 1 January 2021 to 30 June 2021 would bring Council in line with many other municipalities.

**TOTAL COST = \$284,000**

### 3. Further rental waivers for Council tenants

The current rental waivers on Council-owned assets (effective till end-2020) are currently applied proportionally in line with the impact on turnover. We suggest a targeted approach from here to provide further assistance to those who continue to be significantly impacted. This would involve continued support for those who continue to be closed or heavily restricted due to State Government direction. This would cover indoor entertainment venues, galleries and creative studios with the biggest beneficiary likely the Palais.

**TOTAL COST = Up to \$300,000**

*Extending the full program would cost up to \$600,000 assuming all paying tenants continue to have at least a 40% impact to turnover. As this figure predominantly concerns the Palais we have split the cost 50/50 between economic and cultural recovery*

#### **4. Hostile Vehicle Mitigation infrastructure for Acland St**

Hostile vehicle mitigation (HVM) infrastructure was recommended for Acland St some time ago but didn't proceed due to budgetary constraints. We feel the activation of the Acland St mall will attract additional crowds and that this precautionary measure is once again necessary.

This cost will cover HVM for 6 months only. Longer-term mitigation still needs to be considered.

**TOTAL COST = \$5,700**

#### **5. Data and measurement of all initiatives**

To adequately assess the success and impacts of all outdoor activations, we need to utilise a range of measures including pedestrian counts, bike counts, car counts, Net Promoter Scores (NPS) in Intercept Surveys, Dwell time, Spend data, vacant commercial premises.

This research needs to be undertaken at a range of Business Parklets, our 10 x Community Parklets, PlayStreets (St Kilda East; South Melbourne; Liardet St, Port Melbourne), the Cecil Street trial road closure and on 'High Streets'. Officers will report on the data in conjunction with other research including Economy ID, the IMAP dashboard, SpendMapp, Census, Tourism Research Australia NVS. Without this funding, we will be limited in terms of what reporting we can provide which makes future assessment of these types of initiatives challenging and doesn't meet our commitments to increase reporting under the recently declared Economic Emergency.

**We are required to provide a level of reporting under the funding agreement for our 10 community parklets and will be for our other funding acquittals also. At least \$20,000 should be allocated for this purpose.**

**TOTAL COST = \$50,000 (or \$20,000)**

#### **~~6. IMAP Social and Economic Dashboard~~**

~~In collaboration with the other IMAP Councils, this project will develop a dashboard to measure and track the economic and social impact of COVID19 on our community over time. It will be used to improve Council services and policies and (as appropriate) and to advocate to the State and Federal Government for funding, service delivery and policy changes.~~

~~The total cost of the project is \$133,000 however all participating Councils have been asked for a \$10,000 contribution. In the last financial year Council has 'saved' \$55,000 in IMAP project fees, by using a budgetary surplus from the previous year.~~

**TOTAL COST – \$10,000**

## **7. Additional vacant shop front activations**

COVID has created serious vacancy issues along 3 of our major trading roads –Acland St, Clarendon St and Bay St. Renew Australia has identified opportunities involving Acland St via their initial EOI campaign in Fitzroy St. We propose establishing a Renew Acland St (pending a 50% contribution from the Acland St Traders) and then based on the success of Fitzroy St and Acland Streets we may consider extending to Clarendon and/or Bay Streets based on successful proof of concept.

We have yet to receive an official quote from Renew for Acland St however they have advised it will be less than the \$150,000 total required for Fitzroy Street. We are anticipating \$100,000-120,000 of which 50% would be the Council contribution. The remainder of this allocation would be to commence exploring opportunities on other key trading streets, pending proof of success.

**TOTAL COST = \$100,000**

## **8. Create seed funding program for activity centres who do not have Traders Associations**

Only 3 trader bodies exist in the City of Port Phillip; meaning other locations don't get to capitalise on the marketing and development initiatives offered.

We propose allocating a fund for unrepresented areas to assist them with improving marketing, activation and promotions with the potential longer-term objective of them setting up independent traders' associations.

A significant number of businesses in these areas could jointly apply for an initial \$25,000 of funding for destination marketing initiatives and if they then present a viable proposal to Council as to how they will move forward in forming a traders/business association, they would receive an additional \$25,000 to assist in facilitating this.

We would limit this to 3-4 suburbs in this financial year to ensure that they can be adequately supported from an Officer resource point of view. If the project was successful and further interest existed, we would explore expanding this opportunity via future quarterly financial reviews.

**TOTAL COST = \$100,000**

## **9. Business Support Programs**

The number one priority for the Business Advisory Group was that a program be established to ensure local dollars go into local businesses. Their proposal was for residents to receive a \$ spend voucher to use in local businesses to encourage immediate spend and stimulus.

We will advocate to the State Government for a State-wide approach to such an initiative as it is unfortunately too resource-intensive to facilitate independently.

We will also implement a social media campaign similar to Ireland's 'Adopt a Shop' promotion where residents and visitors can visit their favourite traders within the City and post photos of these visits with the hashtag #supportportphillip.

**TOTAL COST = \$0**

#### **10. Live Music Outdoor Program**

\$160,000 sourced under the Live Music Action Plan and Live N Local budgets will be used to develop a summer music program where local musicians will be given opportunities to perform at key venues and outdoor activation sites.

**TOTAL COST = \$0 from this budget**

#### **11. COVID-Safe community event and live music support**

When Events can be permitted again within the City, there will be the additional requirement for all of them to demonstrate the development of and ability to implement a COVID-Safe plan.

This may include the provision of security guards, sanitiser stations, social distancing measures and the need to gather contact details. Whilst major event producers are more likely to be able to absorb this cost, it is likely to be prohibitive to schools, neighbourhood groups and community organisations. We'd therefore like to establish a \$100k fund for these types of groups to utilise for this purpose.

Funds will also go to ensuring COVID-safe plans are engaged for our Summer Live Music program and other Live Music events happening around the City.

**TOTAL COST = \$200,000**

#### **12. Further Arts Rescue Grants**

This money would be added to the \$100,000 operational budgeted funding already existing for rescue grants.

The last round of these grants was successful in funding initiatives specific to recovery and give local artists and creative organisations alike the capacity to propose creative projects for our community. It is the quickest way we can put funds into the hands of our creative community; and we can encourage applications that would benefit our other recovery programs and initiatives.

**TOTAL COST = \$100,000**

#### **13. Carlisle Art Space Exhibitor fee waivers**

Waived / subsidised exhibition fees for existing and new artists when the Town Hall's gallery space can re-open. This will apply to local artists and creative/community organisations only.

**TOTAL COST = \$15,000**

#### **14. Key organisations funding one off recovery grant**

Linden and Gasworks receive substantial funds from Council however, our other six key arts organisations receive \$30,000 per year and none have benefitted from State or Federal recovery money.

We propose making a one-off grant to each of these organisations (excluding Linden and Gasworks) to assist them with re-opening post COVID restrictions and to help ensure their financial viability and sustainability moving forward.

Those who have been fully shut throughout the period would receive \$20,000 whilst those who have been able to partially operate would receive \$10,000.

The organisations are Australian Tapestry Workshop, The Torch, Red Stitch, Theatre Works, RAWCUS Theatre Company and Phillip Adams BalletLab.

**TOTAL COST = Up to \$120,000**

#### **15. Shop Local Marketing Campaign**

The Business Advisory Group has requested Council conduct a comprehensive marketing campaign encouraging residents to 'shop local'.

This would encompass a range of channels including print, digital and outdoor platforms. One of the key objectives of the campaign would be to encourage residents to shop 'intra-community' rather than 'intra-city'. This means encourage an Elwood resident to shop in Port Melbourne, for example, rather than heading to Chadstone or Southland.

Part of this campaign would involve branding initiatives for each key neighbourhood area clearing articulating the unique offerings of each and pitching what's on offer. Marketing funds we would usually access have been diverted from other budgets due to the multiple demands of the Live *Love* Local program.

**TOTAL COST = \$100,000**

#### **16. Port Melbourne Business Association Electric Safari Bus**

The Port Melbourne Business Association (PMBA) wishes to operate its tourist bus over Summer with regular free trips from St Kilda to Port Melbourne and back.

The initiative was proposed under the Love My Place Grants scheme but declined due to not meeting the criteria of outdoor activation.

The PMBA will receive \$330k from Council this financial year.

**TOTAL COST = \$15,000**

### **18. Side Streets**

Public Art activations of side streets throughout the whole of Port Phillip to encourage locals and visitors away from the foreshore and to disperse more throughout the city. Focussing on key graffiti problem areas will be considered in the selection of locations. Through a mix of commissions and EOs, we would identify 8 key side streets and work with local artists to develop a diverse range of activations that reflect on ideas of community, space, place, and history. Up to 10 local artists would be engaged per project providing multiple opportunities for local participation.

Projects would be spread out over time and space to encourage repeat visitors to explore the area, and to connect residents with parts of the city that they may not have visited. Drawing from a wide range of artists, experiences, and ambitions will ensure a wide range of projects and engagements, bringing people back and creating strong stories for the arts in the city

**TOTAL COST = \$100,000**

### **19. Boon Wurrung Language Project**

This project involves working with local indigenous artists to create a Boon Wurrung visual language mural along the Jacka Boulevard embankment wall (opposite the Sea Baths) featuring the words: Euro Yuroke, Boon Wurrung, Womin Djeka.

This mural would be a statement of identity and place for our Indigenous community. It is also a place marker for visitors and residents to St Kilda acknowledging First Nations relationship to the land.

As well as a destination in its own right, the mural will connect with the city's broader public art programming, integrating into public programming and walking tours. While in development, the process of designing and producing the mural can be captured and shared, highlighting the creative process, cultivating curiosity in the audience to see the final outcome. When complete, the identity and location of the work can also be a focal point for activations and art experiences in the surrounding streets and parks.

*The project is supported by the Boon Wurrung Foundation and Council's newly appointed Boon Wurrung Ngargee Yulenj: First Peoples Advisory Panel.*

6 or 7 local Indigenous artists would be commissioned to participate with the opportunity for them to each mentor emerging Indigenous artists as part of the process. The budget covers artist fees, materials, preparation of the site and the required 10 days traffic management to ensure the safety of all participants and spectators.

**TOTAL COST = \$150,000**