

**ENGAGED**  
**HEALTHY**  
**RESILIENT**  
**VIBRANT**

YEAR 2 – REVISED JUNE 2014



CITY OF

# PORT PHILLIP



Council respectfully acknowledges the Yalukit Wilam Clan of the Boon Wurrung.

We pay our respect to their Elders, both past and present.

We acknowledge and uphold their continuing relationship to this land.



53.4%  
of residents  
are aged 25 - 49  
years old



50%  
of residents are  
renting (twice  
Melbourne  
average)



Almost  
50%  
of residents have  
only one car



8.1%  
of residents are  
living in community  
or public  
housing



102,501  
people live in  
Port Phillip

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# ABOUT THIS PLAN

## **THIS PLAN OUTLINES COUNCIL'S VISION FOR THE CITY OF PORT PHILLIP AND THE KEY DELIVERABLES FOR THE PERIOD BETWEEN 2013 AND 2017.**

A year into the plan, Council has reflected on its progress and made some adjustments to the plan. Supporting this revised plan is the Strategic Resource Plan 2014 - 2018 which outlines both the financial and non-financial resources to deliver this plan. The Strategic Resource Plan 2014 - 2018 is available as an attachment to this plan.

## **TRANSPARENT REPORTING ON OUR PERFORMANCE**

Council is committed to transparent reporting on its performance and activities. Council will regularly report on its progress toward achieving the objectives of the Council Plan, its financial performance and other activities. These reports, along with Council's annual reports are available online at [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)

# OUR FUTURE FOCUS 2013-17 IN SHORT

**THE COUNCIL PLAN 2013-17 CONSISTS OF SIXTEEN OBJECTIVES THAT ARE FRAMED AROUND FOUR AREAS OF FOCUS.**

The delivery of each objective is supported by key actions and progress will be measured by a number of indicators. As part of the annual review, Council has reviewed the measures and targets to ensure they transparently communicate performance to deliver the plan. These are detailed in the following pages.

## **ENGAGED – A WELL GOVERNED CITY**

- 1.1 Provide clear and open communication and engagement that is valued by the community
- 1.2 Value transparent processes in Council decision making
- 1.3 Build and facilitate a network of active and informed communities
- 1.4 Build strategic relations with our partners
- 1.5 Achieve a reputation for organisational and service excellence

## **HEALTHY – A HEALTHY, CREATIVE AND INCLUSIVE CITY**

- 2.1 Ensure our City is a welcoming and safe place for all
- 2.2 Support our community to achieve improved health and wellbeing
- 2.3 Ensure quality and accessible family, youth and children's services that meet the needs of our community
- 2.4 Foster a community that values lifelong learning, strong connections and participating in the life of the City
- 2.5 Promote an improved range of cultural and leisure opportunities that foster a connected and engaged community

## **RESILIENT - A STRONG, INNOVATIVE AND ADAPTIVE CITY**

- 3.1 Build resilience through Council action and leadership
- 3.2 Support and increase community action for a resilient city

## **VIBRANT - A LIVEABLE AND CONNECTED CITY**

- 4.1 Encourage viable, vibrant villages
- 4.2 Ensure growth is well planned and managed for the future
- 4.3 Improve and manage local amenity and assets for now and the future
- 4.4 Ensure people can travel with ease using a range of convenient, safe, accessible and sustainable travel choices

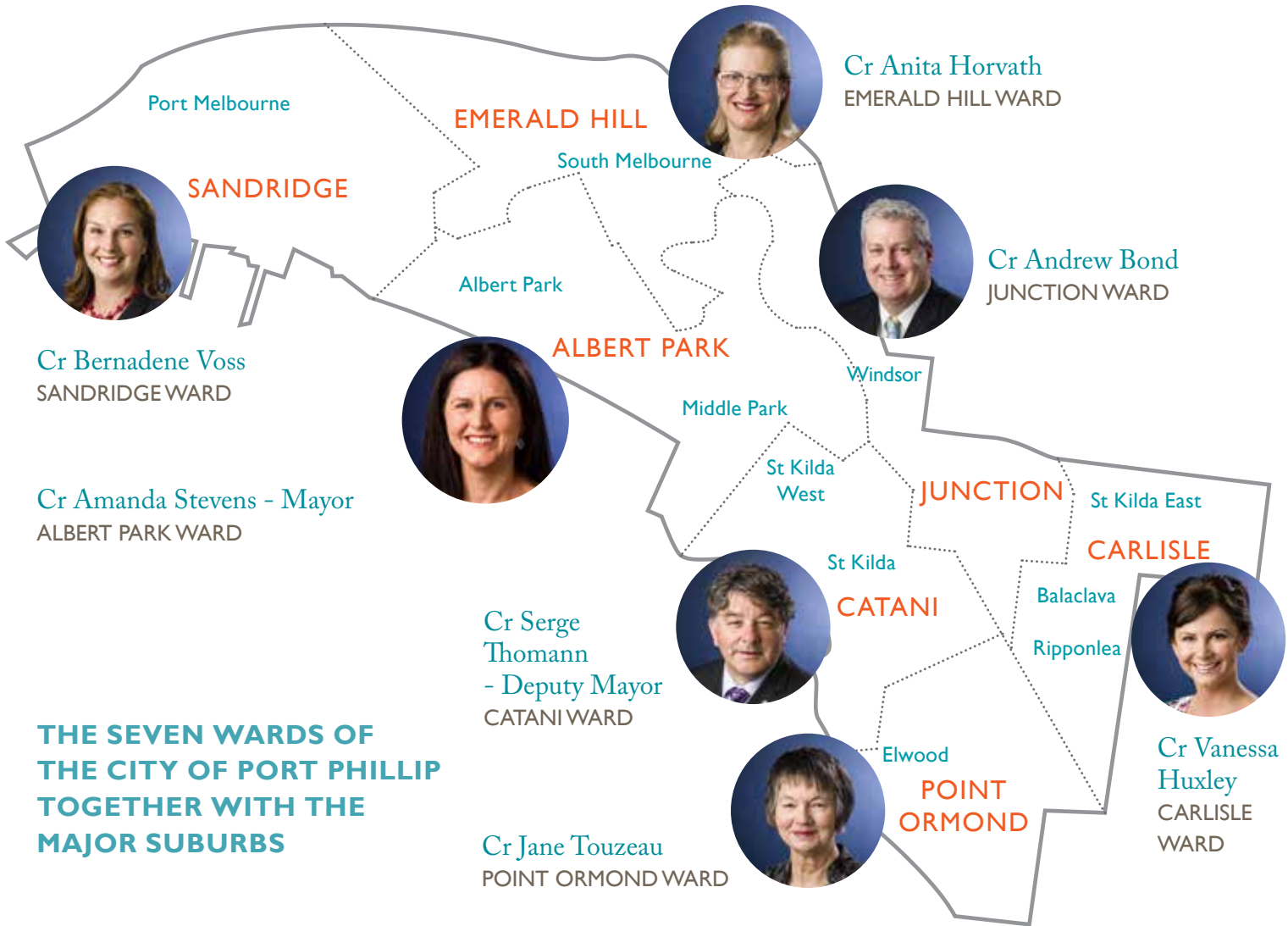


# THE COUNCIL

**THE CITY OF PORT PHILLIP IS DIVIDED INTO SEVEN WARDS,  
REPRESENTED BY ONE COUNCILLOR IN EACH WARD.**

The Councillors were elected as representatives of the City of Port Phillip on 27 October 2012 for a four-year term. Collectively, they have responsibility for setting the strategic direction for the municipality, policy development, identifying service standards and monitoring performance.





**THE SEVEN WARDS OF THE CITY OF PORT PHILLIP TOGETHER WITH THE MAJOR SUBURBS**

Cr Bernadene Voss  
SANDRIDGE WARD

Cr Amanda Stevens - Mayor  
ALBERT PARK WARD

Cr Serge Thomann  
- Deputy Mayor  
CATANI WARD

Cr Jane Touzeau  
POINT ORMOND WARD

Cr Anita Horvath  
EMERALD HILL WARD

Cr Andrew Bond  
JUNCTION WARD

Cr Serge Thomann  
CATANI

Cr Vanessa Huxley  
CARLISLE WARD

# MAYOR'S MESSAGE



Cr Amanda Stevens

MAYOR, CITY OF PORT PHILLIP

## WELCOME TO THE CITY OF PORT PHILLIP'S REVISED COUNCIL PLAN 2013-17.

It is our intention to review this plan each year, to ensure it remains current and continues to meet the needs and priorities of our community. The Councillors and I are pleased to present you with our plan for the next three years.

This review has provided an opportunity to reflect on our first year, and we are proud that we have continued our commitment to delivering important projects in the community, such as completing the Bubup Womindjeka Family and Children's Centre and Emerald Hill Library and Heritage Centre.

We'd like to thank those people who contributed ideas that have informed the review of this Council Plan. Council held five conversation tents around the City in February and March 2014, and received over 118 comments at the tents along with further

comments through our 'Have Your Say' website. We were also pleased to receive a number of considered submissions on this plan during the public review period. Managing growth in our city will continue to be a focus for Council. The Fishermans Bend Urban Renewal Area requires significant planning and investment, and we will continue to work closely with State Government to ensure quality outcomes for our community. We are pleased to see some significant milestones being reached already, including the announcement about the Ferrars Street school.

Developing and maintaining our great places and precincts around Port Phillip is another priority. We are investing heavily in the Seaside Precinct (including the St Kilda Triangle), North Port Pavilion, South Melbourne Market, and refurbishments of Clarendon Street Family Centre and Middle Park Community Centre, as well as a variety of initiatives to make our villages more vibrant.

We are also focusing on improving Council's project management practices, to achieve savings and efficiencies on the delivery of our capital works program as well as ensuring improving organisational performance and the services we deliver to the community.

We recognise that providing transparent information on our performance is essential to our role as councillors. The measures in the Council Plan have been reviewed and industry

benchmarking sought where possible to ensure the performance of the City of Port Phillip is reported on, relevant to other metropolitan Melbourne councils. We will publicly report on these measures on a quarterly basis to keep the community informed on how we are tracking.

Our vision and future focus for Port Phillip as an engaged, healthy, resilient and vibrant city has not changed and continues to inspire our work. The objectives for each focus area also have not changed. These focus areas, aligned with our vision, are:

ENGAGED – A Well Governed City

HEALTHY – A Healthy, Creative and Inclusive City

RESILIENT – A Strong, Innovative and Adaptive City

VIBRANT – A Liveable and Connected City

We encourage you to read the revised Council Plan, and invite you to share your thoughts and feedback to help us continue to build on this city as a vibrant, healthy and thriving place.



**Cr Amanda Stevens**

MAYOR, CITY OF PORT PHILLIP

OUR PLACE

**OUR UNIQUE AND BEAUTIFUL  
PLACE BY THE BAY**

**A CITY OF CONTRAST**

**LOCAL LIFESTYLE WITH  
A GLOBAL OUTLOOK**



OUR VISION FOR THE CITY OF PORT PHILLIP

**ENGAGED**

**HEALTHY**

**RESILIENT**

**VIBRANT**

# CITY OF PORT PHILLIP - A SNAPSHOT

## THE CITY OF PORT PHILLIP IS LOCATED SOUTH OF THE MELBOURNE CITY CENTRE, ON THE NORTHERN SHORE OF PORT PHILLIP BAY.

One of the oldest areas of European settlement in Melbourne, Port Phillip is known and treasured by many for its urban village feel and artistic expression. Heritage buildings, distinct shopping precincts, and tree-lined streetscapes have shaped Port Phillip as a city of defined neighbourhoods.

The major village precincts of Bay Street (Port Melbourne), Clarendon Street (South Melbourne), Fitzroy and Acland streets (St Kilda) and Carlisle Street (Balaclava) provide a variety of retail, leisure and entertainment experiences, each with their own character and cultural expression.



A number of significant employment areas sit within Port Phillip, including the St Kilda Road office district and the industrial, warehousing and manufacturing districts in South Melbourne and Port Melbourne.

The foreshore stretches over 11 km, and a network of public open spaces makes the City a desirable place for residents and visitors alike to enjoy. It is well served by public transport, with a substantial network that includes the St Kilda and Port Melbourne light rail lines, two railway stations on the Sandringham line and various tram and bus routes.

As a sought-after inner city area of Melbourne the physical environment is subject to change. The City continues to experience significant residential development, with substantial growth anticipated over the next forty years in the northern edge of Port Phillip in the Fishermans Bend Urban Renewal area. Valuing the history, ensuring a sense of place and planning for the future of a dynamic and evolving city will continue to present a challenge.



## THE PEOPLE

The City of Port Phillip is a diverse community and has experienced many changes over time. In 2014, it is estimated that over 100,000 people now live in Port Phillip. This represents an 8.1% increase in the population from 2006; and it is anticipated that the population will continue to grow significantly, with the Fishermans Bend Urban Renewal Area expected to be home to approximately 80,000 residents and 40,000 jobs over the next forty years. Census data from 2011 tells us that Port Phillip is the smallest and most densely populated municipality in Victoria. St Kilda is the largest of Port Phillip's neighbourhoods and South Melbourne is the smallest.

A closer look at the resident population in Port Phillip shows that the biggest age group continues to be 25-34 year olds (27.7%), closely followed by 35-49 year olds (25.7%). Residents in the over 60 age bracket make up 14.9% of the population. The number of young people in the 5-17 age group has increased slightly in recent years, as has the 0-4 age group that now represents 5% of the population.

Whilst the average household size in Port Phillip is small (approximately two people), there are many families living here. Port Phillip has one of the most highly educated

communities compared with other metropolitan councils. Although there are a number of wealthy households, approximately 16% of households are classified as low income and almost 8% of our residents live in social or public housing.

The number of people born in non-English speaking countries has increased slightly since the 2006 Census, making up 18.1% of the population (31% of the population were born overseas). The trend in migration is moving away from the post-war pattern (that is, that they are from Greece, Poland, and Italy) towards arrivals from India, China and Malaysia.

In 2011, 40.8% of residents reported owning or purchasing their own home and 50.1% of residents reported renting. The City also attracts a large number of visitors each year (approximately four million).

These demographics provide just a narrow description of the people within our community. The rich diversity and depth of community, individual experience and contribution is the greater story that brings life and expression to the City of Port Phillip, and will continue to play a significant role in shaping its future.





11.4%  
of residents  
ride or walk  
to work



33%  
of residents  
were born  
overseas

50.4%  
of residents have  
moved in the last  
five years



26.2%  
of residents  
catch public  
transport



9.5%  
of the population  
are pre or primary  
school aged



22.4%  
residents are  
purchasing their  
home

# COUNCIL'S ROLE

**IN DELIVERING THE COUNCIL PLAN 2013-17 IT IS IMPORTANT TO  
ACKNOWLEDGE THE RANGE OF ROLES PERFORMED BY COUNCIL.**

Table I provides a summary of these different roles, which are reflected throughout this Council Plan.



TABLE I: ROLE OF COUNCIL

COUNCIL'S ROLE	COUNCIL WILL...	EXAMPLE
Leader	Lead by example	Pursue social justice for all people in our community
Service provider	Fully or partially fund service	Provide and promote opportunities for family, youth and children's services
Deliverer	Directly implement projects and works	Enhance our urban forest through trees that thrive in our locality
Partner	Contribute funds or other resources	Partner with others to improve the quality of water in the bay and deliver storm water harvesting projects
Facilitator	Bring stakeholders together	Support businesses, facilitate networks and opportunities for a viable future
Regulator	Take direct legal responsibility	Develop a policy that protects heritage and accommodates sustainability
Advocate	Proactively make representation	Advocate to increase the number of primary and secondary schools in Port Phillip
Funder	Provide funds or other resources	Fund and partner with other providers for family, youth and children's services and facilities in the City

# OUR FUTURE FOCUS 2013-17

## OUR FOCUS IS:

ENGAGED – A WELL GOVERNED CITY

HEALTHY – A HEALTHY, CREATIVE AND INCLUSIVE CITY

RESILIENT – A STRONG, INNOVATIVE AND ADAPTIVE CITY

VIBRANT – A LIVEABLE AND CONNECTED CITY

EACH FOCUS AREA CONSISTS OF OBJECTIVES AND CORRESPONDING INDICATORS\* TO MEASURE ACHIEVEMENT. THE DELIVERY OF EACH OBJECTIVE IS SUPPORTED BY A NUMBER OF KEY ACTIONS.

Council recognises that none of these areas of focus exist in isolation of each other. Council will take a holistic and integrated approach to improving our City, now and into the future.

\*Unless otherwise indicated all measures are reported on a quarterly basis.



# ENGAGED

A WELL GOVERNED CITY

**WE ARE PROUD OF THE CITY WE REPRESENT.  
COUNCIL WILL BE A LEADER IN GOOD  
GOVERNANCE, AND SOUND FINANCIAL  
AND ASSET MANAGEMENT.**

We will work together, act with integrity and be open and transparent. We will take our collective decision making seriously in the long-term interests of the community as a whole. We aspire to represent a community that actively participates and contributes to our City, and we are committed to inform, connect and engage with our diverse community. We want people to have a positive experience of Council, its services and facilities. We encourage community feedback so we can drive continuous improvement, and we value a healthy and respectful relationship with our staff as committed professionals who care and want to make a difference for the community.



# ENGAGED

## A WELL GOVERNED CITY

### I.1 PROVIDE CLEAR AND OPEN COMMUNICATION AND ENGAGEMENT THAT IS VALUED BY THE COMMUNITY

#### MEASURE OF SUCCESS

- Community satisfaction with Council's consultation and engagement in decision making on key local issues is consistent with industry benchmarks

#### KEY ACTIONS

- Continue to improve community consultation practices to support open and inclusive decision making
- Continue to improve Council's communication and engagement practices to reach diverse audiences
- Provide seamless and consistent information to the community about Council's policies and processes
- Better inform the community about Council priorities and how their rates are used
- Use more innovative approaches and new technologies to inform and engage the community





## Did you know?

Since July 2013, Council has consulted with the community across over 30 different topics including the Stokehouse Restaurant rebuild and Tram Route 96 upgrade.

## 1.2 VALUE TRANSPARENT PROCESSES IN COUNCIL DECISION MAKING

### MEASURES OF SUCCESS

- At least 80% of community satisfaction survey respondents agree Council is trustworthy, reliable and responsible
- Council's liquidity – the ability of Council to pay its liabilities within one year (reported annually)

### KEY ACTIONS

- Promote a culture of good governance and build on Council's reputation for good and transparent practice
- Ensure long-term financial viability through robust financial management and accountability
- Ensure Council's decision making processes, reporting and information provision is transparent and clear



## I.3 BUILD AND FACILITATE A NETWORK OF ACTIVE AND INFORMED COMMUNITIES

### MEASURE OF SUCCESS

- At least 80% of community satisfaction survey respondents agree they feel proud of, connected to and enjoy their neighbourhoods (reported half-yearly)

### KEY ACTIONS

- Facilitate community networks to build on local strengths and to keep people informed and connected
- Support and fund opportunities for local community members to participate in local leadership programs
- Develop and support community reference committees in providing advice to Council
- Promote and support a culture of active citizenship and caring for others

## I.4 BUILD STRATEGIC RELATIONS WITH OUR PARTNERS

### MEASURE OF SUCCESS

- Community rating of Council's performance in lobbying for the interests of the community is consistent with industry benchmarks (reported annually)

### KEY ACTIONS

- Advocate to, and partner with, state and federal governments on policy and programs
- Identify and foster strategic partnerships in working with the three tiers of government
- Lead and demonstrate a bipartisan approach to advocating for the changing needs of the community
- Forge partnerships and good working relationships with our neighbouring councils, government peak bodies and other key stakeholders (including universities and businesses)

### Did you know?

In 2013, Council provided \$252,000 in grants to 34 local organisations to support community strengthening and social inclusion programs.

## I.5 ACHIEVE A REPUTATION FOR ORGANISATIONAL AND SERVICE EXCELLENCE

### MEASURES OF SUCCESS

- Community satisfaction with the overall performance of Council is consistent with industry benchmarks
- Community satisfaction with the performance of customer contact services is consistent with industry benchmarks

### KEY ACTIONS

- Develop a strong organisational culture of service quality and excellence
- Improve awareness of Council's services to ensure people can access what they need
- Ensure a strategic approach to reviewing and improving Council's operations
- Provide clear and efficient processes for managing resident enquiries, requests and complaints
- Ensure the organisation is an employer of choice by developing its people and valuing their contribution in making a positive difference to the community



### Did you know?

Each month, Council responds to almost 4,000 requests from the community for a range of services and information.

# HEALTHY

A HEALTHY, CREATIVE AND INCLUSIVE CITY

WE CELEBRATE PEOPLE FROM ALL WALKS OF LIFE WHO LIVE IN OR VISIT THE CITY. WE WANT PEOPLE TO EXPERIENCE IT AS A WELCOMING, CREATIVE AND SAFE PLACE TO ENJOY.

We want the City to be a place of health and activity, a refuge for those who seek it and a place where people feel like there are opportunities for all. We will support people to come together, look out for one another and embrace differences. We respect the special contribution of Aboriginal and Torres Strait Islander people to our community and are committed to working toward reconciliation.

Council connects with people in a myriad of circumstances and stages in life. Perhaps you are a first time parent? A young person who is looking for somewhere to hang out? Maybe you are a local or a visitor enjoying the endless number of big and small events, leisure and cultural experiences? Perhaps your life circumstances have taken an unexpected turn and you need some help or support? Or you are now an empty nester or older person looking for connections with others? In all these situations and many more, Council will work hard with partners to deliver services and support.

We want to make our city more dynamic, more creative and more diverse.



# HEALTHY

## A HEALTHY, CREATIVE AND INCLUSIVE CITY

### 2.1 ENSURE OUR CITY IS A WELCOMING AND SAFE PLACE FOR ALL

#### MEASURES OF SUCCESS

- At least 80% of community satisfaction survey respondents believe that Port Phillip is a welcoming and supportive community for everyone (reported half-yearly)
- At least 80% of community satisfaction survey respondents feel a sense of safety and security in Port Phillip

#### KEY ACTIONS

- Enable an inclusive community that welcomes diversity and works to eliminate discrimination
- Pursue social justice for all people in our community
- Promote and celebrate equal rights and opportunities for people who identify as gay, lesbian, bisexual, transgender and intersex
- Support the delivery of affordable housing to meet community needs



#### Did you know?

More than 80% of residents surveyed view Port Phillip as a welcoming and supportive community where they can feel safe and secure.

- Continue to pursue reconciliation with our Indigenous community
- Seek to make the City a more welcoming, accessible and safe place for older people
- Foster a community where people from diverse cultural and linguistic backgrounds feel supported and safe
- Foster a city where people living with disability can participate in community life without barriers

## 2.2 SUPPORT OUR COMMUNITY TO ACHIEVE IMPROVED HEALTH AND WELLBEING

### MEASURES OF SUCCESS

- Local Health and Wellbeing Index (reported annually)
- Community rating of Council's recreation facility performance is consistent with industry benchmarks (reported annually)

### KEY ACTIONS

- Promote a healthy and active lifestyle for our community
- Enhance recreation and sporting activities that support people of all ages
- Advocate to, and partner with, others to address factors impacting on people's health and wellbeing
- Provide flexible community spaces that meet the broad needs of the community
- Work with our emergency management partners to prepare for, and respond to emergencies
- Ensure our parks, open spaces and the built environment encourage activity for all ages
- Recognise the role that companion animals play in improving health and wellbeing



## 2.3 ENSURE QUALITY AND ACCESSIBLE FAMILY, YOUTH AND CHILDREN'S SERVICES THAT MEET THE NEEDS OF OUR COMMUNITY

### MEASURES OF SUCCESS

- Maintained or improved community rating of Council's performance in the area of family support services (reported annually)
- All assessed state-regulated family, youth and children's services meet or exceed accreditation standards (reported annually)

### KEY ACTIONS

- Deliver quality family, youth and children's services and facilities in the City
- Fund and partner with other providers for family, youth and children's services and facilities in the City
- Improve the way we engage with young people
- Provide and promote opportunities and spaces for positive and safe youth activity and engagement
- Continue to foster a child and family friendly City
- Advocate at local, state and federal levels to improve services to meet the changing needs of families, young people and children

## 2.4 FOSTER A COMMUNITY THAT VALUES LIFELONG LEARNING, STRONG CONNECTIONS AND PARTICIPATING IN THE LIFE OF THE CITY

### MEASURE OF SUCCESS

- At least 80% of community satisfaction survey respondents feel they have opportunities to participate in affordable local community events and activities of their choosing (reported half-yearly)

### Did you know?

Since June 2013, an additional 48 long day care places and 49 kindergarten places have been provided across the municipality.





## KEY ACTIONS

- Advocate to increase the number of primary and secondary schools in Port Phillip
- Improve access to a diversity of high quality lifelong learning opportunities
- Ensure Council's community facilities are accessible and relevant to community needs
- Strengthen and support the community sector to deliver opportunities that build health and wellbeing
- Promote and increase participation of volunteers



## 2.5 PROMOTE AN IMPROVED RANGE OF CULTURAL AND LEISURE OPPORTUNITIES THAT FOSTER A CONNECTED AND ENGAGED COMMUNITY

### MEASURES OF SUCCESS

- At least 80% of community satisfaction survey respondents agree Port Phillip has a culture of creativity, learning and physical activity (reported half-yearly)
- Maintained or improved community satisfaction with the service performance of libraries

### KEY ACTIONS

- Promote and deliver a diverse program of festivals and events across the City
- Support and advocate for a vibrant live music scene across the City
- Support and showcase the City's creative people and culture
- Position our library services and spaces to meet the community's future needs and aspirations
- Provide public spaces for all to enjoy, be active and feel safe

### Did you know?

In 2013, Council provided \$135,000 to 23 applicants through our Cultural Development Fund to support dance, performance and visual arts programs.

# RESILIENT

A STRONG, INNOVATIVE AND ADAPTIVE CITY

WE ARE FOCUSED ON THE FUTURE AND WE WILL NEED TO ADAPT TO A DIFFERENT CLIMATE. 'COOL' WILL HAVE GREATER MEANING. HOW WILL WE STAY 'COOL' AND CONTINUE TO THRIVE IN EXTENDED PERIODS OF HOT WEATHER? HOW CAN WE STAY 'COOL', CALM AND COLLECTED TO MORE EASILY RESPOND AND MANAGE THE IMPACT OF MORE VARIABLE RAINFALL EVENTS?

We need to be prepared. We want to strengthen our resilience and capacity to adapt. We want to lead, to work with and empower our community to be adaptive and innovative. For us to create opportunities and face this challenge together it will require information, intelligence, efficiency, dynamic ideas and an optimistic mindset. We recognise we can't do this alone. It will be vital to advocate and partner with community, businesses, universities, other governments and organisations.

The City is an extraordinary place which we can make even more so.



# RESILIENT

## A STRONG, INNOVATIVE AND ADAPTIVE CITY

### 3.1 BUILD RESILIENCE THROUGH COUNCIL ACTION AND LEADERSHIP

#### MEASURES OF SUCCESS

- Kerbside waste diversion from landfill rate is consistent with like councils
- Reduction in waste collected from Council buildings (reported annually)
- Reduction in Council's total greenhouse gas emissions per annum (reported annually)
- Achievement of Council's total potable water consumption target for the year
- Progress towards Council's use of alternative water source targets (reported annually)
- Progress towards stormwater quality targets (reported annually)

#### KEY ACTIONS

- Minimise waste through recycling and reduced consumption
- Advocate to state government for a statewide waste management strategy
- Demonstrate leadership in sustainability in our organisational practices
- Seek opportunities for Council and the community to produce renewable energy
- Reduce Council's non-renewable energy use and source alternative renewable energy options
- Develop a policy that protects heritage and accommodates sustainability



#### Did you know?

Since 1996/7, Council has reduced emissions by 37% to 10,293 tonnes CO<sub>2</sub>-e. Council has also reduced its potable water use by 40.7% since 2000/01.

- Partner with others to improve the quality of water in the bay and deliver stormwater harvesting projects
- Partner with others to take local and bay-wide action to address the impacts of climate change (including sea level rise, flooding and heatwaves)
- Further progress and implement Water Sensitive Urban Design

## 3.2 SUPPORT AND INCREASE COMMUNITY ACTION FOR A RESILIENT CITY

### MEASURES OF SUCCESS

- Percentage of participants in Council environment programs who report taking action as a result of their involvement

### KEY ACTIONS

- Encourage, grow and support community and individual leadership, capacity and action
- Help people understand climate issues, the impacts and how we can adapt
- Support the community and schools in travel planning for safe bike riding, walking and public transport in local areas
- Build a connected network of community groups and leaders, and increase the number of people involved in sustainability programs

### Did you know?

The number of participants in Council run sustainability programs has increased from 1,900 in 2009/10 to 5,800 in 2012/13



# VIBRANT

A LIVEABLE AND CONNECTED CITY

WE ALL HAVE A RESPONSIBILITY TO BE FUTURE-FOCUSED AND AGILE; TO RESPECT OUR HISTORY WHILE EMBRACING THE NEW. THE CITY WILL GROW AND WE WILL STRIVE TO BUILD NEW COMMUNITIES, NOT JUST BUILDINGS.

We need to take an intelligent approach to getting the balance right and managing change so that the City will continue to be a desirable and vibrant place where:

- a diverse community of people feel connected and have a sense of belonging
- businesses can thrive and jobs are within easy reach of home
- the City's infrastructure is of high quality, and access to services and goods is inclusive of all
- heritage sits elegantly alongside new innovative design
- there are rich cultural experiences
- it is easy to move about, to walk, tram and ride.

It's all about planning for the future and working with others to create a healthy, sustainable and liveable city that future generations will be proud of.



# VIBRANT

## A LIVEABLE AND CONNECTED CITY

### 4.1 ENCOURAGE VIABLE, VIBRANT VILLAGES

#### MEASURES OF SUCCESS

- At least 80% of community satisfaction survey respondents agree their local area is vibrant, welcoming and accessible
- At least 80% of community satisfaction survey respondents believe South Melbourne Market is a significant benefit to residents (reported annually)

#### KEY ACTIONS

- Support businesses, and facilitate networks and opportunities for a viable future
- Encourage and support local shopping
- Integrate local walking and bike riding routes
- Implement infrastructure and innovations to support local bike riding
- Facilitate and support cultural enterprises and clusters
- Maintain and improve local village feel and streetscapes as vibrant places for all
- Beautify and develop city streetscapes for future needs
- Work with our partners to ensure our entertainment precincts are safe and enjoyable places
- Recognise and support tourism as an integral component of the local economy
- Continue improvements to South Melbourne Market and support local markets



#### Did you know?

Each year Council supports local businesses by providing four major events, four localised events and 12 business training courses.



## 4.2 ENSURE GROWTH IS WELL PLANNED AND MANAGED FOR THE FUTURE

### MEASURE OF SUCCESS

- Increased number of planning permit applicants participating in the Sustainable Design Assessment in the Planning Process (SDAPP) program within Port Phillip (reported half-yearly)

### KEY ACTIONS

- Work with State Government to guide the renewal of Fishermans Bend to a modern, sustainable and diverse extension of our city, where social connections and the health and wellbeing of future communities will thrive
- Advocate for and progress the Montague Precinct Structure Plan as a model for sustainable design outcomes
- Improve the planning, design and amenity of the Port Melbourne area to better service the community
- Implement St Kilda Triangle 2012, continuing to work towards securing a sustainable future for the St Kilda Triangle and Palais Theatre
- Continue to advocate for the redevelopment of the St Kilda Pier to ensure cultural and environmental values are retained
- Lead, advocate for and regulate sustainable design and development for environmental, cultural and social benefits
- Ensure integrated planning and management of our foreshore
- Support programs and partner with others to build connections and a sense of community in high density living
- Drive strategic planning that responds to emerging trends and builds connections between communities



## 4.3 IMPROVE AND MANAGE LOCAL AMENITY AND ASSETS FOR NOW AND THE FUTURE

### MEASURES OF SUCCESS

- At least 80% of community satisfaction survey respondents are satisfied with quality of parks and open space
- At least 80% of community satisfaction survey respondents are satisfied with quality of beach cleaning
- At least 80% of community satisfaction survey respondents are satisfied with quality of street cleaning
- The proportion of the capital works program that is delivered on budget
- Renewal gap ratio – difference between rate of spending on assets and asset depreciation (reported annually)

### KEY ACTIONS

- Support sustainable and strategic investment in the management of our assets and physical and social infrastructure
- Enhance our urban forest through trees that thrive in our locality
- Improve our network of accessible parks and open space across the City
- Ensure that our capital projects are well planned to deliver the best outcome for the community
- Design and implement sustainable and accessible streetscapes
- Advocate to State and Federal governments to support improved infrastructure for the future



## 4.4 ENSURE PEOPLE CAN TRAVEL WITH EASE USING A RANGE OF CONVENIENT, SAFE, ACCESSIBLE AND SUSTAINABLE TRAVEL CHOICES

### MEASURES OF SUCCESS

- Increased reported community use of sustainable options as their main mode of transport (reported half-yearly)
- Community satisfaction with parking management is consistent with industry benchmarks
- Reduction in the number of serious traffic collisions involving pedestrians, cyclists and motorcyclists (reported annually)

### KEY ACTIONS

- Enhance quality and safety for bike riding and walking
- Plan for, and respond to, the changing transport needs of a high density community
- Work with State Government and the community to continue delivering safe and connected commuter bike routes and pedestrian access on major roads
- Advocate for improved public transport accessibility and connections
- Proactively address traffic management and parking issues in the City, and minimise the impacts of motor vehicles on the liveability of our City
- Advocate for improved management of transport movement in and through the City



### Did you know?

The City of Port Phillip is served by 221 km of local roads, about 28 km of tram lines, 1.2 km of train lines and 82 km of bike paths.

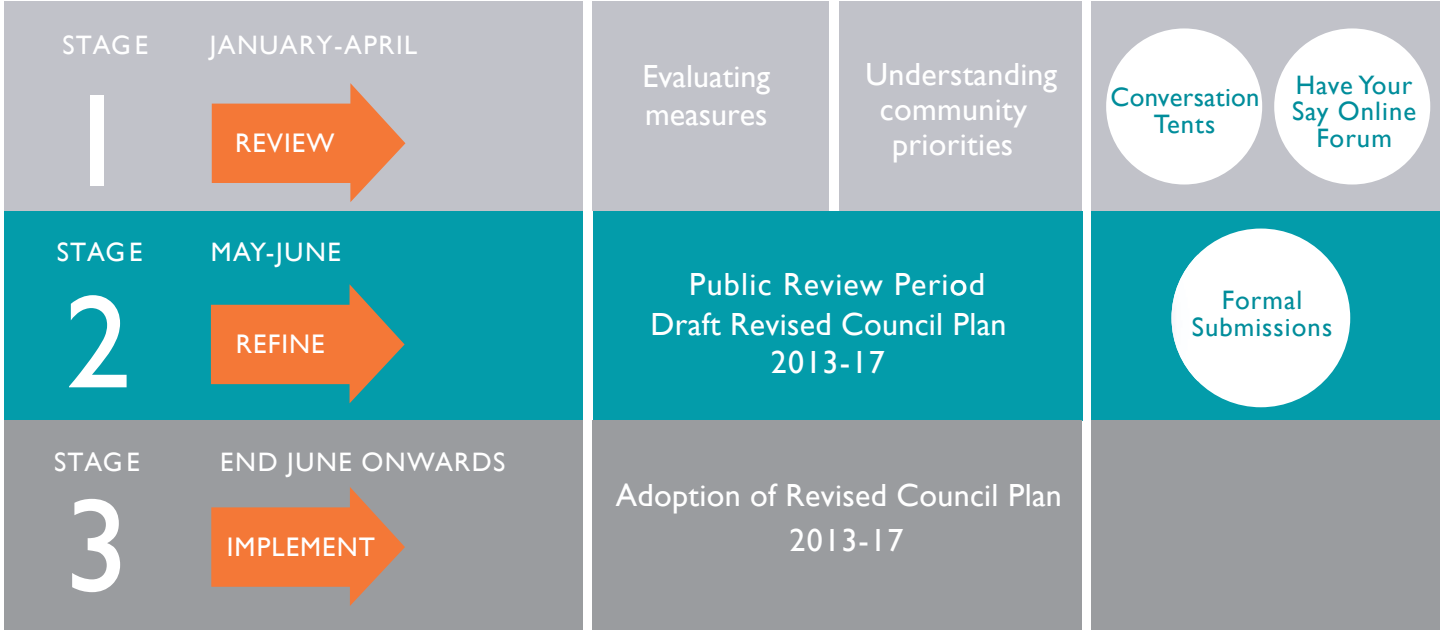
# REVIEWING OUR FUTURE FOCUS 2013-17

**THE COUNCIL PLAN 2013-17 WAS DEVELOPED BY THE NEWLY ELECTED COUNCIL IN JUNE 2013. IT SETS OUT THE OBJECTIVES AND STRATEGIES TO ACHIEVE THESE OBJECTIVES WHICH THE COUNCIL WILL FOCUS ON FOR THE NEXT FOUR YEARS.**

Each year Council is required to review its four-year Council Plan. The review of the City of Port Phillip Council Plan 2013-17 has built on the work and analysis undertaken in 2013, which helped Councillors determine their vision for an engaged, healthy, resilient and vibrant city.

Community feedback has also informed this annual review. Council continued its practice of actively seeking input from the community about its future direction. Throughout February and March 2014, Council hosted a series of five informal conversation tents at local markets and shopping strips to give people an opportunity to share their priorities. As conversations unfolded, ideas were recorded and immediately posted online via the Have Your Say website so that community members could also review the conversations and contribute further ideas away from the tents. Over 140 comments, ideas and suggestions were recorded, and these have helped ensure that this revised Council Plan 2013-17 is reflective of community priorities. Council also received a number of submissions from the public during the public review period which have helped refine the measures.

**FIGURE 1: REVIEWING THE CITY OF PORT PHILLIP COUNCIL PLAN 2013-17**



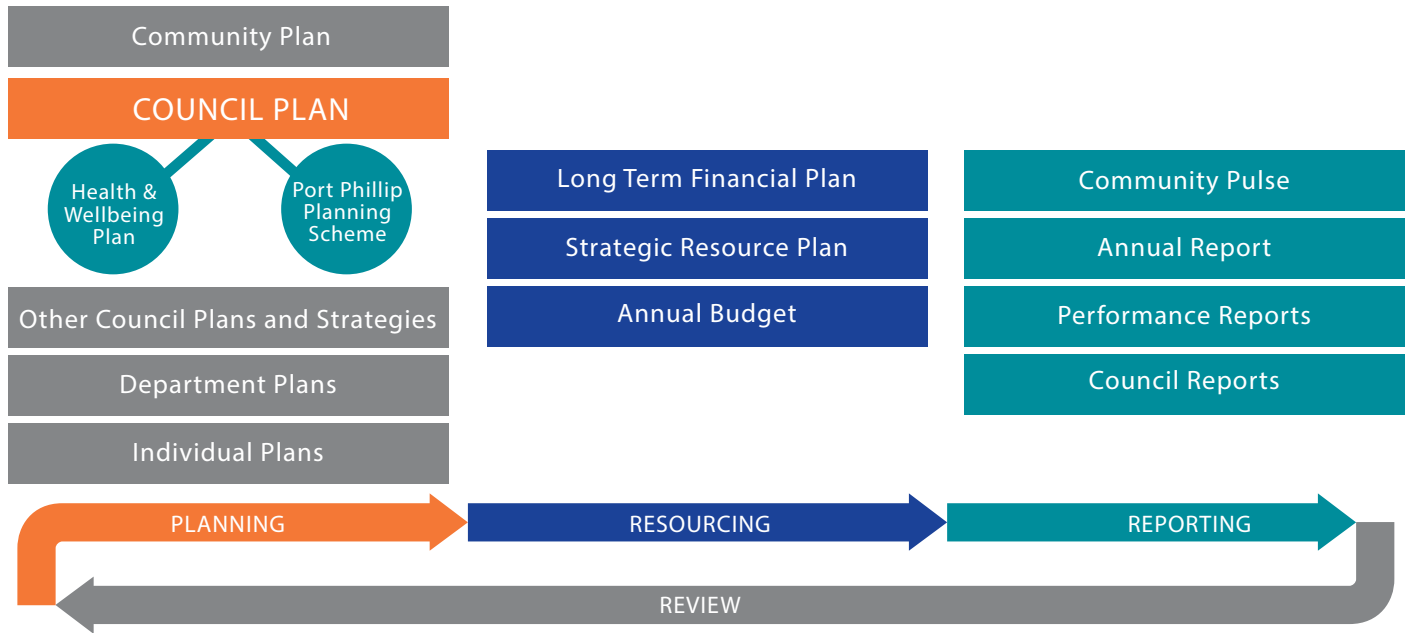
# OUR PLANNING AND REPORTING FRAMEWORK

**COUNCIL IS COMMITTED TO A CONTINUOUS CYCLE OF PLANNING, RESOURCING, REPORTING AND REVIEW TO ENSURE IT DELIVERS THE BEST OUTCOMES FOR THE COMMUNITY.**

Council has a robust planning framework in place to support the delivery of the Council Plan. This includes the 2007-2017 Community Plan, which sets out a ten-year vision and priorities for the future of the City of Port Phillip. The Community Plan guides and informs the draft Council Plan. Sitting alongside the Council Plan are the Municipal Health and Wellbeing Plan and the Port Phillip Planning Scheme. Together these high level plans ensure the current and future health and wellbeing of the City of Port Phillip across social, built, cultural, economic and natural environments.

Council also has a range of plans and strategies that support the delivery of the Council Plan by providing greater analysis and detail to address specific policy objectives. Within the organisation, department and individual plans align to support the delivery of the Council Plan objectives. To deliver on the objectives in the Council Plan, Council recognises that it must allocate appropriate resources. The long-term financial plan provides the framework for Council to meet principles of sound financial management. It also shapes our medium-term strategic resource plan and short-term annual budget.

**FIGURE 2: COUNCIL'S PLANNING AND REPORTING FRAMEWORK**



Each plan and strategy contains measures to track progress and performance. Regular reporting on our performance demonstrates Council's commitment to transparency and accountability. In addition, the Community Pulse indicators provide regular information on changes in the community.



FOR MORE INFORMATION, PLEASE CALL ASSIST ON

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#### NATIONAL RELAY SERVICE ASSISTANCE

If you are deaf, or have a hearing or speech impairment, contact us through the National Relay Service.

24 hour TTY /Voice: 133 677

Speak and Listen: 1300 555 727

For more information, visit: [www.relayservice.gov.au](http://www.relayservice.gov.au)

#### YOU CAN ALSO VISIT OUR WEBSITE

[www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)

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