



12.3 CREATIVE AND PROSPEROUS CITY STRATEGY 2023-2026

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1. PURPOSE

- 1.1 To seek Council's endorsement of the Creative and Prosperous City Strategy 2023-2026.

2. EXECUTIVE SUMMARY

- 2.1 This is the second iteration of Council's Creative and Prosperous City Strategy (CPC).
- 2.2 The Strategy 2023-2026 is designed to deliver on the Vibrant Port Phillip Strategic Direction of Port Phillip's Council Plan 2021-31 - *A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.*
- 2.3 The Strategy outlines Council's deep commitment to create a thriving social, cultural and economic future for the City of Port Phillip and a continued focus on economic development and tourism, festivals, events, live music, our screen industry (including film and gaming) and arts, culture and heritage. It outlines the actions Council will take over the next three years in close collaboration with community, business, entertainment venues and our creative organisations.
- 2.4 The Strategy contains actions for delivery over the next 3 years. These actions detail how we intend to progress the goals of CPC and facilitate the required partnerships to achieve strong economic and creative outcomes for our community.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the Creative and Prosperous City Strategy 2023-2026 (Attachment 1)
- 3.2 Thanks the community and key stakeholders for the feedback they provided in shaping this Strategy.
- 3.3 Authorises the CEO to make minor amendments that do not change the nature or intent of the Strategy and to make the document publicly available via Council's communications channels.

4. KEY POINTS/ISSUES

- 4.1 The CPC Strategy outlines actions Council will take in line with the Vibrant Port Phillip strategic direction of the Council Plan 2021-2022.
- 4.2 A copy of the Strategy can be found in Attachment 1.
- 4.3 Port Phillip has an established social, cultural and economic heritage, with a proud tradition of supporting the arts, culture, tourism and events.
- 4.4 Our cultural life is highly regarded, and together with our strong history of diversity and inclusion, is an essential part of our City.



- 4.5 The City is a connected series of local, unique places: some globally famous, some nationally iconic, some local and anonymous. All play a crucial role in our community's prosperity.
- 4.6 The outcomes that this policy seeks to achieve are:
 - 4.6.1 A City of dynamic and distinctive precincts and places.
 - 4.6.2 A prosperous City that attracts and grows businesses.
 - 4.6.3 A City where arts, culture and creative expression are part of everyday life.
 - 4.6.4 A City where community, creativity and business are connected and engaged.
- 4.7 These outcomes will be achieved through a focus on supporting, partnering and advocating for initiatives and activities that:
 - 4.7.1 Enhance the prosperity of retail precincts and places by focussing on what makes each precinct and place special and how this can be leveraged through public space activation and other innovative initiatives.
 - 4.7.2 Grow the visitor economy across the municipality and retain and strengthen Port Phillip's historical brand as being 'Melbourne's playground' through a range of initiatives and activities.
 - 4.7.3 Ensure businesses find the City of Port Phillip an easy location to set up, continue to do business and prosper.
 - 4.7.4 Attract and grow our business sector with a focus on Fishermans Bend and opportunities for creative and innovative industries.
 - 4.7.5 Link and leverage our arts and entertainment institutions, festivals and events to create a diverse range of opportunities for the community, visitors and local businesses to participate in.
 - 4.7.6 Continue to support, develop and further grow our key creative industries of live music, gaming, film as well as allied and emerging industries.
 - 4.7.7 Ensure funded arts activity is focussed on generating local visitation and community participation.
 - 4.7.8 Connect and engage our creative and business sectors through partnership, sponsorship and promotion.
 - 4.7.9 Potentially leverage the opening of Anzac Station in 2025 to capitalise on business attraction and retention and activation in the Domain Precinct.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The policy outcomes were consulted on in May 2022 with support received for the outcomes and key objectives within the Draft Strategy.
- 5.2 Consultation with key stakeholders has been ongoing throughout the duration of the last Strategy and throughout the creation of this iteration.
- 5.3 The draft Strategy was formally consulted on throughout August 2022 with 49 responses received. This feedback showed unanimous support for the key objectives within.



6. LEGAL AND RISK IMPLICATIONS

- 6.1 The Strategy contains goals for Council in each of the outcome areas. As with any goals, there is a risk that they will not be met in the planned timeframe.
- 6.2 Ongoing monitoring of our progress, and the impact of our actions will be conducted for the life of the Strategy. The Strategy and actions will be reviewed and, if needed, updated on an annual basis.

7. FINANCIAL IMPACT

- 7.1 All funding will be assessed and prioritised on an annual basis.
- 7.2 We will seek to partner with other agencies to support delivery of the Strategy, and to access grants from State and Federal Government should these become available.

8. ENVIRONMENTAL IMPACT

- 8.1 The Strategy sets new activation, creative and economic goals for Council, and outlines actions to achieve these goals. In doing so, the Strategy encourages creating sustainable arts and trader sectors, and working with Council to develop sustainable practice.

9. COMMUNITY IMPACT

- 9.1 The Strategy contains actions designed to enable the community to shape and participate in the cultural and creative activities of Council.
- 9.2 Some actions within the Strategy are tailored to ensure all members of our community have access to high quality creative experiences as well as healthy and vibrant neighbourhood shopping strips.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The CPC Strategy is a key piece of work towards the Vibrant Port Phillip strategic direction.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Work on some actions will commence immediately with others to be considered via the annual budget process.

11.2 COMMUNICATION

- 11.2.1 Once endorsed, the Strategy will be published on Council's website and promoted via our communications channels. The Have Your Say webpage will be updated to communicate its publication.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

- 1. City of Port Phillip Creative and Prosperous City Strategy 2023-206**