

MEETING OF THE PORT PHILLIP CITY COUNCIL

3 AUGUST 2022



12.1 DRAFT CREATIVE AND PROSPEROUS CITY STRATEGY 2023-2026

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT

PREPARED BY: LAUREN BIALKOWER, MANAGER CITY GROWTH AND CULTURE

1. PURPOSE

- 1.1 This report presents the draft Creative and Prosperous City Strategy 2023-2026 for release for public consultation.

2. EXECUTIVE SUMMARY

- 2.1 The Creative and Prosperous City Strategy 2023-2026 is designed to deliver on the Vibrant Port Phillip Strategic Direction of Port Phillip's Council Plan 2021-31 and is a continuation of the 2018-2022 Strategy.
- 2.2 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.
- 2.3 It outlines the actions Council will take over the next three years in close collaboration with community, business, entertainment venues and our creative organisations.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the draft Creative and Prosperous City Strategy 2023-2026 for release to the public for consultation for a period of four weeks (Attachment 1).
- 3.2 Authorises the Chief Executive Officer to make any minor changes that do not alter the material intent of the draft Creative and Prosperous City Strategy 2023-2026 prior to the document being released for public consultation.

4. KEY POINTS/ISSUES

- 4.1 Port Phillip has an established social, cultural and economic heritage, with a proud tradition of supporting the arts, culture, tourism and events.
- 4.2 Our cultural life is highly regarded, and together with our strong history of diversity and inclusion, is an essential part of our City.
- 4.3 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.
- 4.4 Port Phillip has a number of key industries, assets, opportunities and clusters including:
 - 4.4.1 Screen (gaming, filming and film pre and post-production).
 - 4.4.2 Live music.
 - 4.4.3 Cultural Organisations.



4.4.4 Festivals & Events.

4.4.5 Business and economic development.

4.4.6 Tourism.

4.4.7 High Streets

4.4.8 Visual art and Heritage.

4.5 The outcomes this policy seeks to achieve are:

4.5.1 A City of dynamic and distinctive precincts and places.

4.5.2 A prosperous City that attracts and grows businesses.

4.5.3 A City where arts, culture and creative expression are part of everyday life.

4.5.4 A City where community, creativity and business are connected and engaged.

4.6 These outcomes will be achieved through a focus on supporting, partnering and advocating for initiatives and activities that:

4.6.1 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.

4.6.2 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.

4.6.3 Ensure businesses find the City of Port Phillip an easy location to set up, continue to do business and prosper.

4.6.4 Attract and grow our business sector with a focus on Fishermans Bend and opportunities for creative and innovative industries.

4.6.5 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.

4.6.6 Continue to support, develop and further grow our key creative industries of live music, gaming, film as well as allied and emerging industries.

4.6.7 Ensure funded arts activity is focussed on generating local visitation and community participation.

4.6.8 Connect and engage our creative and business sectors through partnership, sponsorship and promotion.

4.6.9 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 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.



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.

7. FINANCIAL IMPACT

- 7.1 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.
- 7.2 The Strategy will be partially delivered within existing budget allocations with additional funds required put to Council for consideration as part of the annual budget process throughout the life of the Strategy.

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 activation 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. ECONOMIC IMPACT:

- 10.1 The Strategy contains actions designed to support traders and our business community via a range of activations and business support measures.
- 10.2 All initiatives will be measured against economic impact outcomes where possible. The intent is to increase visitation to the City and subsequent spend.

11. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 11.1 The Strategy aligns with – and is a key component of - the Vibrant Port Phillip Strategic Direction.

12. IMPLEMENTATION STRATEGY

- 12.1 Following Council's endorsement, the Strategy will be released for community consultation for four weeks. Following the receipt of this consultation, the Strategy will be updated accordingly with the final version coming to Council for endorsement in November 2022.

13. COMMUNICATION

- 13.1 The consultation process will be advertised via Council's Have Your Say platform as well as social media channels and Divercity.
- 13.2 Targeted consultation of key stakeholders including cultural organisations, music venues, trader associations and key partners will also be conducted.

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14. OFFICER DIRECT OR INDIRECT INTEREST

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

ATTACHMENTS

1. Draft Creative and Prosperous City Strategy 2023-2026