# What is the Creative and Prosperous City Strategy?

The Creative and Prosperous City Strategy outlines the cultural change and collaborative actions required over the next four years across a range of council services including: arts, culture and heritage, economic development and tourism, festivals, libraries, markets, city planning and urban design to create a thriving social, cultural and economic future for the City of Port Phillip.

## Why is it important?

The City of Port Phillip has always been a bold, living, caring and beautiful place. Arts, creativity and innovation are in our DNA. Our diversity and inclusiveness is our future. However, we face both challenges and opportunities from urban development and growth which mean we need to be more considered and proactive to ensure the social, cultural and economic wellbeing of our community, and to think differently about how best to support accessibility and diversity. Some of the important challenges we face include increasing density, gentrification, escalating land values, the rising cost of rent and flexible employment models. Meanwhile, there is also increased competition for federal and state government and private support for arts and cultural funding, which drives demand for local government support.

## What will be different by 2019/20 and 2021/22 as a result of Council investing in this strategy?

* Leveraging of Council’s current investments to better support creative industries.
* Delivery of a concentrated placemaking effort and investment.
* Strengthening of South Melbourne and Fishermans Bend as our creative industry clusters.
* Increased access to affordable spaces and funding for the local creative industries.
* Plan for adequate employment land across the City to facilitate local jobs and support the creative industries.
* Delivery of a Game Action Plan, a four year plan addressing access to space and affordability, Creative Sector prospectus, a Live Music Action Plan and new three year St Kilda Festival Plan.

## What does success look like at the end of the four-year strategy implementation?

* Business are saying that the City of Port Phillip is the place to work, create and innovate;
* Community is saying that Council is maximising our opportunities; that we have really thought about this and have deliberately acted in a strategic and collaborative way;
* Councils’ role has expanded, leveraging more from what we own and directly do, in addition to facilitating, brokering, co-creating with community to empower a sustained sector;
* The City of Port Phillip is known as punching above our weight in contributing to the state’s cultural economy.