

Great Places, Thriving Communities

Stonnington's Place-led
Economic Development
Strategy 2023-27

PLED Activity Statement FY23/24

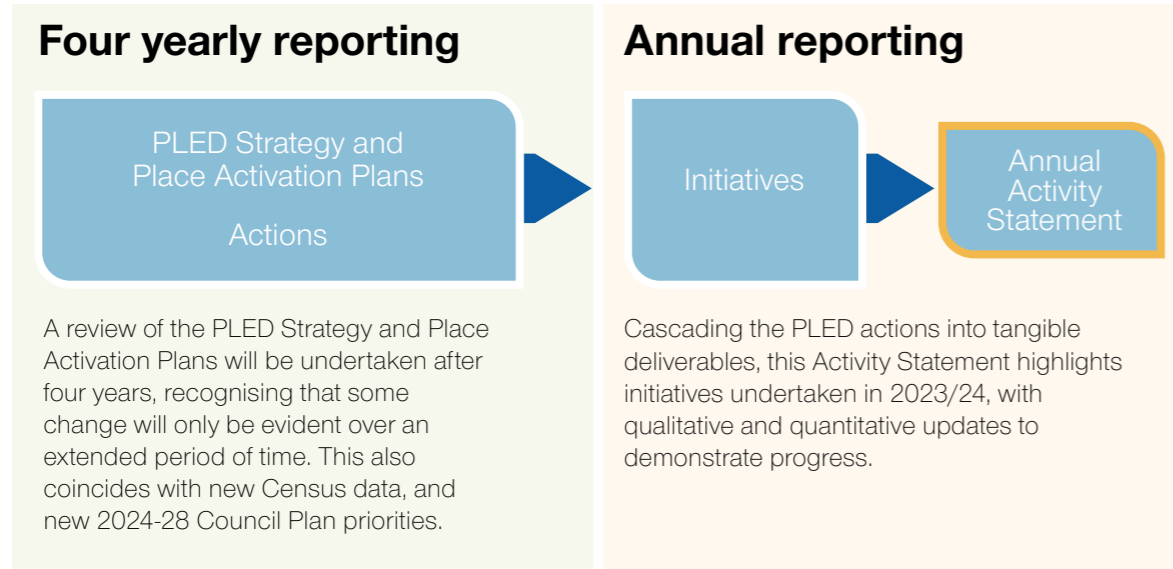
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City of
STONNINGTON

PLED Activity Statement

We are pleased to present our first Annual Activity Statement reporting on the delivery of the City of Stonnington's Place-led Economic Development (PLED) Strategy 2023-27.



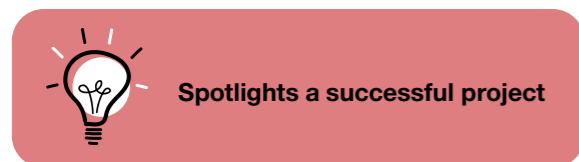
How to read the Activity Statement

Progress on initiatives is reported by activity, delivery status, alignment to the Seven Elements of Great Places Framework and 2020-24 Council Plan objectives. The Activity Statement also highlights high-level focus areas for the 2024/25 Financial year.

Delivery status

Progress and status of initiatives by number and percentage, including:

- › Completed initiatives
- › Active or ongoing
- › Initiatives deferred (with explanation)
- › Initiatives discontinued (with explanation)

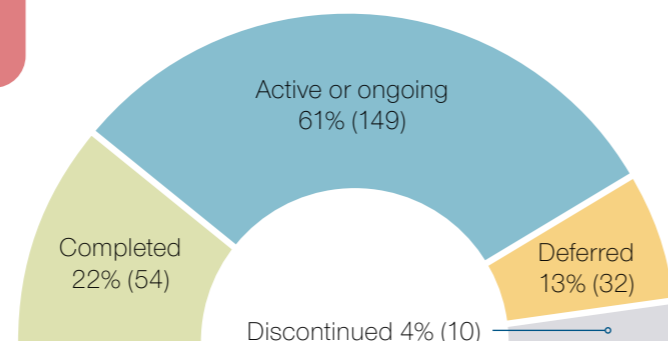


Initiatives at a glance

Highlights initiatives delivered in 2023/24, with quantitative and qualitative data and insights and categorisation against the relevant element(s).

Focus for 2024/25

Provides high-level focus areas for Year 2 implementation.



Total initiatives delivered in 2023/24

Seven Elements of Great Places Framework

The Seven Elements of Great Places Framework identifies a series of data sources and information/indicators that will be monitored over time. They seek to measure economic, social, cultural and environmental conditions that contribute to the prosperity of a place. Each element and its indicators help inform and guide place-specific priorities and initiatives to improve the performance and prosperity of our activity centres.

Progress and changes in indicators will be reported on after four years.



Identity fosters places that people love with strong feelings of attachment and meaning. It celebrates history and human stories, encouraging localism and creating highly desirable, authentic places.



Urbanity recognises the energy of places and the need for places to manage growth and prosper.



Wellness recognises that people's participation in daily life improves their physical and mental health, and social connectedness.



Equity aims to create places that are safe and inclusive, and equitably accessible.



Greenery is shown to attract and make people feel connected with nature and green spaces and this is a positive influence in people's experience of a place.



Mobility aims to ensure safe and comfortable places, prioritising walking, cycling and public transport use. Good mobility networks reduce reliance on private vehicles.



Resilience recognises the ability that communities have to survive, adapt and grow in response to significant shocks.

Alignment to Council Plan and PLED Strategy actions

Outlines the relevant PLED and Place Activation Plan actions and alignment to Council Plan objectives associated with all initiatives delivered.

Economic opportunities



Highlight initiatives



Launched the Activation Grant Program, supporting activations in commercial precincts across Stonnington to attract visitation and spend.



Hosted the Economic and Place Development Advisory Committee with new terms of Reference, prioritising the presence of business voices and data-driven insights, with Councillors and representatives from Chadstone Shopping Centre, Hawksburn Village, Prahran Market and Business Associations.



Developed and published quarterly Economic Snapshots for South Yarra, Prahran, Windsor, Toorak Village, High Street Armadale and Glenferrie Road Malvern with data relating to spend, vacancies and footfall.



Hosted the Stonnington Business Development Program, delivering workshops, professional development and networking for local businesses across the year, including:



- Wellness Wednesdays, a resilience workshop series giving business owners tools to better look after their mental health.
- Go Full Circle program giving businesses tools to operate sustainably.
- Tapping into Melbourne's Tourism Offer business breakfast at Como Hotel.
- Partnered with Chadstone Jobs Fair in the lead up to the busy Christmas period.
- Partnered with the Victorian Government to deliver business seminars on search engine optimisation, managing cashflow and conflict resolution.



Delivered 'Santa in Stonnington' Christmas activation which saw over 360 groups having their photos taken with Santa at various locations within the municipality.



Enhanced the Business Concierge service, uplifted City of Stonnington business website, grew the eNewsletter business database by 47 per cent, and developed a business welcome pack and business guides including 'Being a walking and bike-friendly business'.



Established a partnership with Start Up Network to broaden council's support to a diverse range of sectors in the municipality.



Investment in data

Investment in a variety of data sources is helping us to better understand our municipality – our economy, our business sectors and our commercial precincts. This has an important role in informing our work program and where our resources should be directed.

Quarterly Economic Snapshots were launched showing spend, footfall and vacancy data. This information is beginning to tell the story of our main commercial precincts and can help Business Associations, individual Stonnington businesses and prospective businesses to understand the local economy and enable more informed operational and investment decisions.

2023/24 initiatives at a glance

Total (42)

Completed (10)

Active or ongoing (30)

Deferred (1)

Business Health Survey has been changed to biannual to reduce business engagement fatigue.

Discontinued (1)

Partnering with the Older People's Advocacy Network (OPAN) was found to not be a good fit, as OPAN primarily functions as an aged care standards advocacy body. Partnerships or promotion of different age and other demographics will be considered in initiatives for future years.

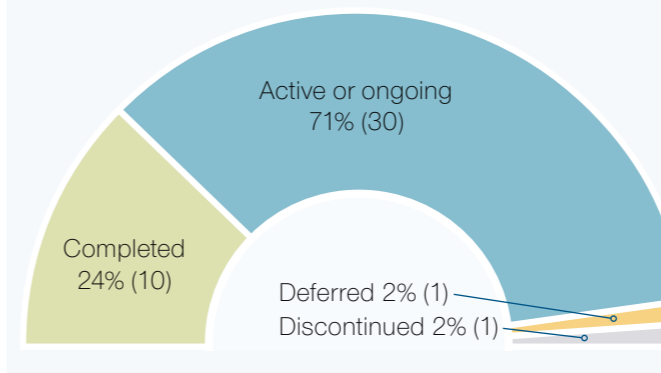
Council Plan objectives

PLED actions

| | |
|---|-----------------------------------|
| 1.1 Identity and destination | 1.3, 1.4, 4.1, 4.2 |
| 1.2 Thriving and desirable businesses | 1.1, 1.2, 2.1, 2.3, 2.4, 4.4, 4.5 |
| 1.4 Active transport and connected city | 2.2, 4.3 |
| 2.2 Diverse, inclusive, and safe | 3.2, 3.3, 3.4 |
| 2.4 Sustainability and climate action | 3.1, 3.5 |


Focus for 2024/25


- Night-time economy research to better understand the landscape, opportunities and challenges.
- Build on our partnership with the Start Up Network to better support the start-up business sector in Stonnington.

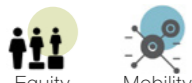



High Street, Armadale


Highlight initiatives

- 

Reintroduced the Special Rate Scheme, funding the High Street Armadale Business Association to deliver marketing, promotion and business development/support to special rate payers.
- 

Partnered with Melbourne Fashion Festival to deliver two runway shows in Malvern Town Hall, and supported the High Street Armadale Business Association to leverage the event with local businesses.
- 

Completed accessibility map for High Street, to improve access to the precinct for people with disability.
- 

Trialed a pause point on High Street to provide green space and street furniture to shoppers and workers.
- 

Completed Armadale Station Precinct transport and access issues analysis project (Victorian Government grant).



Broadsheet marketing campaign

Recognising High Street's premium fashion offerings and status as a shopping destination, the City of Stonnington partnered with Broadsheet Melbourne to deliver a marketing campaign designed to drive visitation to the precinct.

Broadsheet produced four articles and one social media reel to highlight businesses and activities in High Street, to broaden the reach of the street to those outside Stonnington.

The most popular article, *Pilates, Pedicures and Peanut Butter: A Sunday Wellness Guide to High Street, Armadale*, achieved nearly 6,500 page views and is still active.

2023/24 initiatives at a glance

Total (20)

Completed (6)

Active or ongoing (12)

Deferred (1)

Climate Vulnerability Assessment deferred to 2025/26 due to resourcing/budget constraints.

Discontinued (1)

The 'mansion walk' reallocated to Toorak Village as it is more geographically appropriate to that location.

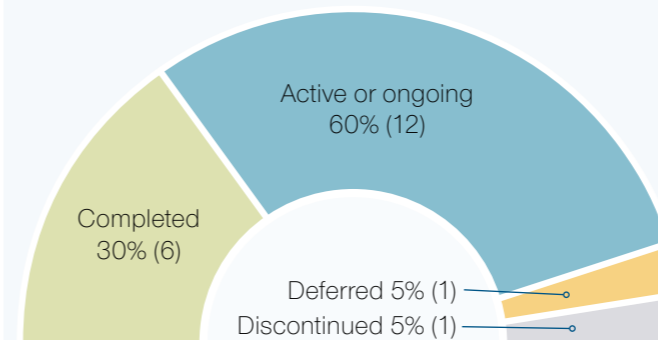
Council Plan objectives

PLED actions

| | |
|---|---------------|
| 1.1 Identity and destination | 1.1, 1.2 |
| 1.2 Thriving and desirable businesses | 2.1, 2.3 |
| 1.4 Active transport and connected city | 4.2, 4.3, 4.4 |
| 2.2 Diverse, inclusive, and safe | 5.1 |
| 2.4 Sustainability and climate action | 6.1 |
| 2.1 Health and wellbeing | 7.1 |

Focus for 2024/25

Enhanced collaboration with High Street Armadale Business Association to promote the precinct through drawcard events, including possible Melbourne Food and Wine Festival and Melbourne International Jazz Festival (partnerships subject to confirmation).



Glenferrie Road, Malvern



Highlight initiatives



Reintroduced the Special Rate Scheme, funding the Glenferrie Road Malvern Business Association to deliver marketing, promotion and business development/support to special rate payers.



Completed accessibility map for Glenferrie Road, improving people's knowledge of access to the precinct for people with a disability.



Supported Malvern on Ice activation, with over 1,620 skaters and an estimated 5,000 visitors to the precinct over four days in August.



Installed new pedestrian counter near Llaneast Street to better understand peak times/usage of the street.



Hosted a Mother's Day pop-up photo booth activation in Winter Street pop-up park, encouraging people to dwell and spend in the precinct.



Winter Street pop-up park

The Winter Street pop-up park just off Glenferrie Road, Malvern, is a great example of how programming activities in appropriate green spaces can have a mutually beneficial place experience for the place itself and the nearby shopping precinct.

Scheduled programming over eight weeks included activities like personal training sessions, a Mother's Day pop-up photo booth and a variety of children's activities that provided an opportunity to highlight and promote the Stonnington toy library and Winter St Early Years' Service next door.

2023/24 initiatives at a glance

Total (26)

Completed (6)

Active or ongoing (15)

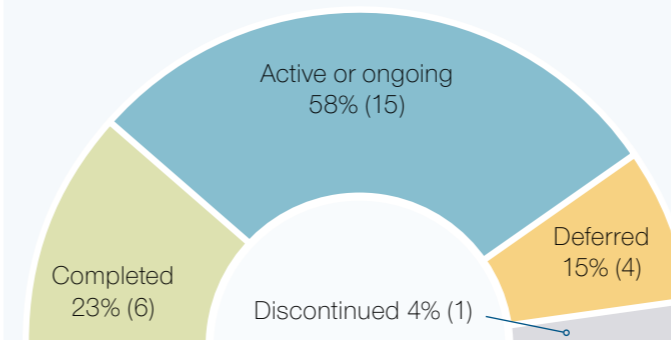
Deferred (4)

Retail gap analysis, eNewsletter subscription uplift project and a Climate Vulnerability Assessment for the precinct were deferred due to budgeting and resourcing constraints. It is noted however, Glenferrie Road has recently experienced a drop in vacancy rates, and growth in dining and entertainment venues.

A partnership development with local schools and health providers was also deferred but remains a priority and opportunity going forward.

Discontinued (1)

A Stonnington-wide audit of out of home assets (ie. outdoor advertising opportunities) was reallocated to Economic Opportunities as it relates to all of Stonnington.



Council Plan objectives

PLED actions

| | |
|---|---------------|
| 1.1 Identity and destination | 1.2 |
| 1.2 Thriving and desirable businesses | 2.1, 2.2, 2.4 |
| 2.3 Public and green spaces | 3.2 |
| 1.4 Active transport and connected city | 4.1, 4.2, 4.3 |
| 2.2 Diverse, inclusive, and safe | 5.1, 5.2 |
| 2.4 Sustainability and climate action | 6.1, 6.2 |
| 2.1 Health and wellbeing | 7.1, 7.2 |

Focus for 2024/25

- Continued programming of Winter Street pop-up park to enhance connections between the recreation space and the Glenferrie Road Malvern retail precinct.
- Collaboration with Glenferrie Road Malvern Business Association for the benefit of the precinct and to support their rebranding initiative.

South Yarra



Highlight initiatives



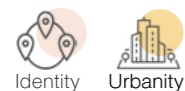
Hosted Carols at Como with record attendance and 98 per cent satisfaction rating.



Commissioned South Yarra heritage review.



Enhanced regular street cleaning along Chapel Street to better respond to heavy usage on Saturday nights.



Reintroduced the Special Rate Scheme, funding Toorak Road South Yarra Business Association and Chapel Street Precinct Association to deliver marketing, promotion and business development/support to special rate payers.



Collaborated with Metro Tunnel Project in the redevelopment of the South Yarra Siding Reserve delivering improved facilities, connection and public recreation spaces including a mural along Arthur Street by local artist, David 'Meggs' Hooke.



Hosted tourism breakfast at Como (refer to Spotlight).



Commenced public food waste trial in the Ellis Street Carpark.



Tourism breakfast at Como Tapping into Melbourne's tourism offer

Recognising South Yarra's unique position and ability to cater to tourists, we ran a forum with the Victoria Tourism Industry Council (VTIC) and Visit Victoria.

- VTIC presented on current tourism visitation levels to Victoria as well as free upskilling and training available for Stonnington (and local) tourism providers and employees via the Typsy training program.
- Visit Victoria presented on the Australian Tourism Data Warehouse (ATDW) and benefits of having a ATDW profile for business exposure and growth. Visit Victoria also provided information on a free marketing resource/content hub and other ways businesses can work with Visit Victoria to increase visitors to their business, including through public relations, their social media and product development and marketing teams.

A mix of businesses attended including Business Associations, large hospitality tourism venues, including Vicinity/Chadstone, Ovolo Hotels, and Prahran Market plus smaller, independent hospitality businesses such as MuNoir - the Pinot Place and Hello Sam Burger Bar. The session opened up conversations with local businesses about how to best tap into the visitor sector of people already visiting Melbourne for major events.

2023/24 initiatives at a glance Total (40)

Completed (9)

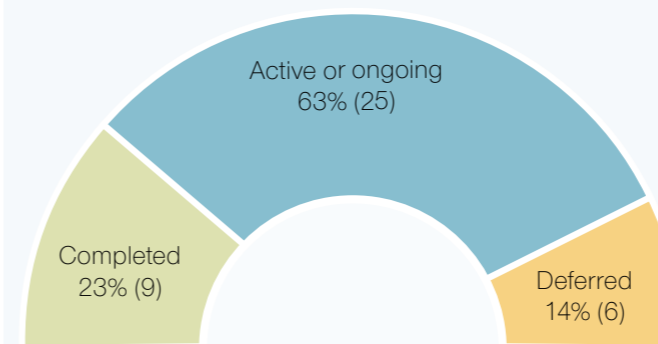
Active or ongoing (25)

Deferred (6)

Two initiatives related to supporting the delivery of the Chapel Street Festival, which is now proposed to be held in February 2025.

Another two related to the development of the Chapel Street Transformation master plan, which is being informed by further user behaviour research.

A pilot retail mix mapping project was deferred due to budget/resourcing constraints. Likewise, the promotion of health and wellness activities in partnership with Chapel Street Precinct Association and Toorak Road South Yarra Business Association was also deferred due to resourcing and budget limitations.



Council Plan objectives PLED actions

| | |
|---|--------------------|
| 1.1 Identity and destination | 1.1, 1.3, 1.5, 1.6 |
| 1.2 Thriving and desirable businesses | 2.1, 2.3, 2.4 |
| 2.3 Public and green spaces | 3.2, 3.3 |
| 1.4 Active transport and connected city | 4.2, 4.6 |
| 2.2 Diverse, inclusive, and safe | 5.2, 5.3 |
| 2.4 Sustainability and climate action | 6.1, 6.2, 6.3, |
| 2.1 Health and wellbeing | 7.1 |

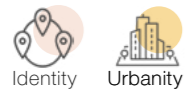
Focus for 2024/25

- Collaborate and support the Chapel Street Precinct Association to explore new commercial and strategic partnerships to leverage Melbourne's major events calendar.
- Progress the Chapel Street Transformation project with regard to better understanding of user behaviour, origin and travel to and from precinct to inform the master plan process.

Prahran



Highlight initiatives



Opened 'Study@Greville' - a pop-up library to reactivate Prahran Town Hall.



Reintroduced the Special Rate Scheme, funding the Chapel Street Precinct Association to deliver marketing, promotion and business development/support to special rate payers.



Partnered with the National Basketball League's offshoot, 3x3 Hustle to host Stonnington Street Slam, attracting sports fans to Prahran Square with over 2,000 participants and spectators.



Progressed the implementation of the Princes Gardens master plan with the construction of the Prahran Skate Park and basketball court (see Spotlight).



Scheduled regular programming to launch the Mount and Bangs Street parks, including jujitsu classes, pet events and dot painting workshops.



Hosted events at Prahran Square, including candlelight concerts, summer cinema program, native plant giveaways, monthly book chats and English conversation circles and weekly tai chi.



Hosted Workshops in the Wild, BioRhythm and Wings of Wonder (grant awardees).



Prahran skate park redevelopment

A key component of the Princes Gardens Master plan - the redevelopment and expansion of the Prahran Skate Park and basketball court to create a first class, contemporary facility - is now complete and open to the public.

The skating and hoop-shooting crowds have returned, building a connected community who will be able to enjoy this premium facility for many years to come.

The launch of the space was celebrated with PHOTO Australia – a biennial photography exhibition interrogating contemporary issues through the promotion and commissioning of new photography, connecting Australia to global artists and the celebration of the power of photography to illuminate lived experiences.

2023/24 initiatives at a glance

Total (44)

Completed (10)

Active or ongoing (28)

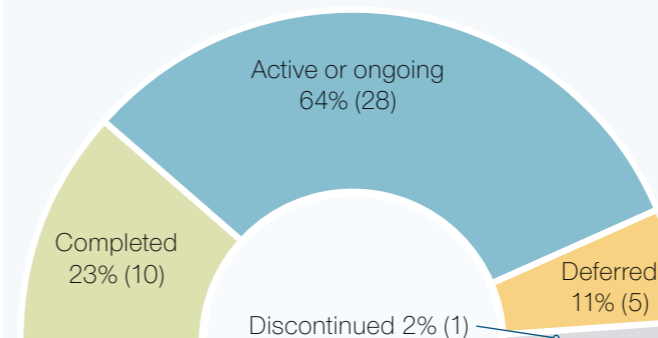
Deferred (5)

Three initiatives relate to the Chapel Street Transformation project and one relates to the Chapel Street Festival, which has been deferred to February 2025.

The remaining deferred initiative relates to the Mount Street Master plan, of which further stages will be contingent on budget.

Discontinued (1)

The mobile parklet initiative has been rested.



Council Plan objectives

PLED actions

| | |
|---|--------------------|
| 1.1 Identity and destination | 1.1, 1.2, 1.4, 1.5 |
| 1.2 Thriving and desirable businesses | 2.1, 2.4 |
| 2.3 Public and green spaces | 3.2, 3.3, 3.4 |
| 1.4 Active transport and connected city | 4.4, 4.5 |
| 2.2 Diverse, inclusive, and safe | 5.1, 5.2 |
| 2.4 Sustainability and climate action | 6.1, 6.2 |
| 2.1 Health and wellbeing | 7.1, 7.2, 7.3 |

Focus for 2024/25

- Progress the Chapel Street Transformation project with regard to better understanding user behaviour, origin and travel to and from the precinct to inform the Master plan process.
- Further exploration of options for reactivating Prahran Town Hall, including a business case for its redevelopment.

Windsor



Highlight initiatives



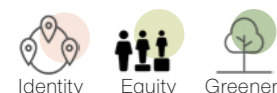
Hosted the So Soiree Festival (part of Melbourne Fringe) with NICA National Circus Summit and NICA Festival Hub.



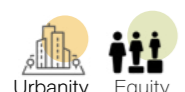
Facilitated quarterly Stonnington Liquor Forum (see Spotlight on).



Reintroduced the Special Rate Scheme, funding the Chapel Street Precinct Association to deliver marketing, promotion and business development/support to special rate payers.



Completed redevelopment of the Windsor Siding BMX track.



Convened multiple meetings of the Stonnington Community Safety Forum, involving many stakeholders including Victoria Police and community service organisations from across the municipality, with a regular focus on Chapel Street.



Installed people counters at intersection of Union and Chapel Streets.



Liquor forum

The Stonnington Liquor Forum helps licensed businesses across the municipality. Attended by licensees, Victoria Police, Council and other agencies, the forum aims to:

- Help licensees stay up to date with their responsibilities and to understand their obligations
- Share experiences and learn together
- Provide training
- Promote best practice; and
- Ensure licensees know who to ask for further information. The forum meets quarterly, membership is free and open to all Stonnington businesses who hold a liquor licence.

Members of the forum work together to contribute to the vibrancy and safety of our entertainment precincts. As well as regular local updates, this year the forum has hosted presentations from Victoria Police (Taskforce Echo, SOCIT and Public Drunkenness Reform Project, Co-Health, Sobering Up Service), VicRoads (Digital drivers licenses) and Chapel Street Precinct Association (Chapel Street Festival). The annual training program also has opportunities for licensees to participate in Managing Conflict through Negotiation and Advanced Responsible Service of Alcohol training. This is one of many ways Council supports our hospitality industry and night time economy.

2023/24 initiatives at a glance

Total (39)

Completed (7)

Active or ongoing (20)

Deferred (9)

Of the deferred initiatives, five are related to the Chapel Street Festival, which has been deferred to February 2025.

Another three are related to the development of the Chapel Street Transformation master plan, which has been deferred to allow for further user behaviour and competitor research.

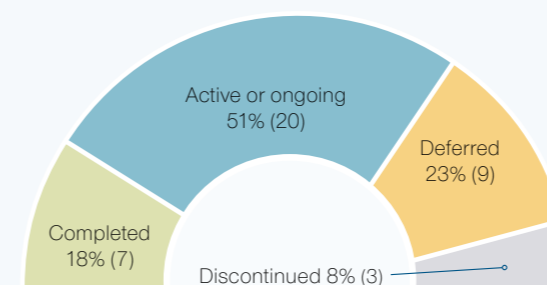
The one other deferred initiative is related to the final stage of the Windsor Siding master plan, to improve the connection with Windsor Station. This stage will be delivered in 2024/25.

Discontinued (3)

Windsor businesses facing Chapel Street are not eligible for the mobile parklet program due to the limited width of Chapel Street and the proximity of the tramline.

A local area marketing campaign proposal was not proceeded with, due to the reinstatement of the Special Rate.

The audit of out of home assets (ie. outdoor advertising opportunities) has been reallocated to Economic Opportunities as it more correctly relates to the whole municipality. It remains a proposed initiative for 2024/25, subject to budgetary constraints.



Council Plan objectives

PLED actions

| | |
|---|---------------|
| 1.1 Identity and destination | 1.1, 1.2, 1.3 |
| 1.2 Thriving and desirable businesses | 2.1, 2.2 |
| 2.3 Public and green spaces | 3.1, 3.2 |
| 1.4 Active transport and connected city | 4.2, 4.3 |
| 2.2 Diverse, inclusive, and safe | 5.1, 5.2, 5.3 |
| 2.4 Sustainability and climate action | 6.1, 6.2 |
| 2.1 Health and wellbeing | 7.2 |

Focus for 2024/25

- Progress the Chapel Street Transformation project with regard to better understanding of user behaviour, origin and travel to and from precinct to inform the master plan process.
- Closer collaboration with Chapel Street Precinct Association.

Toorak Village



Highlight initiatives



Delivered Toorak Village streetscape improvements, upgrading footpaths and infrastructure to improve amenity.



Ran 'Shop 'n' Win' competition to encourage people to visit the precinct while construction works were underway.



Hosted 'Shiny and New' activation in collaboration with Toorak Village Traders Association to launch the completed streetscape works and encourage visitors back to the precinct



Reintroduced the Special Rate Scheme, funding the Toorak Village Traders Association to deliver marketing, promotion and business development/support to special rate payers.



Engaged with the community for feedback on the draft Housing Strategy.



Toorak Village streetscape works

The pedestrian areas on both sides of Toorak Road between Wallace Avenue and Grange Road in Toorak were upgraded to reveal premium streetscape improvements, including:

- new quality concrete footpaths and brass inlay
- new granite cobblestone and bluestone kerbs
- new street furniture
- restored heritage lighting; and
- tree planting garden beds.

The approved streetscape design was developed through an extensive three-stage community engagement program, delivering an outcome that genuinely reflects the needs and aspirations of the people who use the area most.

2023/24 initiatives at a glance

Total (16)

Completed (2)

Active or ongoing (11)

Deferred (2)

Support of the Toorak Village Sculpture Exhibition due to the streetscape improvement works (now to be delivered in October 2024).

Climate Vulnerability Assessment, deferred to 2025/26 due to resourcing/budget constraints.

Discontinued (1)

Mapping of community programs in the area was discontinued and will be replaced with a partnership with Swinburne University in 2024/25 (see Focus for 2024/25).

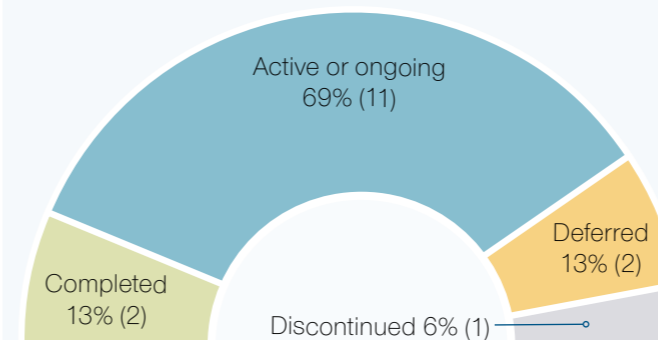
Council Plan objectives

PLED actions

| | |
|---|---------------|
| 1.1 Identity and destination | 1.1, 1.2 |
| 1.2 Thriving and desirable businesses | 2.1, 2.2, 2.3 |
| 1.4 Active transport and connected city | 4.1 |
| 2.2 Diverse, inclusive, and safe | 5.1 |
| 2.4 Sustainability and climate action | 6.1, 6.2 |

Focus for 2024/25

- Partnering with Swinburne University to undertake a digital placemaking initiative to better understand the habits, wants and needs of the Toorak Village demographic, specifically nearby school cohorts.
- Toorak Village Sculpture Exhibition to be delivered in October 2024.



Hawksburn Village



Highlight initiatives



Hosted a networking event in Hawksburn Village for business owners to meet and build connections between businesses and with Council.



Installed bin sensors which feed data back to Waste Services improving ability to proactively manage waste in the precinct.



Installed Christmas decorations in the Village to enhance festive ambience.



Engaged with the community to seek feedback on the draft Housing Strategy.



Installed traffic and pedestrian counters near Westbourne Street to better understand movement and activity in the precinct.



Hawksburn B2B Networking Event

Hawksburn Village is a well-loved precinct in Stonnington, with a strong character and community. During the year, we hosted a networking event at the Toorak Hotel in the village, introducing the Economic and Place Development team to the local businesses and facilitating some business-to-business (B2B) networking. The event saw over 30 business representatives attend, taking the opportunity to connect with one another. Council officers were able to take questions, help businesses better understand the array of Council services available, and open up lines of communication.

Some small but significant amenity issues reported at the event were rectified promptly, and other opportunities discussed were incorporated into the planning for future programs, such as local area marketing initiatives and capacity building programs.

2023/24 initiatives at a glance

Total (18)

Completed (8)

Active or ongoing (4)

Deferred (4)

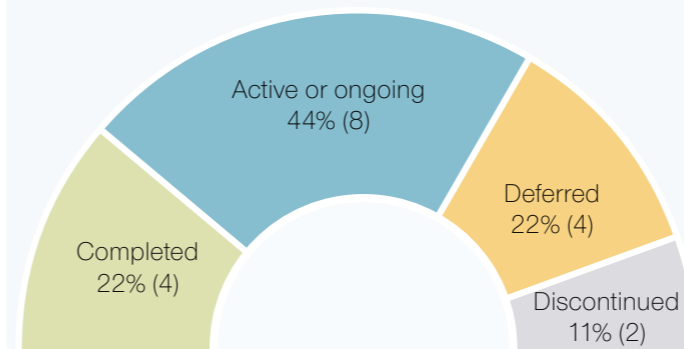
Challenges associated with gaining Hawksburn specific data have been identified and resulted in the deferral of production of a Hawksburn Economic Snapshot. Once additional/different data sources are identified, this can be revisited.

A Climate Vulnerability Assessment for the area was deferred to 2025/26 due to budget and resourcing constraints.

Two initiatives related to highlighting Hawksburn's unique points of difference were deferred to 2024/25, where they will be captured in a planned destination marketing campaign.

Discontinued (2)

Seasonal activations beyond physical decorations are challenging in the Hawksburn environment due to lack of space to congregate. This has resulted in reprioritising efforts toward more impactful initiatives.



Council Plan objectives

PLED actions

| | |
|---|----------|
| 1.1 Identity and destination | 1.2 |
| 2.3 Public and green spaces | 3.2 |
| 1.4 Active transport and connected city | 4.1, 4.4 |
| 2.2 Diverse, inclusive, and safe | 5.1 |
| 2.4 Sustainability and climate action | 6.1, 6.2 |
| 2.1 Health and wellbeing | 7.2 |

Focus for 2024/25

- Local area marketing campaign.
- Hawksburn networking event. Traders have confirmed they value the opportunity to connect with each other, so Council will host more networking and capacity building events to foster the business community in the Village.

Malvern East



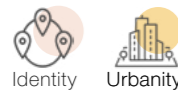
Highlight initiatives



Supported the delivery of East Malvern Food and Wine Festival with a sponsorship and in-kind operational support.



International Women's Day breakfast at Chadstone (see Spotlight).



Workshops in the Wild (grantee) over two program days in Central Park.



Bin sensors installed at Central Park.



Opening of Stonnington Sports Centre at Percy Treyvaud Memorial Park.



Hosted Pets in the Park at Central Park with over 3,000 attendees.



Hosted native plant giveaway at Central Park.



International Women's Day breakfast at Chadstone

In partnership with Vicinity Centres, the owner of Chadstone Shopping Centre, we hosted a special International Women's Day breakfast at the Chadstone Hotel.

Following an introduction by the Mayor, Councillor Gianfriddo, MC Jacqui Felgate took to the stage to introduce the keynote speaker Melanie Gleezon, founder of Endota Spa. The sold out event was a great success selling out with 197 attendees in total.

Guests enjoyed hearing Melanie's story - about the successful growth of what was a small business by an impressive female founder - while enjoying a delicious breakfast, giveaways and business-to-business networking.

Malvern East and the business precincts nearby do not currently have individual place activation plans, meaning Council cannot report on activity in the area in the same way we do for the other precincts. However, there are lots of wonderful Stonnington-led initiatives happening in the area and we've captured some highlights here. We have indicated how activities contributed to the broader delivery objectives of the Place-led Economic Development Strategy through alignment to the Council Plan and actions within the Economic Opportunities section of the strategy.

| Council Plan objectives | PLED actions | Focus for 2024/25 |
|---|-------------------------|--|
| 1.1 Place-based Outcomes | 1.3, 1.4, 4.3, 4.4 | <ul style="list-style-type: none"> Grow our new database of business contacts to uplift the support and service we can provide to our smaller neighbourhood centres. Undertake a local area marketing campaign for small business precincts focusing on hidden gems and local treasures. |
| 1.2 Thriving and desirable businesses | 2.1, 2.3, 2.4, 3.2, 3.3 | |
| 1.4 Active transport and connected city | 2.2 | |
| 2.4 Sustainability and climate action | 3.1, 3.5 | |



Activation types

The following diagram highlights the different types of activations and initiatives we deliver in our activity centres and across the municipality, according to activation type.



Drawcard events

Creates a destination and a drawcard experience for a place.

Carols at Como, Carols at Central Park, International Women's Day breakfast at Chadstone, Roola Boola Childrens Arts Festival, Pets in the Park, Stonnington Street Slam, shows at Chapel Off Chapel.



Seasonal activations

Ensures people have something to look forward to all year 'round.

Mother's Day photo booth in Winter Street, Malvern's season of celebration, Toorak Village "Shiny and new" Activation, Santa in Stonnington, High Street Armadale Broadsheet campaign, Christmas decoration program.



Surprise and delight

Generates a positive association with a place, changes habits, incentivises or rewards.

Mural in South Yarra, High Street pause point, Santa in Stonnington Christmas activation, BioRhythm installation, Wings of Wonder installation, Nightlight illumination activations including World Environment Day and So Soiree promotion, Windsor siding BMX track redevelopment.



Weekly rituals

Enhance or establishes new behaviors.

Winter Street pop-up park programming, Mount and Bangs Street parks programming, Workshops in the Wild (grantee), Share and Swap shop (grantee), Walk and Talk buddies, Move it to Music classes, Chatty Café initiative, Tai Chi classes, Book Chat, English Conversation Circle, Let's get Quizzical.



Capacity building

Strengthens skills and abilities of the community to support economic and place development.

Hawksburn networking event, data uplift, business development events, Special Rate Schemes, Wellness Wednesdays series, Conflict resolution workshop, Economic and Place Development Advisory Committee, quarterly economic snapshots, Go Full Circle business workshops, partnership with Startup Network, Liquor Forum, Community Safety Committee, partnership with Chadstone Shopping Centre, bike friendly business guide, night-time economy research, Plastic free Stonnington, traffic sensors, waste sensors, business e-newsletter.



Everyday amenity

Creates great first impressions.

Street cleaning, graffiti audits, Toorak Village streetscape works, commercial hard rubbish collection, flood mapping and climate vulnerability assessments, heritage reviews, wayfinding signage maintenance, trader directional signage, footpath trading permits, ePermit system uplift, Strategies for Creating Open Space, Parking Action Plan, Walking Action Plan, accessibility mapping.

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