

Economic development and tourism



The value we provide

- Local, domestic and international promotion to support residents, visitors and industry achieve stronger economic outcomes.

What we do

- Support local business and enable activity centres in our community that contribute to a high standard of living.
- Provide business mentoring training and support for new and existing businesses to help them develop and grow in partnership with the state government.
- Work with local co-working spaces to grow the start-up ecosystem in Port Phillip.
- Operate three Special Rates in activities centres.
- Support local Traders' Associations achieve economic objectives.

Why we do it

- To support local businesses responding to increasing challenges facing the retail and hospitality industries.
- To support retention of creative industries in the South Melbourne precinct.
- To maximise the social and economic benefits to residents and business by having Port Phillip as a destination for tourists.
- By encouraging local residents to support their local shopping strips.

Activities that support this service

- Economic growth and activation

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Our service at a glance

Service statistics	2018/19	2019/20
None		

Service risk profile

Low

Strategic risks

Residual risk rating

- None specific to this service

Policies documents that support this service

[Business Parklet Program Guideline 2020](#)

Placemaking Action Plan 2018-21

How much it costs to provide the service

Budget 2020/21

Operating costs	\$000	How the service is funded	\$000
Employee costs	712	Rates	1,479
Contracts	1	Parking revenue	224
Materials and other expenses	170	Reserves	(29)
Operating projects	792	Fees and charges (incl. statutory)	0
Total operating expenses	1,674	Grants – operating	0
Capital projects	0	Other income	0
Total expenses	1,674	Total funding	1,674

(expenses include management overhead allocation, exclude depreciation and project expenditure)

Revenue from parking fees and fines is allocated on a proportionate basis across all service categories.

FTE=4.8

\$0.75 is spent on this service out of every \$100 of rates we receive

0% of costs are funded from fees and charges, grants or other income

Further revenue and expense information on the service

Activity	Expenses \$000	Revenue \$000
Economic growth and activation	516	0
Operating projects	792	0
Management expenses	367	0
Total	1,674	0

Expenses exclude depreciation. Management expenses consist of apportioned costs for the Executive Leadership Team (CEO and general managers) and all department managers.

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How much it costs to provide the service

Major contracts (annualised expense) **\$000**

- None

Major property leases **Most recent market rental estimate (\$000)** **Rent per year (\$ excl GST)**

- None

Major financial contributions **\$000**

- None 0

Major assets

Council assets (June 2020) **Value \$000**

- None 0

Our Council Plan 2017-27 priorities

Completed

- Develop a Creative and Prosperous City Strategy that features all elements of our City's economy.
- Leverage opportunities to improve the Carlisle Street retail precinct, including tram stop upgrade.
- Review footpath trading policies to promote street activity and accessibility.

In progress

- Trial an approach that brings together residents, property owners, businesses and place users to agree a future vision and new place identity for our shopping precincts.
- Leverage opportunities to improve the Carlisle Street retail precinct, including Marlborough Street redevelopment and planning for redevelopment of the supermarket precinct.
- Continue to collect special rates to support traders and fund the promotion, marketing and development of retail precincts.
- Work with inner Melbourne councils to develop approaches to better manage licenced premises and entertainment precincts.
- Develop and implement a marketing plan to promote the local environment, attractions and events to locals and visitors.
- Connect local industry associations with the broader visitor economy.

Our projects (* means 100% and ** means partial grant and contribution funding)

Capital projects \$000	2020/21	2021/22	2022/23
None			
Total capital projects (excluding Fleet Renewal allocation)	0	0	0

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Our projects (* means 100% and ** means partial grant and contribution funding)

Operating projects \$000	2020/21	2021/22	2022/23
Carlisle Street Carparks Strategy	197	100	0
Placemaking Program (Public Space Activation)	520	300	0
Renew Fitzroy Street	75	0	0
Total operating projects	792	400	0

How we are performing

Recent highlights

- An extensive program of outdoor dining activations has been implemented across the municipality.
- A comprehensive economic recovery program known as 'Live Love Local' was launched and implemented encouraging residents to support local businesses in the wake of the pandemic.
- A Business Advisory Group was established with representation from across the municipality
- A further round of 'Love My Place' grants were promoted and awarded to fund outdoor activation ideas across the municipality.
- Results from the annual satisfaction survey of residents conducted in February 2020 indicated 86 per cent were satisfied with visitor management, an improvement on last year though still under the target of 90 per cent.

Recent challenges

- The COVID-19 pandemic called for us to be agile and flexible and to support the community where most needed. During the pandemic, Council adapted to innovate new ways of keeping safe and connected while maintaining our high standard of service delivery. In response to the COVID-19 pandemic:
 - High Country and Gippsland Comeback - Fitzroy Street initiative was suspended on 23 March.
 - Free business webinars offered on 16 April- topics include digital marketing and web optimisation.
 - Interactive street art map launched on 22 May on Love My Place website.
 - Economic Stimulus and Survival Business Forum ran on 2 June as a free online webinar to support local businesses. This included a forum with 125 attendees, and online meetings with hundreds of landlords and tenants to understand their needs and offer assistance.

Measure	2017/18 result	2018/19 result	2019/20 result	2020/21 target	Metro councils 2019/20
Visitors to the City of Port Phillip (million)	3.7	4.3	No score	>3.5	No comparison available
Residents who agree their local area has a good range of business services and local conveniences	92%	92%	89%	No target	
Resident satisfaction with visitor management	86%	84%	86%	No target	