



# Attachment A – Draft Strategic Directions

Direction	Inclusive Port Phillip	Liveable Port Phillip	Sustainable Port Phillip	Vibrant Port Phillip	Well Governed
Description	Port Phillip is a place for all members of our community, where people feel safe and supported, respected and comfortable being themselves and expressing their identities.	Port Phillip is a great place to live, where our community has access to high quality public spaces, development and growth is well managed, and it is easy to connect and travel within.	Port Phillip has a sustainable future, where our community benefits from living in a bayside city that is cleaner, greener, cooler and more beautiful.	Port Phillip has a flourishing economy, where our community and local business thrives, and we maintain and enhance our reputation as Melbourne’s cultural and creative heart.	Port Phillip is a leading local government authority, where our community and our organisation is in a better place as a result of our collective efforts.
What we will work towards with our community during 2021-2025: -	<ul style="list-style-type: none"> <li>• Port Phillip is safer, more accessible and welcoming for people of all ages, backgrounds and abilities</li> <li>• Port Phillip community is healthier and more resilient</li> <li>• People are supported to find pathways out of homelessness</li> </ul>	<ul style="list-style-type: none"> <li>• Port Phillip has diverse and distinctive neighbourhoods and places</li> <li>• Port Phillip has safe and liveable streets and public spaces for people of all ages and abilities to enjoy</li> <li>• The city is well connected and easy to move around</li> </ul>	<ul style="list-style-type: none"> <li>• Port Phillip has cleaner streets, parks, foreshore areas and waterways</li> <li>• Port Phillip manages waste well and maximises reuse and recycling opportunities</li> <li>• The city is actively mitigating and adapting to climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Port Phillip’s main streets, activity centres and laneways are vibrant and active</li> <li>• Port Phillip is a great place to set-up and maintain a business in inner Melbourne</li> <li>• Arts, culture and creative expression are part of everyday life</li> </ul>	<ul style="list-style-type: none"> <li>• Port Phillip is high performing, innovative and puts our community first</li> <li>• Port Phillip is cost effective, efficient and delivers with speed, simplicity and confidence</li> <li>• Our community has the opportunity to participate in civic life and inform Council decision making</li> </ul>
Types of Broad Services Covered in This Direction	Affordable housing and homelessness; Ageing and accessibility; Children; Community programs and facilities; Families and young people, Recreation.	City planning and urban design; heritage; Development approvals and compliance; Health; Local laws and animal management; Municipal emergency management; Public space; Transport and parking management.	Sustainability; Waste management; Amenity.	Arts & culture; Economic development and tourism; Festivals, Libraries; and South Melbourne Market.	Asset and property management; Communications and engagement; Customer experience; Finance and project management; Governance; risk and policy; People, Culture and Safety; Technology.