



A creative and prosperous City

A powerful contribution

Creativity and prosperity walk hand in hand for our city.

To build on this we need to create an enabling environment where business, the arts and culture and innovation can partner easily with Council and flourish.

Jobs

Economic contribution

Creative industries

12,700

\$2.2 b

Tourism

7,500

\$826 m

Local economy

87,000

\$12.7 b

A strategic vision for 2027

- A city of dynamic and distinctive retail precincts
- A prosperous city that connects and grows business
- A city where arts and culture are a part of everyday life

NEXT STEPS

Our draft Creative and Prosperous City Strategy, consisting of a four year action plan to respond to our challenges will be released for community feedback.

Are you interested in being involved?

If so, please speak to a Council officer and enter your details online.

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The current picture

Decreased funding for arts and culture by government

Local government asked more often to solve funding gaps.



Population density and competition for affordable spaces

Harder to maintain and set up business in Port Phillip.



*Since 2005

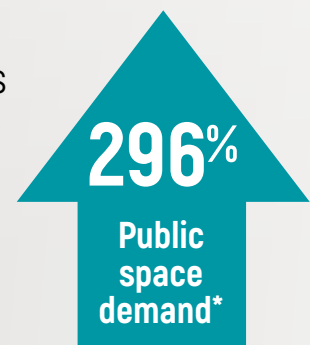
Challenging retail environment

Gentrification, rising costs, increased online shopping and vacancies impacting neighbourhood centres.



Increased demand for public spaces and live music venues

Tension between users of amenities and mixed use residential areas.



*Since 2013

What you've told us

Support and enable creativity, innovation and entrepreneurship.

Council needs to work in partnership to build prosperous neighbourhood centres.

We need to strike a balance so that our public spaces can be enjoyed by residents and visitors.

Port Phillip needs to get out of the way and assist navigation of policy, procurement and permitting.