

ENGAGED
HEALTHY
RESILIENT
VIBRANT

CITY OF PORT PHILLIP COUNCIL PLAN 2013-17



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.



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ABOUT THIS PLAN

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

Supporting this plan is the Strategic Resource Plan 2013/14-2017/18, which outlines both the financial and non-financial resources to deliver this plan. The Strategic Resource Plan 2013/14-2017/18 is available online, or on request, as an attachment to this plan.

TRANSPARENT REPORTING ON OUR PERFORMANCE

Council is committed to transparently reporting on its performance and activities. Each quarter Council will provide a 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

OUR FUTURE FOCUS 2013-17 IN SHORT

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

The delivery of each objective is supported by key actions and progress will be measured by a number of indicators. These are detailed in the following pages.



OUR FUTURE FOCUS



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 & 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 RESILIENT CITY

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

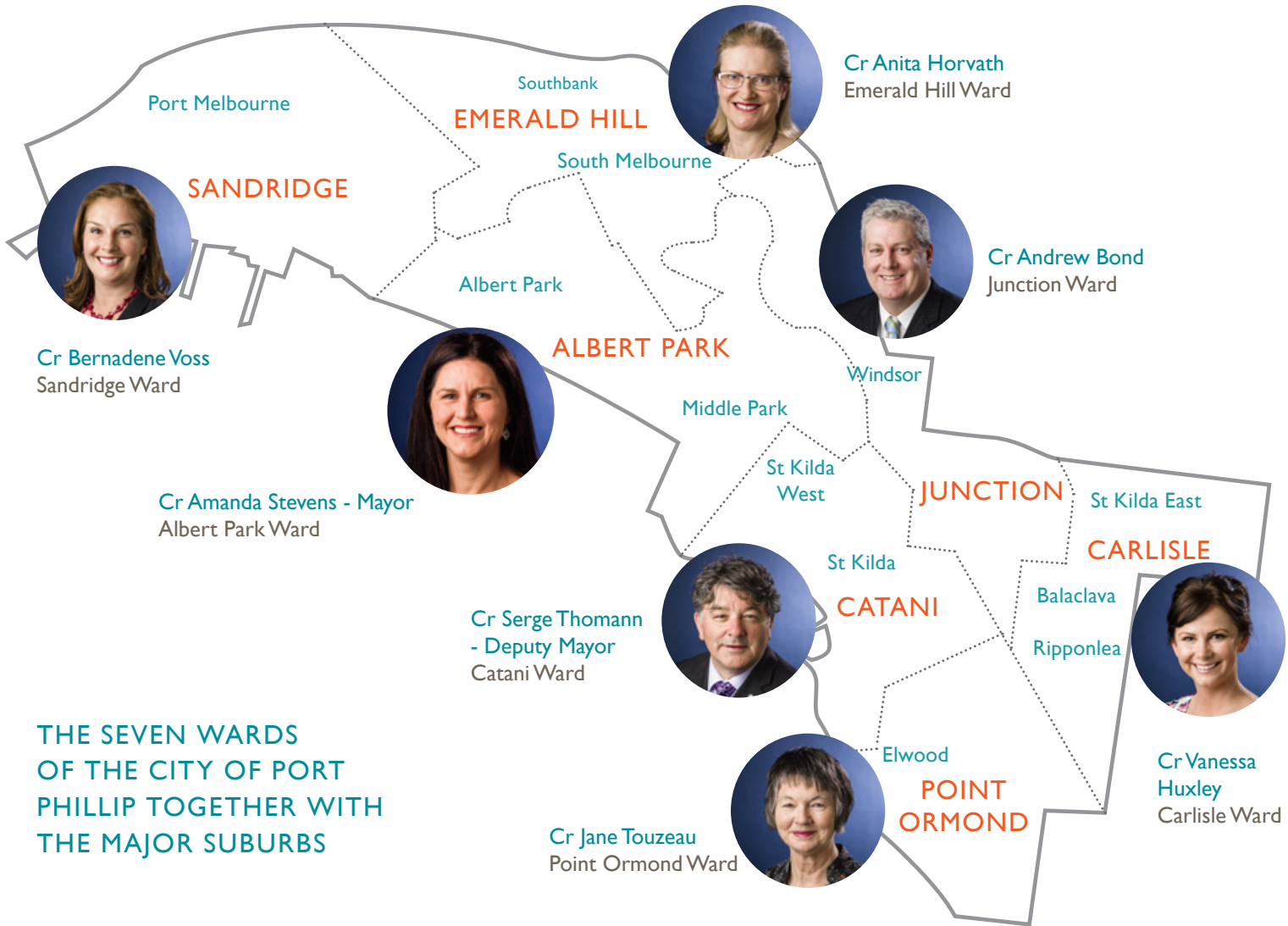
VIBRANT – A VIBRANT CITY

- 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.



Port Melbourne

Southbank

EMERALD HILL

South Melbourne

Cr Anita Horvath
Emerald Hill Ward

SANDRIDGE

Albert Park

Cr Bernadene Voss
Sandridge Ward

Cr Andrew Bond
Junction Ward

ALBERT PARK

Windsor

Middle Park

Cr Amanda Stevens - Mayor
Albert Park Ward

St Kilda
West

JUNCTION

St Kilda East

Cr Serge Thomann - Deputy Mayor
Catani Ward

St Kilda

CATANI

CARLISLE

Balaclava

Ripponlea

Cr Vanessa Huxley
Carlisle Ward

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

Elwood

**POINT
ORMOND**

Cr Jane Touzeau
Point Ormond Ward

MAYOR'S MESSAGE



Cr Amanda Stevens

MAYOR, CITY OF PORT PHILLIP

WELCOME TO THE CITY OF PORT PHILLIP'S COUNCIL PLAN 2013-17. THE COUNCILLORS AND I ARE VERY PLEASED TO PRESENT YOU WITH THIS PLAN.

Our city is changing and we've created a plan that will guide us over the next four years. One high profile example of the changes afoot in our community are land use changes in the Fishermans Bend area. Our plan ensures we are focused on the big picture, as well as ensuring the basic services to our local communities are retained.

We'd like to thank all those people who contributed ideas and comments during February and March during our initial Council Plan consultations. We were pleased to receive over 400 comments through our 'Have Your Say' website and our seven conversation tents held across the City.

This plan has also been shaped by Census data and other information; it acknowledges the importance of our relationships with our state and federal partners, neighbouring councils, local community groups and active individuals who want to create positive change in the City.

Our vision for Port Phillip is an engaged, healthy, resilient and vibrant city. We want the City of Port Phillip to remain an inclusive place where diverse locals and visitors alike can all enjoy and feel connected to the City.

The Plan has four themes to support our vision;

- ENGAGED – A WELL-GOVERNED CITY
- HEALTHY – A HEALTHY, CREATIVE AND INCLUSIVE CITY
- RESILIENT – A RESILIENT CITY
- VIBRANT – A VIBRANT CITY

Each theme tells a brief story about our aspirations for the City. We've also created specific objectives, actions and measures of success for each theme. We will publicly report on these on a quarterly basis, keeping the community informed on how we are tracking.

We encourage you to read and provide feedback on this plan. The implementation of the Council Plan is the journey we look forward to sharing with you.



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 within the northern edge of Port Phillip. 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. Recent Census data tells us that almost 100,000 people now live in Port Phillip. This represents an 8.1% increase in the population from 2006. 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 well, as has the 0-4 age group which 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.

Today 40.8% of residents report that they own or are purchasing their own home and 50.1% of residents report renting. The City attracts a large number of visitors (approximately four million) each year.

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.





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.

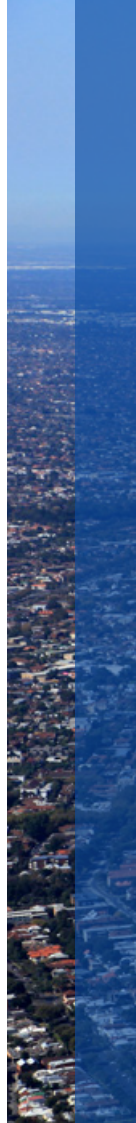


TABLE I: ROLE OF COUNCIL

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 WILL BE:

ENGAGED – A WELL-GOVERNED CITY

HEALTHY – A HEALTHY, CREATIVE & INCLUSIVE CITY

RESILIENT – A RESILIENT CITY

VIBRANT – A VIBRANT 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

- Maintained or improved community satisfaction with Council's engagement in decision making on key local issues

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?

Council has over 25 different community reference committees advising Council. There are also over 700 active community groups in Port Phillip.

I.2 VALUE TRANSPARENT PROCESSES IN COUNCIL DECISION MAKING

MEASURES OF SUCCESS

- Maintained or improved community perception of Council's reputation
- 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



Did you know?

Council provides Small Poppy grants to groups of neighbours who come together to improve their local areas.



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

MEASURE OF SUCCESS

- Maintained or increased the proportion of the population who 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

- Maintained or improved community rating of Council's performance in lobbying for the interests of the community (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)



I.5 ACHIEVE A REPUTATION FOR ORGANISATIONAL AND SERVICE EXCELLENCE

MEASURES OF SUCCESS

- Maintained or improved community satisfaction with the overall service performance of Council
- Maintained or improved community satisfaction with the service performance of customer contact services

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?

Over 77% of people in Port Phillip have access to the internet. Demand for online services is growing, however people still value personal service too.



HEALTHY

A HEALTHY, CREATIVE &
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, to feel like there are opportunities for all, and to be a refuge for those who seek it. 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 this a more dynamic, more creative and more diverse city.



HEALTHY

A HEALTHY, CREATIVE & INCLUSIVE CITY

2.1 ENSURE OUR CITY IS A WELCOMING AND SAFE PLACE FOR ALL MEASURES OF SUCCESS

- Maintain or increase the proportion of the population who believe that Port Phillip is a welcoming and supportive community for everyone (reported half yearly)
- Maintain or improve community perception of safety and security

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?

A significant 39% of Port Phillip's households are only one person compared with 23% in Greater Melbourne. This indicates an increased need for activities that encourage social connectedness.



- 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

- Number of community clubs, organisations and groups engaged in health and wellbeing activities supported by, and delivered in partnership with Council (reported annually)
- Local Health and Wellbeing Index (reported annually)
- Reduced number of health and wellbeing concerns raised by members of the community (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)
- Proportion of state-regulated family, youth and children's services that meet or exceed accreditation standards (reported annually)
- Number of young people accessing youth programs that are run or funded by Council (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

- Maintained or increased the proportion of the population who feel they have opportunities to participate in affordable local community events and activities of their choosing



Did you know?

There has been a notable increase in pre-school and primary school aged children between 2006 and 2011. This suggests that we are likely to continue to experience increased demand for children's services.





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

- Maintained or increased the proportion of the population who agree Port Phillip has a culture of creativity, learning and physical activity (reported half yearly)
- Number of people participating in leisure and lifestyle program (reported annually)
- Maintained or improved community satisfaction with the service performance of libraries
- Number of grants provided to arts and cultural programs (reported annually)

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?

Overall, 18% of residents volunteered their time within the community. This is higher than the Melbourne average of 15.8% and up from 16.5% in 2006.

RESILIENT

A RESILIENT 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 RESILIENT CITY

3.1 BUILD RESILIENCE THROUGH COUNCIL ACTION AND LEADERSHIP

MEASURES OF SUCCESS

- Reduction in residential waste collection volume per bin per annum*
- 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 state wide waste management strategy
- Demonstrate leadership in sustainability in our organisational practices
- Seek opportunities for Council and the community to produce renewable energy

* The results for these indicators will be reported as a cumulative figure throughout the year.

#Council's Toward Zero Sustainable Environment Strategy sets out goals for the year 2020. Council will report on progress to meet these goals annually.



Did you know?

Around 17% of what goes in Port Phillip's kerbside waste bins could be put in the recycling bin. This equates to 3,600 tonnes going to landfill.

- Reduce Council's non-renewable energy use and source alternative renewable energy options
- Develop a policy that protects heritage and accommodates sustainability
- 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

- Number of community sustainability events *
- Community participation in opportunities to care for the natural environment

KEY ACTIONS

- Encourage, grow and support community and individual leadership, capacity and action
- Help people to 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?

A rainwater tank can reduce drinking water consumption by 20-40%. If every house in our city installed a water tank we could save between 70 & 140 Olympic-sized swimming pools.



* The results for these indicators will be reported as a cumulative figure throughout the

VIBRANT

A VIBRANT 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 VIBRANT CITY

4.1 ENCOURAGE VIABLE, VIBRANT VILLAGES

MEASURES OF SUCCESS

- Maintained or improved community satisfaction with the availability of local business services

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?

Port Phillip has a number of unique villages. Each with its own history, vibe and feel, that shapes our local identity.

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

Did you know?

85% of dwellings in Port Phillip are medium or high density dwellings – across Greater Melbourne this is only 28%.



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

MEASURES OF SUCCESS

- Maintained or improved community satisfaction with parks and open space
- Maintained or improved community satisfaction with beach cleaning
- Maintained or improved community satisfaction with 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

- Reported community use of sustainable options as their main mode of transport
- Maintained or improved community satisfaction with parking management
- Reduce 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?

Eight schools celebrated Ride2School Day in 2012. Average car use for home to school journeys reduced from the normal 48% to 23% on the day itself.



DEVELOPING OUR FUTURE FOCUS 2013-17

EACH NEWLY ELECTED COUNCIL IS REQUIRED TO DEVELOP A NEW COUNCIL PLAN THAT SETS OUT THE OBJECTIVES AND STRATEGIES TO ACHIEVE THESE OBJECTIVES WHICH THE COUNCIL WILL FOCUS ON FOR THE NEXT FOUR YEARS.

The development of the City of Port Phillip Council Plan 2013-17 involved the analysis of long-term trends and community needs using information from a range of sources. These include the 2011 Census data, and information gathered from 500 surveys and a series of consultations with a range of stakeholders during the development of the 2013-2017 Municipal Health and Wellbeing Plan. This information helped Councillors determine four overall themes.

Throughout February and March 2013, Council hosted a series of seven informal conversation tents at local markets and shopping strips to give people an opportunity to share their priorities across the four themes identified by the Councillors. All the ideas raised at the tents were immediately posted on an online discussion forum, so that people could continue to participate in the conversation away from the tents. Over 300 people participated and these conversations helped shape the draft Council Plan 2013-17.

The draft Council Plan was released for public review during May 2013. Council was delighted with the level of interest from the community, represented by the significant number of submissions received on the draft Council Plan. These submissions have informed the finalisation of this Council Plan 2013-17.

FIGURE 1: DEVELOPING 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.

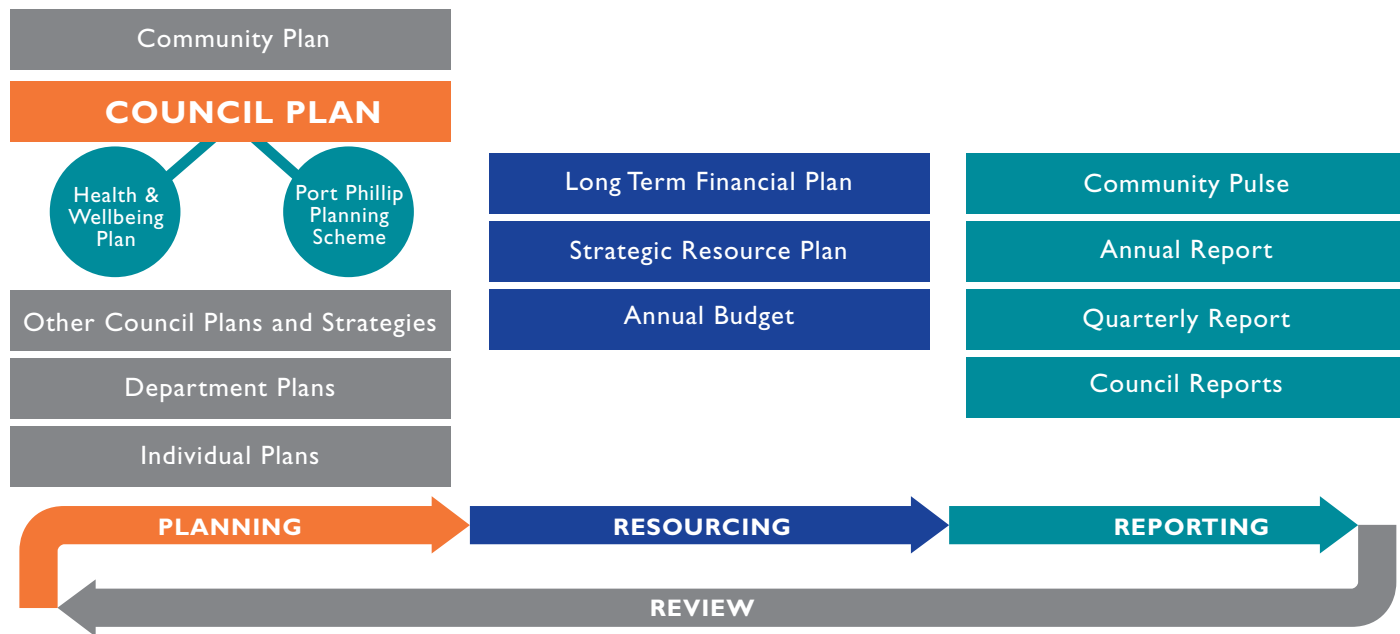
Council has a robust planning framework in place to support the delivery of the Council Plan. This includes the 2007-2017 Community Plan which sets out a ten-year vision and priorities for the future of the City of Port Phillip. The Community Plan guides and informs the draft Council Plan. Sitting alongside 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 performance through our annual and quarterly reports 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

Phone: 03 9209 6777

Facsimile: 03 9536 2722

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Email: assist@portphillip.vic.gov.au

NATIONAL RELAY SERVICE ASSISTANCE

24 hour TTY / Voice: 133 677

Speak and Listen: 1300 555 727

YOU CAN ALSO VISIT OUR WEBSITE

www.portphillip.vic.gov.au

POSTAL ADDRESS

City of Port Phillip

Private Bag 3, PO St Kilda, VIC 3182

FOR A TRANSLATION OF THIS INFORMATION, PLEASE CONTACT THE COUNCIL'S INTERPRETER SERVICE.

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Polski 03 9679 9812

Κλησεις στα ελληνικά 03 9679 9811

На русском языке 03 9679 9813
– звоните по тел

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