

Initiative type	Initiative	Rationale	Approach	2020/21 Proposed Impact
Rent Relief	Commercial Tenant rent relief / SMM stallholder fee relief	State Commercial Leases and Licences Code To support businesses and ensure that many of them are still with us when able at recommence trading at normal levels	Demonstrate significant revenue reductions (>30%) or closure for the period Jul to Sep 2020. Applied and approved for Job Keeper (Consider non-Job Keeper on individual circumstances). Includes insurance as outgoings - 6 months (if applicable)	1,290,000
Rate Deferral	Rate deferrals – defer for 6 months with 24 months to pay	Extend hardship provisions available to vulnerable resident ratepayers to commercial ratepayers Feedback from tenants / landlords that current arrangements helpful but not enough particularly over the medium term	Demonstrate significantly impacted and turnover <\$50m. Applied and approved for Job Keeper (Consider non-Job Keeper on individual circumstances). Align residential hardship provisions with any policy for non-residential. Cost is interest foregone.	70,000
Rent Relief	No rent increases for FY21 / SMM rent reviews. Mandated by State government. (Jul to Sep)	No rent increases – mandated by govt until Sept 29	Freeze SMM for FY21 + Allowance for other tenancies	125,000
Rent Relief	No rent increases for FY21 / SMM rent reviews. (Oct to Jun)	No rent increases for remainder of year, other temporary incentives	Freeze SMM for FY21 + Allowance for other tenancies	375,000
Fee Relief	Footpath Trading Fees Includes outdoor dining and A frames, goods displays.	Acknowledging the limited use of footpath areas because of social distancing requirements and to support local businesses recovery from COVID-19.	Waive fees for Jul to Dec 2020	400,000
Supplier Support	Supplier Payments	Assist with cashflow	Targeting 7-14 payment cycle rather than 30 days	40,000
Public Space	Reactivation and use of public space in new ways to encourage social distancing and activation	Increase foot traffic, dwell time and spend by locals and visitors. Use public space to speed up the recovery. Continue physical distancing but allow traders to increase their capacity safely to aid their ability to continue trading.	Utilise and potentially create new public space on a trial basis. Options may include temporarily extending existing public space, creating play streets, greenhouses for diners, a drive-in, pop-up activities, moveable parklets – providing an area (one car parking space) to allow use for seating, planter boxes, meeting location, music, pop-up library etc. Allow outdoor trading venues to extend their use of the footpath depending on their neighbouring traders and permission. Provide local artists as entertainment in the area too. Reactivation of public space. Options include: Evening Economy Strategy. Digital Discovery Trails similar to 'Love South Melbourne' app about to be launched. Support pop-ups similar to the Fitzroy Street Bushfire initiative and community projects. Love My Place grants program for every neighbourhood to apply and deliver tactical urbanism projects such as Play Streets (Move Connect Live)	450,000
Advocacy (Infrastructure)	Advocate for delivery of tram infrastructure	Stimulate construction and development	Including Fitzroy St, Mills St, Waterfront Place, and Fishermans Bend	0
Development Stimulus	Investigate making our 3D City model (South Melbourne and St Kilda/Balaclava) available to various sectors	Stimulate building and planning by providing base information	Can start immediately. No additional funding is required at this time unless we want to extend to St Kilda Rd - this would likely increase costs.	0
Development Stimulus	South Melbourne and St Kilda structure plan advancement with a focus in year one on an economic and employment land framework and housing growth strategy.	Will provide clarity and stimulate developer activity post COVID-19. Economic and employment land framework and housing growth strategy will consider the economic and housing profile of the municipality in light of COVID-19.	Review economic and housing growth opportunities within the activity centres areas post COVID-19. Prepare structure plans and update planning controls in activity centre areas to accommodate economic and housing growth opportunities and provide improved built form outcomes.	250,000

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Development Stimulus	Short term - Site-specific amendment	Identify projects of economic significance to be called in for fast-track application process, to stimulate development and construction activity and realise maximise short-term economic benefits to the Port Phillip.	Consider site-specific amendments for specific private development proposals where an amendment is required to achieve the desired built form outcome and realise economic benefits.	0
Demand Enhancement	Extend the CEO's placemaking delegation to Key Activity Centres for six months	To reduce red tape and speed up Council processes to trial and measure initiatives. This would enable decisions to be made faster with less red tape and process delays.	Enables members of the community to approach the Council with ideas they would like to test and trial, these can be activated quickly in accordance with established processes.	0
Business Efficacy	CX Program	To improve the customer experience, to reduce touchpoints for businesses. Find information easier. Organisational culture improvement to be more customer focused.	New website in August 2020. Live Portal (forms based process) July 2021. Policy review ongoing throughout CX. Improving complaints management to improve the experience. Training for staff.	0
Business Efficacy	Better Business Approvals	To improve the Council experience for businesses setting-up.	When businesses apply for multiple permits they will access a Concierge service. Reduce administration e.g. footpath trading local law. Opportunity: support the economy with additional staff to deliver assistance with permit processes, business plans, diversification, provide guidance of services available.	0
Business Efficacy	Planning Permits	Improve process timelines. To assist small businesses with planning permits.	Prioritise planning permits for small business ahead of other applications. Improve planning process from months to weeks.	0
Development Stimulus	Potential Increase in construction work hours.	Enables social distancing and increased productivity for construction industry.	Discussion ongoing with construction industry representatives to identify relevant locations where extended hours are appropriate (e.g. Industrial areas)	0
Arts Recovery	Targeted grants for arts relief and events	To keep artists and creative practitioners working but also provide recovery support for the community via artistic projects.	The draft budget allocates more than \$2 million to support local arts activities including \$1.35 million in funding for grants, creative partnerships, local festivals and support for the Linden and Gasworks. These programs provide a mechanism for supporting the local arts community to recover. In the current circumstances, the funding will need some tailoring to ensure it can be delivered in full to continue to support our arts community.	0

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Demand Enhancement	Mechanisms that support and promote businesses within the City of Port Phillip and encourage visitation particularly Sept-Dec 2020	<p>Impacts to business will be widespread and encouraging and maintaining demand at the hyper local level will be the key for the remainder of 2020.</p> <p>Council need to develop strategies to ensure that we are focused on effective communication with key stakeholders and evidence gathering, as well being responsive to guide future council decisions and policy making.</p>	<p>Develop and implement with businesses a program that supports business to survive and thrive over the coming 12 months. This could include access to information, attraction activities as well as regular engagement with key stakeholders.</p> <p>We are looking to open communication with more of our key industry sectors that drive business and jobs within municipality which include:</p> <ul style="list-style-type: none"> * Professional, Scientific and Technical Services incl Computer System Design and Related Services * Finance, Insurance and Superannuation Services * Administrative Services * Building & Construction Services * Food and Beverage Services <p>The program will leverage the attributes of our municipality to ensure these sectors continue to thrive, be attracted to our community, and provide the desired foot traffic and vibrancy to support 2nd and 3rd tier businesses and precincts such as retail and personal services.</p> <p>The Program will engage and build strong relationships with the local business community so we have a thorough understanding of their needs, wants and access to local data.</p> <p>Initiatives may include: Officers working with the non-residential ratepaying community on designing a support program to facilitate business attraction and investment; working with local entrepreneurs, creatives and social enterprises on building their customer base; communications and engagement; working with tourism industry participants to source and facilitate ideas to attract intrastate visits.</p>	150,000
Data	IMAP economic recovery indicators	Consistent set of economic recovery indicators across IMAP Councils	Utilisation of "broad church" industry indicators including social media, ABS etc	0
Networking	Volunteer facilitation	Volunteering provides social connections and meaning for participants and volunteer resources are a crucial part of supporting our community sector.	Pilot a network of organisations who provide volunteer opportunities to help them network and develop collaborative practices and share resources.	0
Social	Corporate volunteer program	<p>Promotes CoPP Corporate Social Responsibility.</p> <p>Provides support and resources for Community Sector Organisations to deliver recovery programs</p> <p>Potential to contribute specialised skills / professional knowledge to Community Sector Organisations (may otherwise be unable to access)</p> <p>Support for team building / staff wellbeing.</p>	<p>Program allowing staff across Council to volunteer up to 2000 hours per annum (as additional leave).</p> <p>Volunteering directed to local community sector organisations delivering programs to support social recovery and / or on-going relief for vulnerable communities.</p>	150,000
Social	Targeted grants to rebuild social connections post COVID	Leverage and build community capacity to deliver programs that promote social connections and community resilience	Deliver Quick Response Community Grants (available 6 months July – Dec 2020) promoting social connections and community resilience post COVID.	10,000
Social	Proceed with Community Grants	Leverage and build community capacity to deliver programs that promote social connections and community resilience	Current applicants will be given an opportunity to recast applications to address key COVID impacts before assessment process continues. Funds would be distributed to successfully applicants in September.	280,000

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Social	Bridging the digital divide	Address those cohorts who are struggling with move to online.	Provide training, equipment and other support to community groups to facilitate delivery of on-line programs and access for users	10,000
Social	Fund to address emerging social impacts	Social impacts have a high degree of uncertainty	Monitor impacts and develop appropriate responses	200,000
Advocacy (Social)	Introduction of mandatory affordable housing contributions (Inclusionary Zoning) as part of new private development	Greatest potential for a significant and sustained increase in the supply of social and affordable housing.	Advocate (in partnership with other Local Governments) for release and action by the Victorian State Government / Planning Minister following recent Ministerial Advisory Committee on Planning Mechanisms for Affordable Housing. Advocate to ensure mandatory affordable housing contributions are included in response, potentially phased in over time	0
Advocacy (Social)	Renewal of Public Housing Estates to increase the supply of social housing	Potential to stimulate the development sector and deliver an increase (and improve quality) of social housing using government land.	MOU with State Government for program of renewal of Public Housing Estates in Port Phillip to increase the supply of social housing. Prioritisation of Dorcas Street Housing Estate, offering potential for housing and wider neighbourhood benefits (community & health facilities, public space, business innovation hub).	0
Housing	Temporary Common Ground facility	Evidence shows that Housing First approaches, such as Common Ground, are effective in enabling people with a history of rough sleeping to secure and maintain housing.	Lease former backpacker (Habitat HQ) accommodation in St Kilda to keep rough sleepers in supported housing.	250,000
Housing	Permanent Common Ground Facility	It is likely that people in temporary accommodation will return to rough sleeping without an alternative in place.	Partnership with DHHS to deliver permanent supported housing for persons from Council's By-name list / transitioning from Habitat 'pop-up' to reduce rough sleeping.	25,000
Housing	Port Phillip Zero Project	Ensures people experiencing homelessness are provided with coordinated services.	Continued funding to achieve a coordinated service response to homelessness (collective impact approach). Includes CoPP 'By-name list' updated fortnightly.	50,000
Advocacy (Social)	Government stimulus package funding directed at discounted purchase of community housing units by Registered Agencies	Increased rental stress / homelessness anticipated. Promotes leasing / sale of vacant apartments through increasing viability.	Advocacy to State and Commonwealth Government for stimulus funding to apply to: <ul style="list-style-type: none"> • Negotiation of new development approvals • Purchase of units in approved development • Purchase of vacant apartments Review all existing Fishermans Bend development approvals with affordable housing conditions to consider 'amending' form of contribution to discounted purchase	0
Advocacy (Social)	Delivery of affordable 'Build to Rent' housing – through incentivising private investment in rental housing for low and moderate-income earners through rental subsidy's	Increased rental stress / demand for affordable rental anticipated post job keeper and current freeze on evictions. Build-to-Rent housing projects accelerate development ahead of traditional build-to-sell housing as they are not reliant on pre-sales to commence construction. Potential to apply to approved 'shovel ready' developments to stimulate construction.	Advocacy to Commonwealth Government for funding for new National Rental Affordability Scheme 'NRAS 3' (rental subsidy paid to landlords) and other tax incentives. Promote application of other affordable 'Build to Rent' models e.g. PRADS model. Negotiation of Voluntary Housing Agreements at development approval stage (in particular at Fishermans Bend).	0

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Food Distribution	Share the Food Project - continuation	Food relief is the highest area of demand. Increased need that is not being met by other levels of government.	Continue support for PPCG 'Food Hub' for 3 months (July – Sept) providing food staples, fresh food, and toiletries to people facing financial hardship, and to those isolating due to immunity, age or disability (interim period whilst Food Plan prepared). Map available food services and programs (capacity / target groups / location), identify gaps/risks to service continuity, and source existing / potential funding programs, to enhance longer term food security (Plan by August 2020). Fund initiatives arising from food plan.	45,000
Food Distribution	Council Food Services and Programs - expansion to meet increased demand: -Delivered Meals -Café Meals Vouchers -Food Grants (e.g. social meals programs) to community groups	Only for eligible people over 65 and certain eligible cohorts over 50.	Expand funded programs to meet demand.	0
Monitoring and Data	Work with community sector to understand emerging impacts	Monitor sector insights regarding the impact on key cohorts to advocate for services and address emerging needs.	Develop mechanisms for community sector to collaborate and share insights.	0
Monitoring and Data	Understand local impacts through work with local service providers and monitoring available data	Responding to family violence and mental health is primarily the responsibility of state and federal government. Council will monitor data and advocate for services.	Continue existing services.	0
Monitoring and Data	Continue implementation of family support programs and engage in appropriate public health campaigns	Responding to family violence is primarily the responsibility of state and federal government.	Continue existing services	0
				4,170,000