

Economically Prosperous Port Phillip



Council activities that contribute towards addressing the economic emergency

Initiative	Proposed Funding Allocation in 2021/22	Source
Leadership		
Prosperous Port Phillip - Business Advisory Group (comprises business owners and community leaders from across the Municipality)		BAU
Art and Soul Advisory Committee (comprises creative sector experts who reside and/or work in the City of Port Phillip)		BAU
Advocacy to Victorian and Australian Governments for investment and action		BAU
Cross-organisational project team providing governance to Council's economic and cultural outcomes		BAU
Seeking to pay suppliers, particularly small business, in the shortest possible time frame		BAU
Promotion and marketing of local businesses, attractions and events through Council communication channels		BAU
Business concierge to support businesses to access Council services and services from other levels of Government		BAU
Summer Management Program - keeping our foreshore safe and welcoming	\$773k	BAU
Rates and Rents		
Additional Rates Hardship Assistance - ability to defer or enter a payment plan for rates. Extended to rates falling due up to 30 June 2022		BAU
Rental support - Palais Theatre	\$296k	BAU
Commercial tenancies - no rent increase, rental deferrals	\$52k	
Homelessness and Housing affordability	\$1.44m	BAU and Operating
Activation		
Public space activation program - longer-term public space activations that support businesses to survive and thrive and the community to use public space safely	\$452k	Operating
Value of fees foregone for support for local and major events	\$200k	BAU
Development of an activation policy to provide direction on longer-term approach to parklets and alternate uses of public space		BAU
Activity Centres		
Investment in enhanced cleaning for activity centres.	\$400k	
Ensuring traders are able to prosper and succeed via consideration of appropriate fee waivers, support programs and incorporated shop local campaigns:		
• Renew Fitzroy Street	\$75k	Operating
• Growing High Street Economies	\$50k	Operating
Council produced events such as St Kilda Festival and St Kilda Film Festival - designed to maximise opportunities for local creatives and traders while bringing local, interstate and international tourists to our City	\$3.07m	BAU
Management of special rates for local business groups in our high street activity areas (Staff time not included)	\$41k	BAU

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Arts, Culture and Creativity		
Creative and Prosperous City Strategy - Live Music Action Plan, Games Action Plan, Business and Creative Sector Attraction Strategy, Art Collection Programming	\$385k	Operating
Cultural Development Grants	\$187k	BAU
Attracting world class events across sport, music, performing arts and food and wine to draw visitors to Port Phillip and bring subsequent economic impact to our traders and local businesses		BAU
Continuing to explore innovate public space activation opportunities where the community can gather, experience and connect.		BAU
South Melbourne Market		
Public Safety Improvements	\$660k	Capital
Renewal works	\$200k	Capital
Stall changeover refits	\$125k	Capital
External Food Hall	\$420k	Capital (Govt funded)
Cecil St Essential Services	\$285k	Capital
Compliance works	\$995k	Capital
Support through other initiatives		
Customer Transformation and Clever Council Programs - making it easier and better for businesses to work with Council, including online digital services for planning and building.	\$2.4m+	Operating
Council's large capital program (\$46m to \$63m each year for next four years) - stimulating the local economy, including but not limited to:		
• High quality and unique parks, open spaces and foreshore areas (\$38m over the next four years)		
• Library Services - to promote learning, social engagement and community connectiveness (\$6m to \$9m over the next four years)		BAU, Capital Operating
• Maintenance of Council assets and property (~\$20 million each year for next four years)		
• Transport and Parking projects, improving the way people move around our City, including Implementation of Move, Connect, Live - Integrated Transport Strategy 2018-28. (\$33m over the next four years)		
Total	\$12.4M + BAU expenditure	

BAU - Business as usual. Expenditure for ongoing operating activities that relate to the provision of goods and services. Does not include indexation.

Operating - Expenditure for one-off projects that relate to the provision of goods and services.

Capital - Expenditure for renewal, expansion and upgrade projects related to council's property and assets.

Future budgeted years are subject to change based on development of the annual budget. All figures in these slides have been prepared as at today's values.