

Great Places, Thriving Communities

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

PLED Activity Statement FY2025/26

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City of
STONNINGTON

PLED Activity Statement

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

Four yearly reporting

PLED Strategy and
Place Activation Plans
Actions

As we enter the final year of the PLED Strategy and Place Activation Plans, planning work is underway to develop a new strategy – with the potential to combine with the Creative Stonnington: Arts and Culture Strategy that is also due for renewal.

Annual reporting

Initiatives

Annual
Activity
Statement

Cascading the PLED actions into tangible deliverables, this Activity Statement highlights initiatives undertaken in 2025/26, with qualitative and quantitative updates to demonstrate progress.

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 2025-29 Council Plan objectives. The Activity Statement also highlights high-level focus areas for the 2026/27 Financial year.

Delivery status

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

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



Spotlights a successful project

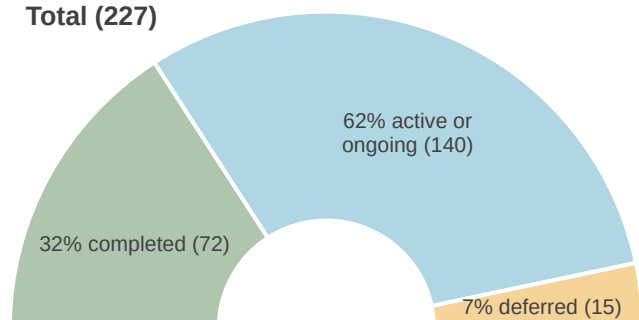
Initiatives at a glance

Highlights initiatives delivered in 2025/26, with quantitative and qualitative data and insights and categorisation against the relevant element(s).

Focus for 2026/27

Provides high-level focus areas for year four implementation.

Total (227)



Total initiatives delivered in 2025/26

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 2025-29 and PLED Strategy actions

Outlines the relevant completed, active or ongoing PLED and Place Activation Plan actions and alignment to Council Plan directions associated with all initiatives delivered. Alignment has been updated this year to reflect the new Council Plan.

Explanatory note on supplementary (S) actions

Two years into the strategy, we checked that every action was still assigned to the right precinct. Where we found actions that could be applied across two or more precincts, we grouped them under Economic Opportunities instead. Actions moved are:

S1.5: Advocate for sustainability and urban greening outcomes.

S1.6: Implement strategies to reduce the impact of construction and development on the local community.

S1.7: Investigate innovative solutions to increase tree canopy cover, planting, green façades, and quality of green spaces.

S1.8: Identify "local identity opportunities" and out-of-home advertising and promotion opportunities.

S2.5: Support, promote or partner with local schools, community groups and businesses to encourage community connection, health and wellbeing and participation in community life.

S2.6: Deliver programs and initiatives to increase walking, bike riding, and public transport use and make it safer, connected and more convenient.

S3.6: Support and partner with organisations, community groups and sectors taking climate action.

Economic Development — what we do

The Place-led Economic Development (PLED) Strategy outlines an iterative approach to economic development and placemaking at the City of Stonnington. Recognising the value of local services, facilities and amenity has provided a strong foundation for developing the PLED Strategy. Most importantly, this Strategy recognises the role of placemaking in economic development and the benefit of harnessing local assets, knowledge and character to achieve economic growth.

While the Economic Development unit is responsible for the monitoring and reporting of progress on the strategy, many teams across the organisation, and some external partners such as Business Associations, contribute to the successful delivery of the projects and programs that make our precincts great places to live, work and play. The PLED takes a cross-organisational approach, working with transport, planning, libraries, recreation, civil projects, sustainability and waste (among others) to deliver initiatives that maintain the thriving communities and spaces that we value.

Business
engagements

700+

through the business
concierge and liaison services

Workshop
attendees

434

through the business development
calendar program of activities

Business
events

22

including business workshops, visits
from the Small Business Bus and 1:1
mentoring sessions





Flagship event: International Women's Day

The City of Stonnington's International Women's Day 2026 Business Breakfast sold out in record time and welcomed more than 200 guests, including local businesswomen, entrepreneurs and community leaders representing more than 100 businesses across the law, finance, retail, health and wellness, design, hospitality, HR, and technology sectors.

Guests began the morning with a networking session over barista-made coffee and canapés before enjoying an inspiring fireside conversation with two leading Australian wellness entrepreneurs, Janey Martino and Steph Claire Smith.

Facilitated by journalist Jacqui Felgate, the discussion explored entrepreneurial journeys, leadership, imposter syndrome, brand building and balancing work and motherhood. The session resonated strongly with attendees, with 96 percent of survey respondents very satisfied or satisfied with the speakers.

Our core functions



Business events



Business support



Activations



Special rates



Grant programs

Economic opportunities

Highlight initiatives



Resilience



Identity

Delivered the *Night-time Economy: Highlights and Insights* report



Urbanity

Delivered the 2025/26 Business Development Calendar, in addition to a monthly e-newsletter to over 5,000 local businesses



Urbanity

Created the Stonnington Business Handbook, bringing together information for businesses, including about emergency resilience and assistance



Identity

Realigned the Economic Activation and Event Grant Program (now named Business Precinct Activation Grants) to better target Stonnington's smaller non special rate precincts



Identity



Urbanity

Continued to publish regular data snapshots on the council website, providing insight into spend patterns in shopping precincts across the municipality



Mobility

Ran a regular bike servicing program at multiple locations, supporting the use of active transport to our shopping precincts



Resilience



Equity



Urbanity

Advocated to State Government on a range of issues affecting Stonnington, including the Congestion Levy, State Government activity centre plans, and public transport matters.



Identity

Simplified the footpath trading process and restructured charge tiers to ensure more equitable access to footpath trading



Night-time economy

A key focus of FY 2025/26 has been the night-time economy, cascading out of the Night-time Economy Highlights and Insights report initiated in year two of the PLED. The report identifies clusters, gaps and opportunities for further work, opening the door for initiatives such as High Street's *Fashion After Dark* (p 13) and informing implementation of the Chapel Street Precinct Improvement Plan. FY2025/26 saw the delivery of a range of night-time initiatives, with Good Night Out venue training and the Chapel Street night walk addressing safety from business and public use perspectives. In tandem, an uplift in street experience was initiated through activations such as Iwagumi Air Scape and the Ephemeral Collection.



Business Health Survey

In September 2025, the Economic Development unit completed the second biennial Business Health Survey, receiving a record 864 responses from local businesses — a 41% increase from 2023. Business feedback gave a clear picture of local business sentiment and helped understand the challenges, priorities and opportunities that matter most.

Some key highlights included that:

- While overall business sentiment was down, 52% expected improved performance in the next year and 37% expected stability.
- Businesses wanted support from us through grant funding (38%), clearer communication about our business services (31%), destination marketing (28%), and facilitating precinct activations (35%).
- The key challenges businesses face are economic downturn (70%), reduced consumer spending (52%), rising overheads (43%), and high rent (41%).

These insights will help us refine our programs, services, advocacy and event offerings to better support Stonnington businesses.

2025/26 initiatives at a glance

Total (62)

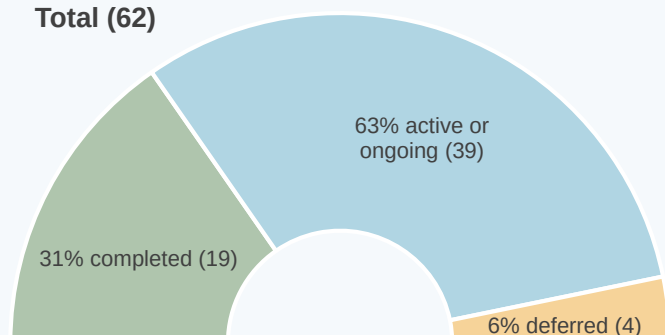
Completed (19)

Active or ongoing (39)

Deferred (4)

Three of the four deferred initiatives relate to the activation of Prahran Town Hall, which has been delayed due to extended contract negotiations. An out-of-home advertising style guide has been deferred until after a decision is made about the removal of tram safety barriers.

Total (62)



Council Plan 2025-29 direction

PLED actions

1: Livable city	1.3, 2.2, 3.4, S2.6
2: Vibrant destination	1.1, 1.2, 2.1, 2.4, 3.1, 3.2, 3.3, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, S1.6
3: Thriving community	S2.5
4: Sustainable environment	3.5, S1.5, S1.7, S3.6
5: Well-governed organisation	1.4, 2.3

Focus for 2026/27

- Delivery of the Business Precinct Activation Grants program, with revised guidelines to better target neighbourhood precincts
- Tourism and visitor attraction, ranging from hotel listings to local area marketing campaigns
- External programmed lighting around Prahran Town Hall to support activation of Chapel Street.

South Yarra, Prahran and Windsor

Stretching over two and a half kilometres, the Chapel Street shopping and place experience is distinct and varied, as it covers three suburbs - all of which have unique characteristics and demographics. South Yarra is the largest precinct economically, due to the high density of commercial tenancies and the inclusion of the Toorak Road Shopping precinct. Prahran is the heart of the precinct, forming the meeting place of multiple transport routes and a hub of creative practice. Windsor is the smallest precinct, yet has a thriving night-time economy, offering an array of restaurants and bars. These distinct characters all complement each other to form the larger precinct of Chapel Street.

Highlight initiatives

  	South Yarra Prahran Windsor	Endorsed and completed the first year of implementation of the Chapel Street Precinct Improvement Plan
	Prahran	Delivered two major activations in Prahran Square: Iwagumi Air Scape and the Ephemeral Collection/Bubble Emporium (see spotlight)
	South Yarra Prahran Windsor	Delivered enhanced street cleaning program in Chapel Street
	Prahran	Sponsored events at Prahran Market, including the Seafood Festival and the Sinner's Roast
	Prahran	Facilitated a refreshed mural on Greville Street Prahran
  	South Yarra Prahran	Undertook 'night walks' with key stakeholders for a Chapel Street safety and lighting audit (see spotlight)
	South Yarra Prahran Windsor	Ran the 'Good Night Out' project with hospitality businesses
	South Yarra Prahran Windsor	Provided funding for the Salvation Army Pink Car program, supporting a vibrant and safe nightlife on Chapel Street
	South Yarra Prahran	Delivered activations in multiple locations across Prahran and South Yarra through the 2025-26 Economic Activation and Events Grant program
 	South Yarra	Jazz on Murphy concert and street activation delivered by Toorak Road South Yarra Business Association
  	South Yarra	Completed and activated the William Street pocket park for locals, running launch programming over three weekends
 	Windsor	Completed pathway upgrades at Windsor Siding, improving sightlines and access



Iwagumi Air Scape

Iwagumi Air Scape, the towering 13-metre-tall inflatable art installation by Studio ENESS, took over Prahran Square from 1–17 August as an initiative of the Chapel Street Precinct Improvement Plan. Drawing visitors from across Melbourne and interstate.

In total 48,612 people visited Prahran Square from 1-17 August, with 70% coming in from outside Stonnington. The estimated benefit generated by the activation was \$2.4 million over the 16 days of the installation. Of the 479 people surveyed, a diverse range of ages were represented, with the largest group being 25–34-year-olds, including 28% of people coming with families - something that was also observed by security guards across the wider attendees.



Night walks

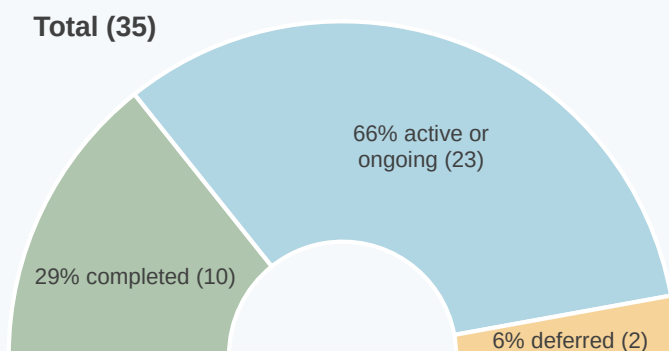
Between January and May 2026, the City of Stonnington commissioned a safety and lighting audit to assess what changes could be made to improve real and perceived safety on Chapel Street. As part of the audit, two 'walkshops' were conducted with night-time safety and lighting experts Arup, visiting key sites across the precinct. The sessions brought together Council, community and business representatives and received positive feedback.

Recommendations for improvement opportunities to strengthen people's perception of night-time safety are expected in the 2026/27 financial year.



South Yarra, Prahran and Windsor

South Yarra



2025/26 initiatives at a glance

Total (35)

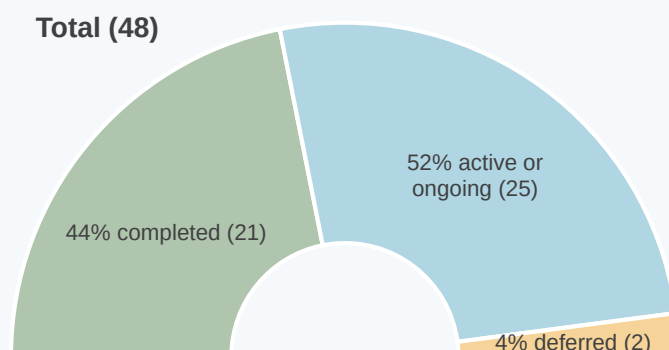
Completed (10)

Active or ongoing (23)

Deferred (2)

Work on an outdoors advertising style guide has been deferred until new branding is confirmed and implemented in Chapel Street and other decisions about outdoor safety infrastructure are finalised. Implementation of wayfinding updates has been deferred to align with work on a new Transport Strategy.

Prahran



2025/26 initiatives at a glance

Total (48)

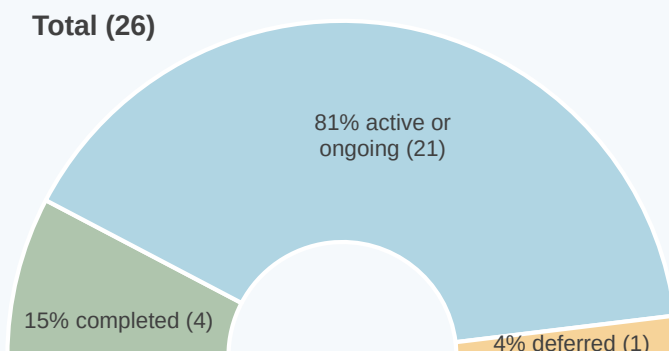
Completed (21)

Active or ongoing (25)

Deferred (2)

Both deferred initiatives relate to the activation of Prahran Town Hall, which has been delayed due to extended contract negotiations.

Windsor



2025/26 initiatives at a glance

Total (26)

Completed (4)

Active or ongoing (21)

Deferred (1)

An initiative to decorate concrete cubes in Maddock Street Windsor has been deferred to be considered after a decision has been made about tram safety barrier removal and new Chapel Street branding is finalised

Council Plan 2025-29 direction	PLED actions		
	South Yarra	Prahran	Windsor
1: Livable city	1.4, 1.5, 1.6, 4.1, 4.2, 4.3, 4.4, 4.5, 5.3	1.1, 4.1, 4.3, 4.5, 4.6	1.1, 3.3, 4.1, 4.2, 5.3
2: Vibrant destination	1.2, 2.1, 2.4, 3.1, 3.2, 5.1, 5.2	1.3, 1.5, 2.2, 2.3, 3.1, 3.2, 3.4, 5.2	1.4, 2.1, 2.2, 2.3, 5.1
3: Thriving community	-	5.1, 5.3, 5.4, 7.2	5.2, 5.4, 7.1, 7.2
4: Sustainable environment	-	6.1	-

Focus for 2026/27

Chapel Street Precinct Improvement Plan

The Chapel Street Precinct Improvement Plan is a targeted program of actions to support the precinct's ongoing success. It focuses on strengthening business and community confidence, improving public safety, and lifting cleanliness and amenity across the precinct.

The plan was first launched in July 2025 with a \$4.4 million investment. For 2026/27 there is an additional \$4.4 million invested. That includes \$1.2 million of special rate funds – the money collected from commercial property owners on Chapel Street to directly contribute to the marketing, promotion, business development and activation of the precinct to increase visitation.

Toorak Road South Yarra

Stonnington will support the night, event and hospitality economy in Toorak Road South Yarra precinct by partnering with venues to encourage participation in the Melbourne Food and Wine Festival, building the precinct's identity through Australia's largest hospitality festival.



High Street, Armadale

Highlight initiatives



Identity



Urbanity

Worked with businesses to plan, advertise and deliver the Fashion After Dark event (see spotlight)



Identity



Wellness



Urbanity

Supported delivery of marketing activity through the Special Rate, with High Street Armadale Business Association delivering a range of programs including:

- A *Where To* guide listing, increasing visibility for visitors
- An online wellness campaign
- Precinct specific Christmas decorations
- A tram wrap advertising the precinct across Melbourne



Urbanity



Mobility



Resilience

Completed the Armadale Station Precinct masterplan, ready for community consultation in the 2026/27 financial year



Mobility

Improved pedestrian access in surrounding streets by installing two new pedestrian crossings on Kooyong Road, and introducing a shared zone on Morey Street/Kingsway



Identity

Delivered pop-up Santa over Christmas to support street activity in the precinct





Fashion After Dark

On Thursday 14 May, 42 fashion, jewellery and accessories retailers opened late, offering exclusive in-store activations, promotions and styling experiences delivering strong outcomes for local traders and the precinct. The project tested after-hours trading, consistent with recommendations from the 2025 Night-time Economy Report.

The initiative was developed to highlight High Street Armadale's distinctive fashion offering and support local businesses during the cooler autumn/winter season and during a period of softer discretionary spending and ongoing economic pressures.

Trader enthusiasm for the project was high, with participation exceeding expectations. This reflects strong appetite for fresh promotional opportunities in the precinct. While the initial participation target was 16 independent businesses, 22 independent retailers participated, a 38% increase on target.

74% of surveyed businesses reported increased foot traffic, 67% rated the event as having a 'positive' or 'very positive' impact on their business, 56% experienced increased revenue on the night, and 96% expressed interest in participating in a similar future event



2025/26 initiatives at a glance

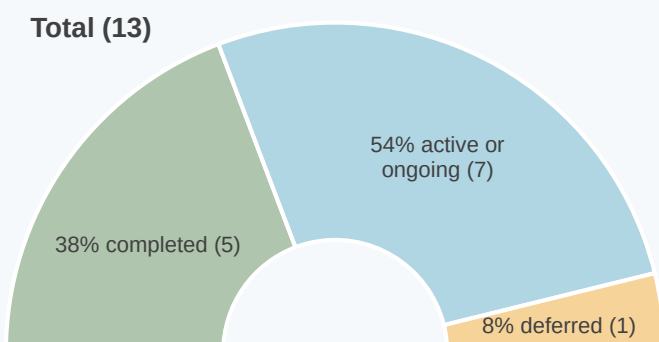
Total (13)

Completed (5)

Active or ongoing (7)

Deferred (1)

Implementation of the Wayfinding Strategy has been deferred to the 2026/27 financial year, due to prioritisation of the Transport Strategy



Council Plan 2025-29 direction

PLED actions

1: Livable city	4.1, 4.2, 4.3, 5.1
2: Vibrant destination	1.1, 1.2, 1.3, 2.1

Focus for 2026/27

- Delivery of a second iteration of the *After Dark* activation model, working with businesses and the Business Association to deliver a coordinated event in the precinct

Hawksburn Village



Highlight initiatives



Identity



Urbanity

Ran a local area marketing campaign over 14 weeks to promote the precinct as a local shopping destination (see spotlight)



Identity



Urbanity

Actively engaged with businesses regarding opportunities offered by the Business Precinct Activation Grants, impacts of local construction projects, and to collect data as part of the Business Health Survey



Identity

Delivered pop-up Santa over Christmas to 'surprise and delight', and support street activity in the precinct.



Identity

Delivered annual Christmas decoration program



Mobility

Consulted in surrounding streets in relation to council's Road Safety Improvement program



Marketing campaign

The City of Stonnington delivered a 14-week digital awareness campaign from late June to late September 2025 to strengthen the identity of Hawksburn Village as a boutique lifestyle precinct and encourage residents and visitors to explore its local businesses.

The campaign introduced a cohesive precinct identity, *Your Hawksburn Village*, supported by high-quality photography, trader interview videos and branded assets shared with participating businesses for future use. The campaign featured 32 local businesses across five pillars: flavour, style, taste, spark and essentials, showcasing the precinct's mix of hospitality, fashion, retail, homewares, beauty, wellness and everyday services.

The campaign targeted people within a 10km radius, including families, working professionals aged 25 to 45, and older residents in the surrounding area, using paid and organic activity on Facebook and Instagram. The paid campaign exceeded its awareness objectives, reaching 1.2 million people and delivering 6.8 million impressions, 116% above target. Trader video content performed best for awareness and reach, while a mix of static, carousel and video content kept audiences engaged throughout the campaign.

Photographic content and *Your Hawksburn Village* digital branded assets were shared with participating businesses to repurpose on their own marketing channels to help sustain engagement and precinct identity after the campaign ended.

2025/26 initiatives at a glance

Total (14)

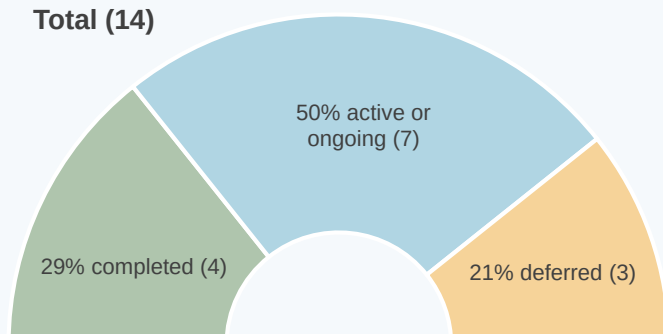
Completed (4)

Active or ongoing (7)

Deferred (3)

Implementation of the Wayfinding Strategy has been deferred due to prioritisation of the Transport Strategy. An out-of-home advertising style guide initiative intended for all precincts has been deferred, superseded by plans for a business promotion policy. Year three of the Hawksburn networking event did not go ahead as it was deemed that we had recently undertaken business engagement through the business health survey, and wanted to focus on other supports for Hawksburn this year.

Total (14)



Council Plan 2025-29 direction

PLED actions

1: Livable city	4.1, 4.3, 5.1
2: Vibrant destination	1.1, 1.2, 2.1

Focus for 2026/27

- Support the village in the potential delivery of a Business Precinct Activation Grant
- Work with Construction Management to manage the impact of construction phase of major developments in the area

Glenferrie Road, Malvern

Highlight initiatives



Urbanity



Identity



Equity



Resilience



Wellness

Supported the Glenferrie Road Malvern Business Association through the Special Rate, delivering a variety of programs including:

- In-precinct Christmas wrapping
- Chanukah doughnut giveaway
- Face painting for children on the AFL Grand Final weekend
- Mother's and Father's Day promotions and competitions
- Street performances by stilt walkers on Easter and Mother's Day



Greenery



Equity

Sponsored the Stonnington Toy Library to deliver Children's week activities in the Winter Street Pop Up Park



Urbanity

Audited street furniture and commenced seating upgrades



Identity

Delivered the regular Christmas decoration program, including the Malvern Town Hall wreath and the addition of a menorah at 311 Glenferrie Road





Partnerships between council, businesses and community

Partnerships between the City of Stonnington, the Glenferrie Road Malvern Business Association and other local community organisations have supported a thriving, diverse shopping precinct with a strong local identity.

The business association gauges business sentiment and runs activations, marketing activity and responsive programs. They tap into a range of local organisations that connect with their community, including kids programs, advertising in the Jewish News, and raising money for Malvern Emergency Food Program. In tandem, we work with the business association and other local organisations; for example, this year, rather than running programs directly in the precinct, we sponsored the Stonnington Toy Library to run Children's Week's activations. This both recognised the importance of grassroots, community-run programs, and served as a capacity building exercise in the precinct.

Glenferrie Road is a great example of a local shopping precinct that caters to shoppers and the wider community. Vacancies are generally low, the business mix is highly diversified, and there is a strong mix of shoppers, including residents and local workers. The precinct has shown steady growth in spend, spread across most business sectors represented.

2025/26 initiatives at a glance

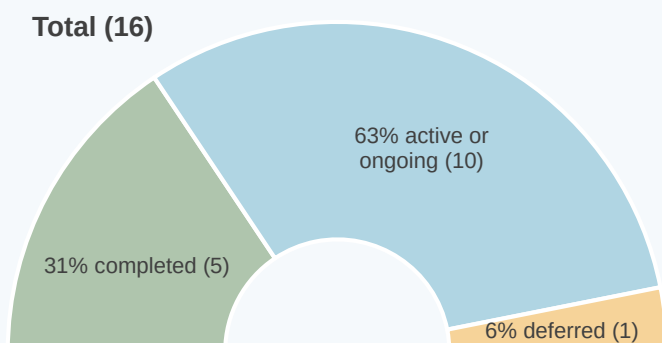
Total (16)

Completed (5)

Active or ongoing (10)

Deferred (1)

Potential translation work to improve CALD business resources has been deferred while demand, feasibility and resourcing requirements are assessed.



Council Plan 2025-29 direction

PLED actions

1: Livable city	4.1, 4.2, 5.2
2: Vibrant destination	1.1, 2.3, 5.1
3: Thriving community	2.4

Focus for 2026/27

- Continue to support local business association and local businesses and cross promote activities to drive visitation to the street.
- Continue to promote business upskilling events (often held nearby at Malvern Town Hall) to local businesses.

Toorak Village

Highlight initiatives



Greenery



Urbanity



Identity

Supported the Toorak Village Traders Association through the Special Rate, delivering:

- The 2025 sculpture exhibition, displaying sculptures at shops throughout the village
- A Christmas decoration trail, with handpainted decorations and children's activities
- A social media campaign and competition over the Spring Racing Carnival period (November)



Identity

Delivered a suite of Christmas activation activities, including the annual Christmas decoration program, and visits from Santa



Urbanity

Offered a *Building an Authentic Business Brand* workshop at Central House, giving businesses the tools to develop and maintain a distinctive brand identity



Resilience



Equity



Identity

Hosted Business Victoria's Small business bus mentoring service, offering free mentoring appointments in May 2026

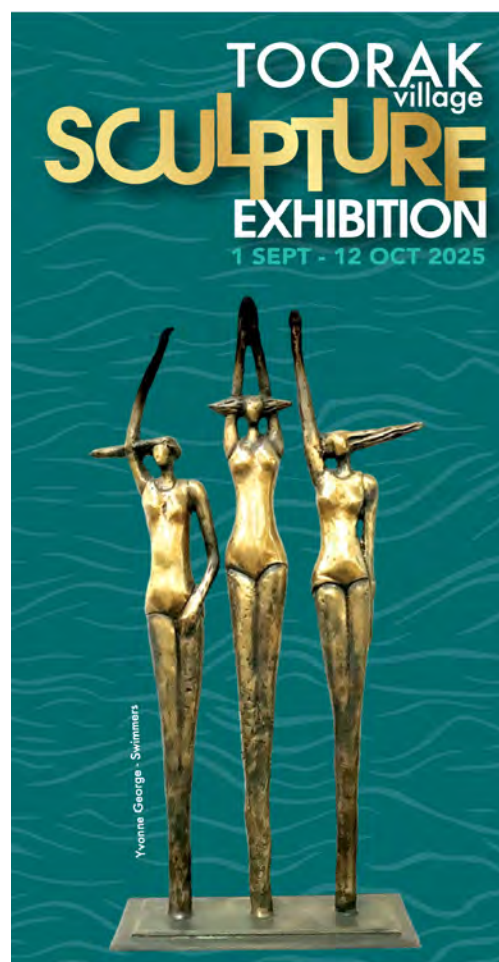


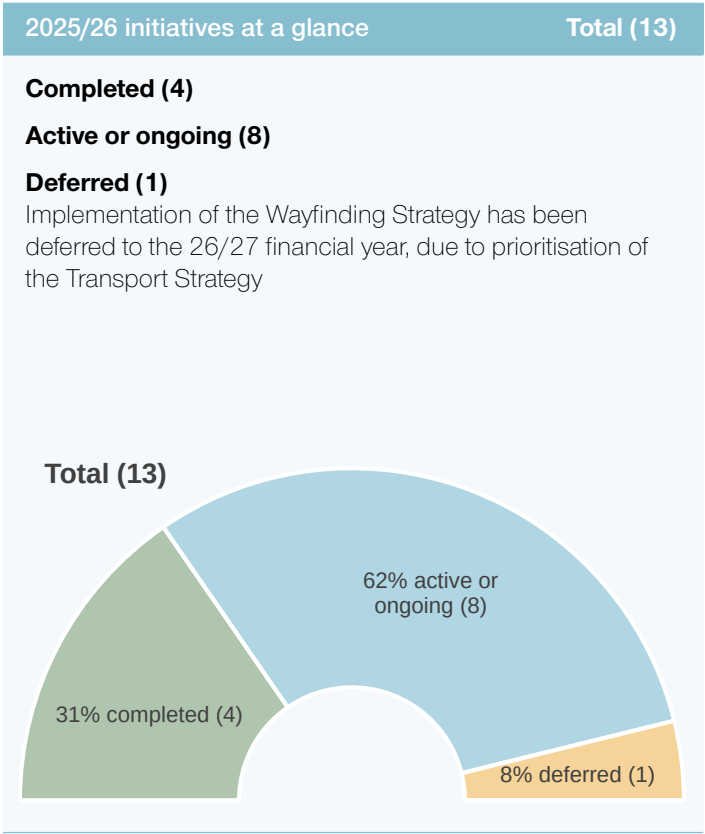
Trader's Association

The Toorak Village Traders Association runs a variety of in-person and online promotional activities in the precinct.

2025 marked 22 years of the precinct's annual sculpture exhibition, and featured 86 separate sculptures displayed in businesses and around the Village. Over Christmas, the Association ran a family-friendly eye-spy activity, involving windows decorated by an artist for the festive season.

These types of creative, in-precinct activities aim to increase engagement, visitation, and encourage visitors to spend more time in the area.





Council Plan 2025-29 direction	PLED actions
1: Livable city	1.1, 4.1, 4.5, 5.1
2: Vibrant destination	2.1, 2.2, 2.3, 3.2

Focus for 2026/27
Provision of an additional \$100k to the precinct for activation, to mitigate the impact of construction projects in the area.

Neighbourhood activity centres



There are a myriad of great activities and initiatives that fall outside of Stonnington's major shopping precincts, benefiting our smaller neighbourhood centres. We have indicated how activities contributed to the broader delivery objectives of the Place-led Economic Development Strategy through alignment to the Council Plan 2025-29 and actions within the Economic Opportunities section of the strategy. These actions take the approach of identifying the needs and existing facilities of the precinct and targeting activities to meet those needs.

Highlight initiatives



Identity

Provided funding to *The Big Draw* and *East Malvern Food and Wine Festival* through the Economic Event and Activation Grant program



Urbanity



Mobility

Initiated a 40km/h speed limit in streets surrounding some shopping precincts to improve pedestrian safety



Identity

Re-wrote Activation Grant guidelines to better target neighbourhood precincts not supported by a Special Rate Scheme



Urbanity

Replaced precinct signage in two neighbourhood precincts, to reflect updates in the Neighbourhood Activity Centres Framework



Urbanity

Delivered the Business Façade Improvement Grant program, available to all shopping precincts, allowing businesses to upgrade their façades to improve street perception and attractiveness (see spotlight)



Identity



Urbanity

Delivered a suite of Christmas activation activities, including the annual Christmas decoration program, and visits from Santa



Urbanity

Trialled a vacant shop façade skinning program at a property in Malvern Village to reduce the visual impact of vacancies on the street



Business liaison

Council's role in business liaison aims to smooth the interaction between the business community and council departments. Over the course of the financial year, business liaison visits have included (but were not limited to):

- General business support and advice to local businesses, with 300 total visits or contacts through the liaison service (not including our business concierge service, which supports businesses to navigate Council's services and departments)
- Site visits to Central Park Village to gain insight into local construction and development impact on business
- Interviews with Kooyong Village business operators for video content, which were shared on Council's corporate social media channels.
- A visit to Beatty Avenue businesses regarding resurfacing works, providing project updates and seeking feedback on the least disruptive days for construction activities.
- Promotion of Active Stonnington's *She Moves* campaign to Central Park businesses, providing opportunities for nearby businesses to participate through promotional offers.
- Business visits and flyer distribution to promote the Business Precinct Activation Grants program and encourage applications from eligible precincts.



Business Façade Improvement Grant program

The 2025/26 Business Façade Improvement Grants supported local businesses to improve their façades, signage, lighting and overall presentation.

Seven projects were successfully completed, five of which were located in neighbourhood shopping precincts. These projects delivered visible improvements across Stonnington's commercial precincts and contributed to safer, more attractive and vibrant streetscapes.

The façade grant stream has been rested in the 2026/27 financial year, allowing us to focus on the Business Precinct Activation Grants program.

Council Plan 2025-29 direction PLED actions

1: Livable city	2.2, 3.4, S2.6
2: Vibrant destination	1.1, 1.2, 2.1, 3.1, 4.2, 4.4, 4.6
5: Well-governed organisation	1.4

Focus for 2026/27

- Delivery and promotional support for inaugural Precinct Activation Grants program in smaller neighbourhood precincts.
- Delivery of local area marketing activity in smaller neighbourhood precincts.

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



Seasonal activations



Surprise and delight



Regular rituals



Capacity building



Everyday amenity

Creates a destination and a drawcard experience for a place.

Iwagumi Air Scape, Bubble Emporium and the Ephemeral Collection, Carols at Como, Carols at Central Park, International Women's Day breakfast at Chadstone, Pets in the Park, shows at Chapel Off Chapel.

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

Children's week programming in Winter Street park, Christmas activities in precincts, Fashion After Dark, local area marketing campaigns, Toorak Village Sculpture Exhibition and other in-precinct activities run by Business Associations.

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

Santa in Stonnington Christmas activation, traffic signal box art program, Community Canvas, Christmas decoration program, Event and Activation Grants, Arts and Culture Grants, public artworks.

Enhances or establishes new behaviours.

Move it to Music, Meet U There social lunch, community group activities, aquatic and sports programs, walk and talk buddies, Chatty Café, Tai Chi classes, Book Chat, English conversation circle, regular library programming, Youth Services drop-in hub.

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

Business development events, Special Rate Schemes, economic snapshots, Good Night Out training, Liquor Forum, partnership with Chadstone Shopping Centre, Coffee with a Cop, night-time economy research, traffic sensors, waste sensors, business e-newsletter, ongoing advocacy, youth services employment assistance, Business Façade Improvement Grants, night walks for safety and lighting audit

Creates great first impressions.

Community transport, graffiti removal, street cleaning, Strategies for Creating Open Space, Parking Action Plan, Neighbourhood Activity Centre Framework, precinct masterplans, pedestrian crossing upgrades, cycling lanes, street furniture maintenance, precinct signage updates.

Stonnington City Centre
311 Glenferrie Road, Malvern

**Stonnington Services and
Visitor Centre**

Prahran Square, corner Chatham
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