

Economically Prosperous Port Phillip: Council activities that contribute towards addressing the economic emergency



- **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.

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Key Theme	Initiative	Proposed Funding for 2021/22	Source
Leadership	• Prosperous Port Phillip – Business Advisory Group		BAU
	• Art and Soul Advisory Committee		BAU
	• Advocacy to Victorian and Federal 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.	\$290k	Operating
	• Value fees forgone 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

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Activity Centres	<ul style="list-style-type: none"> Investment in enhanced cleaning for activity centres. Ensuring traders are able to prosper and succeed via consideration of appropriate fee waivers, support programs and incorporated shop local campaigns <ul style="list-style-type: none"> Renew Fitzroy Street Growing High Street Economies 	\$400k	
	<ul style="list-style-type: none"> Council produced events such as St Kilda Festival and St Kilda Film Festival - designed to maximise opportunities for local creatives and traders whilst bringing local, interstate and international tourists to our City 	\$3.07m	BAU
	<ul style="list-style-type: none"> Management of special rates for local business groups in our high street activity areas (Staff time not included) 	\$41k	BAU
			\$75k \$50k
Arts, Culture and Creativity	<ul style="list-style-type: none"> Creative and Prosperous City Strategy – Live Music Action Plan, Game Development Action Plan, Business and Creative Sector Attraction Strategy, Art Collection Programming 	\$355k	Operating
	<ul style="list-style-type: none"> Cultural Development Grants 	\$187k	BAU
	<ul style="list-style-type: none"> Attracting world class events across sport, music, performing arts and food and wine to draw visitation to Port Phillip and bring subsequent economic impact to our traders and local businesses 		BAU
	<ul style="list-style-type: none"> Continuing to explore innovate public space activation opportunities where the community can gather, experience and connect. 		BAU

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Key Theme	Initiative	Proposed Funding for 2021/22	Source
South Melbourne Market	<ul style="list-style-type: none"> Public Safety Improvements Renewal works Stall changeover refits External Food Hall Cecil St Essential Services Compliance works 	\$360k \$200k \$125k \$450k \$100k \$1.175m	Capital Capital Capital Govt funded Capital Capital
Support through other initiatives	<ul style="list-style-type: none"> 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. Council’s large capital program (\$46m to \$63m each year for next four years) – stimulating the local economy, including but not limited to: <ul style="list-style-type: none"> High quality and unique parks, open spaces and foreshore areas (\$22m to \$29m each year for next four years) Library Services - to promote learning, social engagement and community connectiveness (\$6m to \$9m each year for next four years) 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. (\$30m to \$33m each year for next four years) 	\$2.4m+	Operating BAU, Capital Operating
TOTAL		\$12M	