



On behalf of the City of Port Phillip, the Council pays its respects to the people and elders, past and present, of Yalukit Willam and the Kulin Nation. We acknowledge and uphold their relationship to this land.

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**CITY OF PORT PHILLIP**

COUNCIL PLAN 2009 - 2013



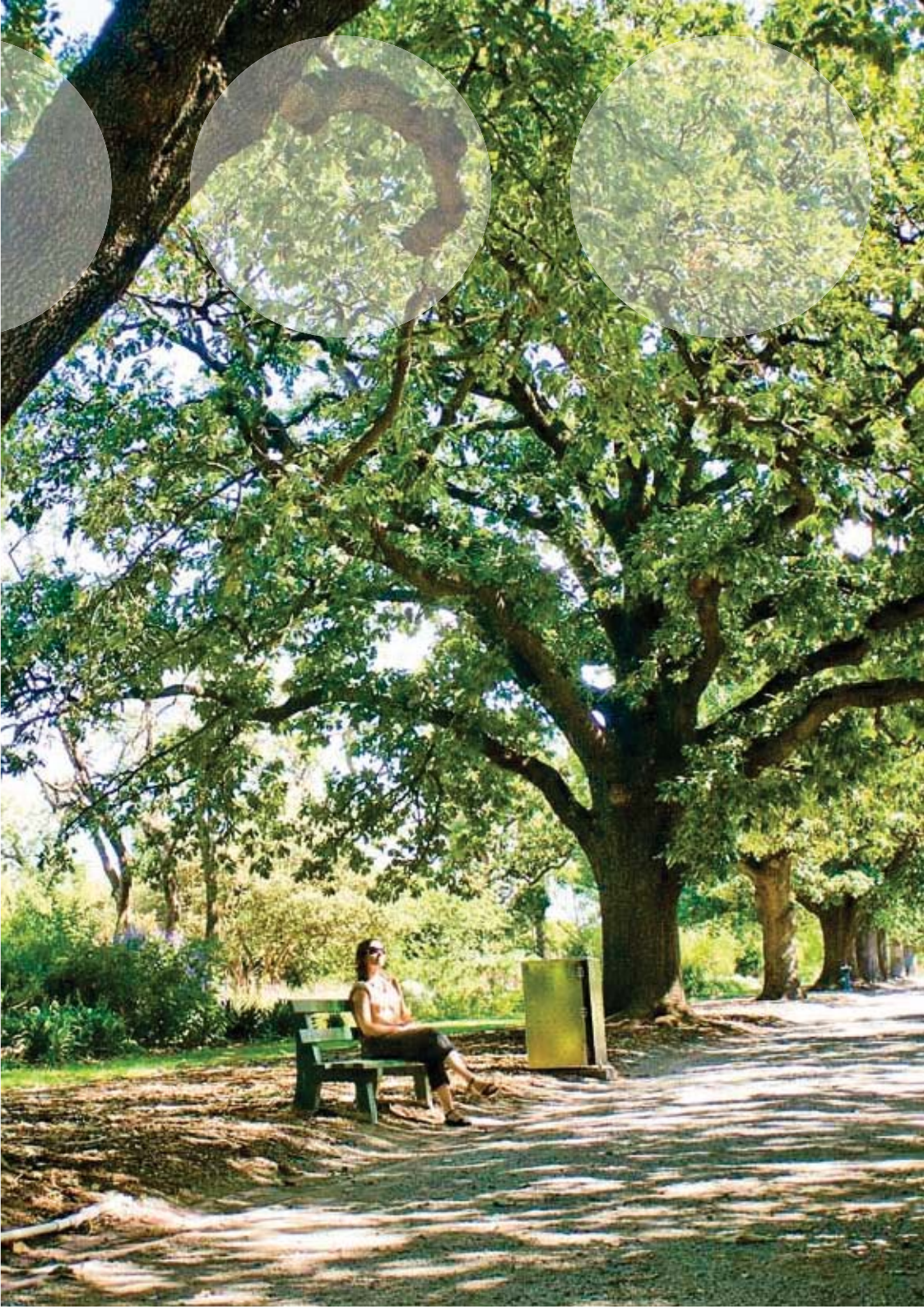
YEAR 3 - 2011-2012





## CONTENTS

<b>A MESSAGE FROM THE MAYOR</b>	7
<b>MEET YOUR COUNCILLORS</b>	8
<b>WARD MAP</b>	11
<b>CITY OF PORT PHILLIP PROFILE – A SNAPSHOT</b>	11
<i>The Place</i>	12
<i>The People</i>	13
<b>WHAT IS THE COMMUNITY PLAN 2007-2017?</b>	14
<i>The Community Plan vision</i>	16
<i>The Community Plan top ten priorities</i>	17
<b>WHAT IS THE CITY OF PORT PHILLIP'S COUNCIL PLAN 2009-2013?</b>	18
<i>Reviewing Council's four year plan</i>	20
<i>A commitment to good governance</i>	21
<b>WHAT IS COUNCIL'S ROLE?</b>	23
<b>OUR PLANNING AND REPORTING FRAMEWORK</b>	24
<i>How we plan</i>	26
1. <i>Engaging and Governing the City</i>	30
2. <i>Taking Action on Climate Change</i>	37
3. <i>Strengthening our Diverse and Inclusive Community</i>	42
4. <i>Enhancing Liveability</i>	46
<b>MONITORING OUR PROGRESS</b>	54
<b>ATTACHMENTS</b>	
<i>The Strategic Resource Plan 2011/2012 – 2014/2015 is available as an attachment at <a href="http://www.portphillip.vic.gov.au/current_council_plan">www.portphillip.vic.gov.au/current_council_plan</a> or upon request by calling ASSIST on 9209 6777</i>	



## A MESSAGE FROM THE MAYOR



As we enter the third year of our four year Council Plan, we continue to build on our four key directions: engaging and governing the city; taking action on climate change; strengthening our diverse and inclusive community and enhancing liveability.

Community input and feedback throughout the past year has helped shape this Council Plan.

The 2011/2012 Budget has focused on taking action on climate change and making the City of Port Phillip more sustainable. We have also aimed to enhance a range of important services while maintaining a sound financial position.

Addressing climate change is a priority for this Council and that is why we are investing \$8.5M in initiatives that support action on climate change - initiatives which will aim at a reduction in Council or community consumption and emissions.

We welcome feedback on the reviewed Council Plan and invite you to have your say as part of ongoing conversations about the future of our city.

Cr Rachel Powning  
Mayor



## MEET YOUR COUNCILLORS

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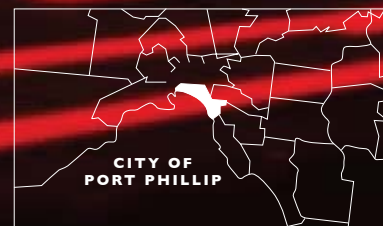
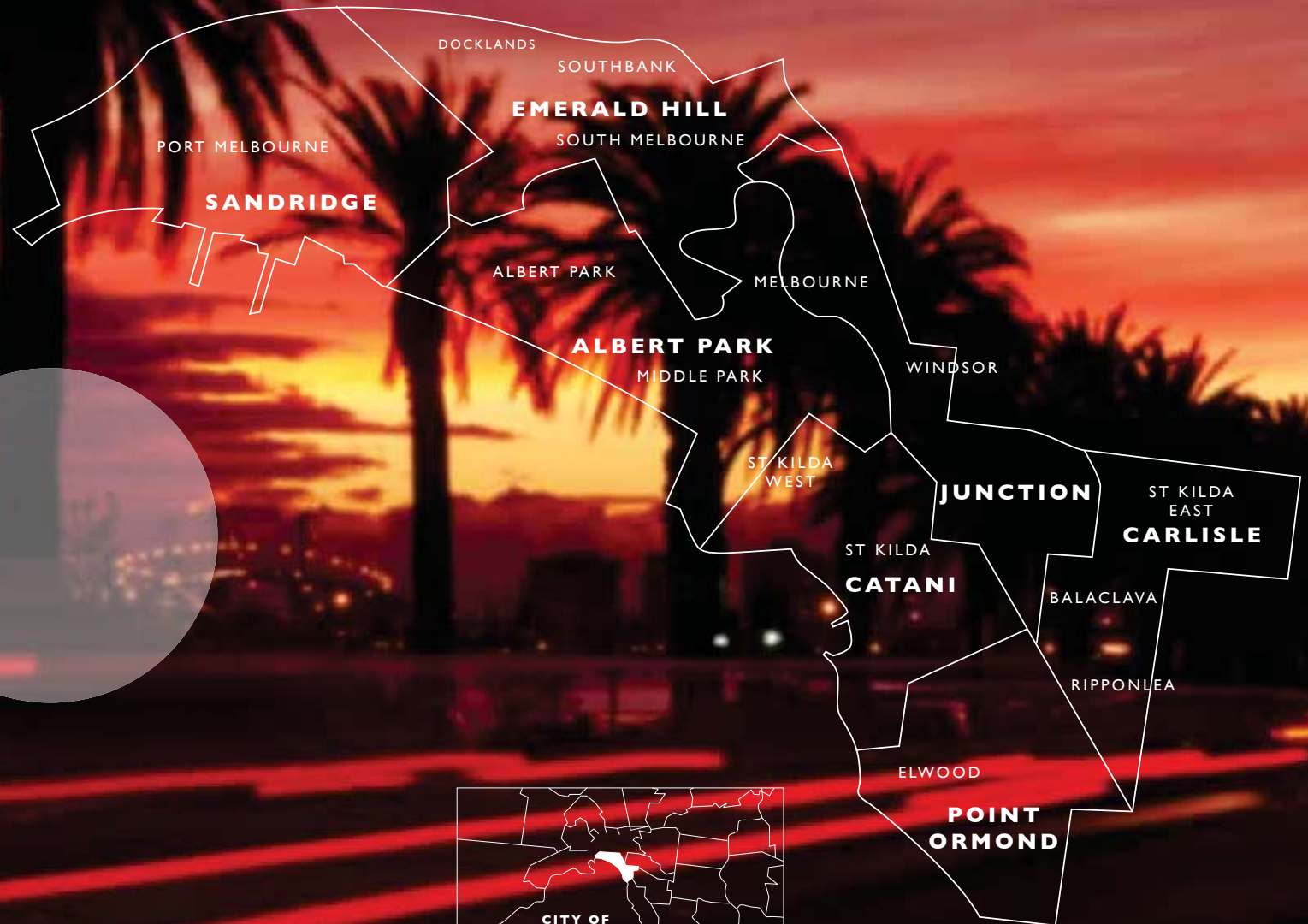
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# CITY OF PORT PHILLIP PROFILE - A SNAPSHOT





## THE PLACE

The City of Port Phillip is located on the northern shore of Port Phillip Bay, south of the Melbourne city centre. One of the oldest areas of European settlement in Melbourne, Port Phillip is known and treasured by many for its urban village feel with its magnificent heritage buildings, strip shopping, tree-lined streetscapes and artistic expression. This has helped shape 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 also 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 that stretches over 11 km and a network of public open spaces make 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 train and Port Melbourne light rail lines and two stations on the Sandringham rail line.

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 an estimated increase of 18,000 households (28,000 people) over the next 20 years. Valuing the history, ensuring a sense of place and planning for the future in a dynamic and evolving city will continue to present a positive challenge.

## THE PEOPLE

The City of Port Phillip is a diverse community and has experienced changes over time. Over 90,000 people now live in the City of Port Phillip. St Kilda is the largest of Port Phillip's neighbourhoods and South Melbourne is the smallest.

A closer look at the City of Port Phillip's resident population shows that the biggest age group is the 25-34 year olds (28.1%), closely followed by the 35-49 year olds (25.5%). Residents in the 60+ age bracket make up 13.5% of the population. The number of young people from the 5-17 age group has declined slightly in recent years; however, the 0-4 age group has remained constant representing just over 4% of the population.

There are over 18,000 families in the City of Port Phillip and the average household size is approximately two people. Port Phillip is one of the most highly educated communities compared to other metropolitan councils. While there are a number of wealthy

households, approximately 16%<sup>1</sup> of households are classified as low income.

Those persons from a non-English speaking background have remained fairly constant, making up 16.6% of the population. While there has been a decline in the population made up of traditional post-war countries of migration (i.e. Greece, Poland, and Italy) there has been an increase in the number of residents born in India, China and Malaysia.

Today 38.4% of City of Port Phillip residents own or are purchasing their own home and 47% of residents are renting<sup>2</sup>. The city attracts approximately 4 million visitors each year.

Of course, these demographics only provide 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 remain significant in shaping its future.



<sup>1</sup>The Council Plan 2009-2013 - Year 2 Review stated that 20% of households were classified as low income. This was a misprint that has since been corrected.  
<sup>2</sup>14.6% did not state their housing tenure.

WHAT IS THE COMMUNITY PLAN 2007-2017?





The Community Plan 2007-2017 was informed by conversations held with the community throughout 2006 and 2007, and a Community Summit that was held in April 2007.

Council acknowledges the great work that people have already contributed to the development of the Community Plan, the ten-year vision and the priorities for action.

The Community Plan informs and guides the Council Plan. Many of the strategies and actions contained within the Council Plan will support the achievement of the community's longer-term vision.

## THE COMMUNITY PLAN VISION

The Community Plan provides a ten-year vision for the future of the City of Port Phillip. The vision states:

*The goals of social equity, economic viability, environmental responsibility and cultural vitality remain central to our desire to foster a sustainable and harmonious future.*

*We acknowledge there is a shared responsibility to ensure everyone, regardless of age or cultural or socio-economic background, can access services that meet their needs and can participate in community life.*

*We want our Council to demonstrate leadership in community participation, strategic planning, advocacy to other levels of government and accountability to the community.*



## THE COMMUNITY PLAN TOP TEN PRIORITIES:

- 1 Transform public transport planning, capacity, reliability and incentives for use
- 2 Manage water use and re-use, planting and park usage for prolonged drought
- 3 Continue to support the disadvantaged, disabled and low-income to remain in the city and support affordable housing, even as the city grows more affluent
- 4 Encourage environmentally sustainable design, while advocating for mandatory state government controls to reduce greenhouse emissions and water consumption
- 5 Develop a sustainable bayside city planning scheme as a model to other councils. Highlight environmental sustainability, economic development, quality urban design and social and community amenity
- 6 Make the physical environment support community "claim our streets", e.g. street parties, better lighting (to improve safety at night), spaces for young people, extend community bus, use public gardens, better public transport, better spaces for pedestrians
- 7 Require new developments to be self-sufficient in parking and invest in non-car transport options, e.g. bike racks, public transport
- 8 Improve event management to reduce environmental impact and better manage the effect on the community
- 9 Develop safe and affordable cultural events and entertainment opportunities, involving people across age and interest groups providing alternatives to licensed venues
- 10 Reduce impact of major events (e.g. Grand Prix) on parks

**WHAT IS THE CITY OF PORT PHILLIP'S  
COUNCIL PLAN 2009-2013?**



## WHAT IS THE CITY OF PORT PHILLIP'S COUNCIL PLAN 2009-2013?

Each newly elected Council is required by legislation to develop a new Council Plan including a Strategic Resource Plan (SRP) that outlines how Council will fund the strategic intent of the Council Plan.

The Council Plan 2009-2013 was informed both by Councillors' election platforms and conversations held within the community in February and March 2009.

Prior to the last election many of the candidates made public commitments to improve accountability, transparency, governance and community consultation.

## REVIEWING COUNCIL'S FOUR YEAR PLAN

Each year Council is required to review their four year plan and develop their annual budget.

To ensure the Council Plan continues to reflect community priorities, the Mayor and Councillors held a series of conversation tents in local neighbourhoods to find out what is important to community members and check back on the strategies and actions in the Council Plan.

Five conversation tents were held on weekends in February and March 2011 at the South Melbourne Market, Bay Street shopping strip, Gasworks Farmers Market, Veg Out Farmers Market and Carlisle Street shopping strip.

Similar to the previous year, much of the feedback from the community focused on Council's fourth strategic direction: Enhancing Liveability. Areas identified for improvement included parking, the safety and accessibility of cycling routes and maintaining trees.

Some of the other items raised in conversations included positive feedback about the conversation tents and concern about dumped rubbish, traffic, animal management, child care and the level of development in the city. This feedback was used by the Councillors to inform the review of the Council Plan.

## A COMMITMENT TO GOOD GOVERNANCE

In March 2009 Council adopted a Governance Statement outlining a set of principles to guide the quality of decision-making by Council and its organisation.

The Governance Statement acknowledges that the central purpose of sound governance practices for local democracy is high quality, well informed, responsive and accountable decision-making in the best interests of the community.

The Governance Statement acknowledges that the Council Plan is Council's overall statement

of its vision, strategic objectives, priorities and values, aspiring to serve the best interests of the Port Phillip community.

The Council Plan will go beyond statutory requirements as the major governance document for the City of Port Phillip and will be maintained as a rolling forward plan to be reviewed annually in consultation with the community.


For a full copy of the Governance Statement, visit the City of Port Phillip website at: [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)





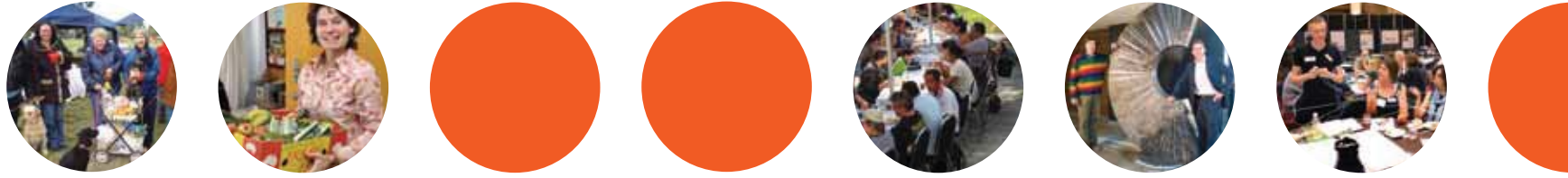
## WHAT IS COUNCIL'S ROLE?

Council's role	Council will	Example
Leader	Lead by example	Take a leadership role in the adoption of sustainable procurement practices
Service Provider	Fully or partially fund service	Ensure the maintenance of existing trees on key boulevards
Partner	Contribute funds or other resources	Support local businesses by developing action plans in partnership with others to ensure viable strip shopping precincts
Facilitator	Bring stakeholders together	Work with other organisations to continue to deliver and support Council's youth services and facilities
Regulator	Take direct legal responsibility	Strengthen heritage controls by reviewing Council's heritage planning overlays
Advocate	Proactively make representation	Advocate for the recognition of community voluntary action in reducing carbon emissions
Funder	Provide funds or other resources	Divert waste from landfill to meet government targets



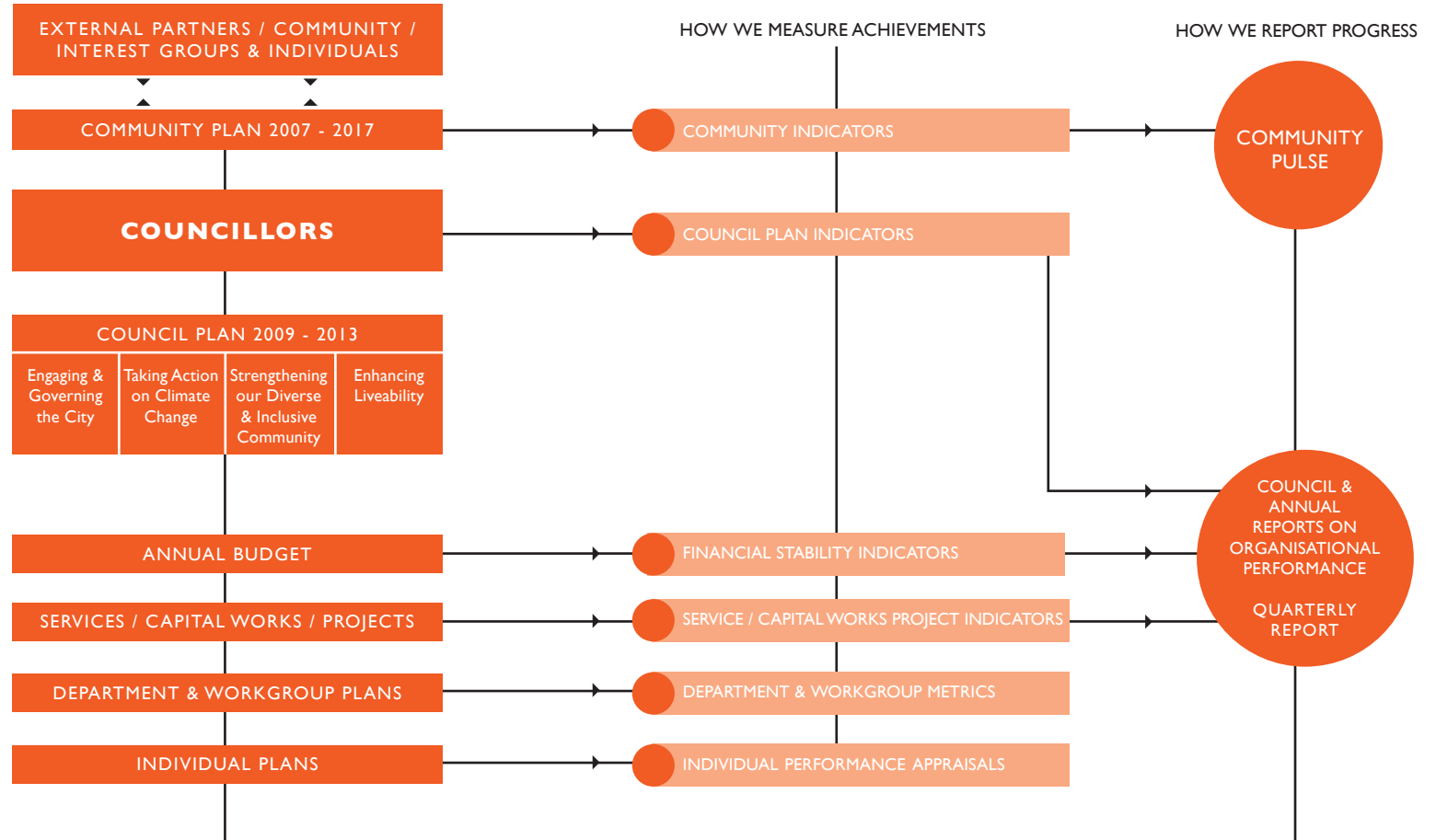
**OUR PLANNING AND REPORTING  
FRAMEWORK**

# HOW WE PLAN



Council recognises that it cannot deliver on the community vision and the Council Plan alone. The diagram illustrates that successfully building a positive future for all is dependent on working with our community, our key partners and other levels of government. Councillors accept their responsibility for, and are committed to fulfilling their duty of, elected leadership of the community.

The Council Plan provides the primary strategic direction for Council and the organisation. Council is committed to measure and report on the progress of the implementation of the Plan and will review on an on-going basis to ensure it is relevant and responsive to community needs and emerging issues. A commitment by Council and the organisation to continuous improvement will ensure a cycle of improved planning and processes to ultimately achieve the Council Plan.





## OUR DIRECTIONS

### 1. ENGAGING AND GOVERNING THE CITY

- 1.1 *Value and utilise skills and knowledge in the community*
- 1.2 *Governing*
- 1.3 *Commitment to service*
- 1.4 *Managing for the longer term*

### 2. TAKING ACTION ON CLIMATE CHANGE

- 2.1 *Reducing consumption and emissions*
- 2.2 *Changing transport priorities*
- 2.3 *Adapting and sustaining*
- 2.4 *Working together*

### 3. STRENGTHENING OUR DIVERSE AND INCLUSIVE COMMUNITY

- 3.1 *Pursuit of social equity*
- 3.2 *Creative, active and culturally diverse life*

### 4. ENHANCING LIVEABILITY

- 4.1 *A sense of place*
- 4.2 *Shaping the future of our city*
- 4.3 *Caring for our natural environment*
- 4.4 *Major city projects*

**Note: Actions listed in bold type face on the following pages are new actions for this year.**

# I. ENGAGING AND GOVERNING THE CITY



## I.1 Value and utilise skills and knowledge in the community

We will draw on the expertise within the community. We will listen and have real conversations with our constituents, and will use their advice to inform our decision-making.

Achievement will look like Community that feels valued, consulted, heard and informed

Indicator of achievement Community satisfaction with Council's engagement in decision-making on key local issues

Strategy	Action
I.1.1 Enhance Council's engagement with the community by maximising community feedback to ensure open and inclusive decision making	<p><b>Implement the community engagement framework</b></p> <p>Ensure that there is a matching culture throughout the organisation</p> <p>Provide some activities to increase community engagement on public housing estates</p> <p>Ensure community engagement through Community Reference Groups</p>
I.1.2 Strengthen relationships with those who impact the Port Phillip community	Develop working relationships with key local, state and federal partners to deliver community benefits
I.1.3 Continue to develop and encourage community leadership	Create opportunities to ensure that leadership and skills development within the community continues

## I.2 Governing

We are committed to good governance and transparent decision-making. We will ensure that all decisions are fair and in line with our democratic and statutory obligations.

Achievement will look like Council has a reputation for being trustworthy, truthful, transparent, ethical, responsible and informed decision makers

Indicator of achievement Community perception of Council's reputation

Strategy	Action
I.2.1 Promote a culture of good governance	<b>Implement the actions from the Governance Review</b>
I.2.2 Provide for more 'community friendly' Council committee structures and Council meeting arrangements	A number of actions have been undertaken in previous years. No actions have been identified for this strategy this year.
I.2.3 Provide an appropriate Council planning cycle that maximises community comment and input	<p>Ensure that community input is used to guide Council's direction and that cohesive Council/staff processes are reflective of agreed directions</p> <p>Develop Council Plan targets that are measurable and meaningful to the community to serve as a gauge of Council's/local government performance</p>





1.2.4 Maintain proper and formal arrangements for Council's relationship with the CEO and officers

Ensure relationships between the Council, CEO and administration are focused on ways in which Council and the organisation are supported to achieve the Council Plan

1.2.5 Communicate clearly, on at least an annual basis, Council's directions and budget for the coming period

Clearly communicate Council's directions on the occasion of adoption of the annual Council Plan and Budget  
Improve the readability of the Council Plan and Budget

1.2.6 Provide seamless and consistent information to the community

Create a vibrant and user friendly City of Port Phillip website



### 1.3 Commitment to service

We are committed to providing quality service to the community. Our services will be equitable, accessible and responsive to the community's needs.

Achievement will look like An organisation that delivers high quality service to the community

Indicator of achievement Community satisfaction with the overall service performance of Council

Strategy	Action
1.3.1 Develop a strong organisational culture of service quality and excellence	Ensure an integrated approach in providing services to the community
1.3.2 Review services to ensure they meet community needs	Review and continuously improve our service delivery to balance community expectation, value for service and Council's capacity to deliver <b>Strengthen our commitment to service excellence</b> Ensure community engagement in the planning and delivery of services
1.3.3 Communicate Council's priorities and services more effectively	<b>Implement a Communications and Engagement Strategy</b> <b>Improve the provision of information relating to services for families, youth and children in the City of Port Phillip</b> Ensure improved communications for access to Non-English speaking, hearing and sight impaired members of the community

#### 1.4 Managing for the longer term

We are committed to responsibly managing our community assets and resources now and into the future.

Achievement will look like Sound financial position  
Well maintained assets

Indicator of achievement Council's liquidity – the ability of Council to pay its liabilities within one year  
Renewal gap ratio

Strategy	Action
1.4.1 Ensure robust financial management and accountability through the annual budget process and public reporting	Ensure that financial information is provided in a style which is both professionally acceptable and comprehensible to the community Council to meet with the chair of the internal audit committee prior to the completion of the Audit Committee Annual Report
1.4.2 Ensure a strong commitment to ethical behaviour and a culture of compliance with legislation	Ensure all service related external contracts are measured against performance criteria, benchmarks from other Councils, best practice and are reported to Council at least annually
1.4.3 Ensure that the City of Port Phillip is an employer of choice	Support the development of policy frameworks for a workplace that is safe, healthy and supportive and has a positive and constructive culture in which contributions are valued, collaboration is encouraged and difference respected





1.4.4 Maintain Council and community assets to a standard that matches industry best practice

**Implement the Asset Management System and provide a formal annual statement on the state of Council's assets compared to the industry benchmark**

Ensure improvements to Council buildings through the Building Renewal Program

Maintain and improve Council's assets

Ensure Council's commercial properties are managed effectively and efficiently

1.4.5 Ensure Council's leadership and governance capacity

**Implement the actions from the Governance Review**

## 2. TAKING ACTION ON CLIMATE CHANGE

### 2.1 Reducing consumption and emissions

We will reduce water use, energy use and waste, while increasing the use of renewables in both Council operations and the community. We will actively seek and build alliances with the community and other organisations to achieve this goal.

Achievement will look like Reduction in the organisation's non-renewable energy and potable water consumption  
Reduction in the community's non-renewable energy and potable water consumption

Indicators of achievement Council's total potable water consumption per annum (cumulative over the year)

Council's total carbon emissions per annum (cumulative over the year)

Residential waste collection volume per bin per annum (cumulative over the year)

Community's potable water use

Community's energy use

Strategy	Action
2.1.1 Reduce Council's non-renewable energy use	Continue to implement an environmental retrofit to Council buildings Increase the purchase of GreenPower for Council's buildings Work with stakeholders to improve sustainable street and public lighting
2.1.2 Reduce Council's potable water use	Implement the Integrated Water Management Plan

2.1.3 Facilitate community action in reducing potable water and non-renewable energy use

### **Implement sustainability education and awareness programs**

- Provide environmental resource management information, advice and support to households, businesses and investment properties
- Consolidate and broaden the role of the EcoCentre
- Develop environmental education campaigns for strengthening leadership and innovation
- Encourage and support community environmental groups
- Partner and invest in wastewater and stormwater recycling
- Continue to advocate for the recognition of, and seek funding support for, community voluntary action in reducing carbon emissions

## **2.2 Changing transport priorities**

We will advocate the use of sustainable transportation in our operations and in the community.

Achievement will look like Increased use of sustainable transport options within the community  
Reduced greenhouse gas emissions from Council fleet travel

Indicator of achievement Community use of sustainable transport options  
Carbon emissions from Council's fleet vehicles

Strategy	Action
2.2.1 Promote transport modes that minimise energy use	Review and implement the Walking & Cycling Strategies Implement the outcomes of the Public Transport Advocacy Statement Enable and advocate for community access to sustainable transport options <b>Advocate and contribute to improvements to walking and cycling access for Queens Road</b>

## **2.3 Adapting and sustaining**

We will prepare the community and our assets for a different climatic future. We will advocate for change and will provide the community with quality information and advice.

Achievement will look like Council's assets and the community are resilient to a different climatic future

Indicator of achievement Community participation in Council's sustainability programs

Strategy	Action
2.3.1 Improve community understanding and build resilience in responding to the impacts of climate change	Implement the Climate Change Adaptation Strategy Proactively seek federal and state funding to support community adaptation to the impacts of climate change
2.3.2 Investigate and manage the impact of climate change on the city's assets and infrastructure	Research and consider alternative asset management and construction approaches in response to climate change
2.3.3 Encourage and support community gardening initiatives in the city	Implement the Community Garden Policy Develop and encourage local community food production for future food security and healthy homes and public spaces
2.3.4 Seek opportunities for Council and the community to produce renewable energy	Support community bulk purchasing of solar energy, hot water systems and other sustainability incentives Improve engagement with community groups in achieving improved residential sustainability
2.3.5 Further advance the move from waste management to resource recovery	Increase diversion from landfill to meet government targets Consider opportunities for increased advocacy on waste management

## 2.4 Working together

We will be innovative and strategic in our partnerships, and will advocate for sustainable solutions. We will work with the community and build alliances to implement effective change.

Achievement will look like An effective advocate and influential partner in reducing the rate of, and preparing for, climate change

Indicator of achievement Partnerships with other organisations to advocate or educate on issues regarding climate change

Strategy	Action
2.4.1 Maximise partnerships and resource sharing in mitigating the impacts of climate change on the community	Build strategic alliances and actively participate in relevant forums to mitigate the impacts of climate change
2.4.2 Maximise partnerships and resource sharing in response to the impacts of climate change on the community	Actively partner with others and seek resources and investment in response to the impacts of climate change

## 3. STRENGTHENING OUR DIVERSE AND INCLUSIVE COMMUNITY

### 3.1 Pursuit of social equity

We will create a fairer city by promoting diversity, supporting community interaction, and ensuring that our services are accessible, inclusive and equitable.

Achievement will look like Port Phillip is a fair, welcoming, inclusive and supportive city for everyone

Indicator of achievement The proportion of the population who believe that Port Phillip is a fair, welcoming, inclusive and supportive city or everyone

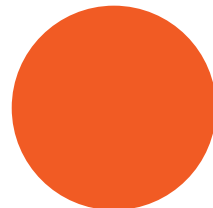
Strategy	Action
3.1.1 Maintain and seek new emerging opportunities for affordable housing that meets community needs	Continue commitment and take action to increase social and affordable housing
3.1.2 Support ageing well in the City of Port Phillip	Facilitate an increase in appropriately located residential aged care places
3.1.3 Build on local strengths to develop active, connected communities	Continue to provide a targeted community grants program Support constructive networking opportunities throughout the city
3.1.4 Provide for equitable access to a range of services	Review services and policies to improve relevance, accessibility and affordability Review and implement the Disability Action Plan
3.1.5 Enable an inclusive, welcoming community that values and celebrates diversity	Provide and support events in celebrating the diversity of community identity Review services and policies to improve relevance, accessibility and affordability for established and emerging multicultural groups

3.1.6 Ensure the quality and accessibility of children's and family services

Pursue joint partnerships with federal and state government to ensure an integrated approach to quality family and children's services  
Investigate options to assist at-risk and vulnerable children and teenagers  
Complete the redevelopment of the St Kilda and Liardet St Family and Children's Centres  
Provide a diverse range of play opportunities across the city for children and youth

3.1.7 Provide opportunities for positive youth activity and engagement

Work with other organisations to continue to deliver and support Council's youth services and facilities  
**Implement the actions of the youth services and facilities review**



3.1.8 Continue to strengthen our relationship with Aboriginal and Torres Strait Islanders and actively support reconciliation

Explore employment opportunities for Aboriginal and Torres Strait Islanders  
 Work with local organisations to build awareness, support and understanding for Aboriginal and Torres Strait Islanders  
 Enhance cultural and economic development for local Aboriginal and Torres Strait Islanders

3.1.9 Take a leadership role in advocating and promoting social justice and human rights

Actively embrace and implement the Victorian Charter of Human Rights and Responsibilities Act 2006

### 3.2 Creative, active and culturally diverse life

We are aware and supportive of the critical role that arts and culture play in our diverse community. We will support, promote and enhance our creative community and creative places.

Achievement will look like Port Phillip is known for its culture of creativity, learning and physical activity

Indicator of achievement The proportion of the population who feel they have opportunities to participate in affordable local community events and activities of their choosing

The proportion of the population who agree Port Phillip has a culture of creativity, learning and physical activity

Strategy	Action
3.2.1 Build an active and creative community	Ensure that the city continues to be a vibrant and affordable place for a diversity of artists to work
3.2.2 Encourage and support a variety of recreational and participative learning opportunities	Continue to maintain and innovate Council's library services to optimise their use, including as cultural opportunities Work with and support Neighbourhood Learning and other community centres to form a vibrant and welcoming network throughout the city Work with and support local schools and post-secondary education providers Redevelop and maintain sporting and recreational facilities
3.2.3 Create and support integrated arts and learning hubs within the city	Support and revitalise arts precincts across the city as integrated arts, learning and cultural centres

## 4. ENHANCING LIVEABILITY

### 4.1 A sense of place

We will improve safety, convenience, and accessibility to our public spaces. We will encourage harmony in our neighbourhoods and the creation of beautiful places while protecting and valuing our heritage.

Achievement will look like A safe area to be

Neighbourhoods that people are proud of, connected to and enjoy

Indicator of achievement Community perception of safety and security in the City of Port Phillip

Proportion of the population who agree they feel proud of, connected to and enjoy their neighbourhoods

Strategy	Action
4.1.1 Maintain and build upon the unique character of the city's neighbourhoods	<p>Promote a diversity of local services</p> <p>Integrated approach to the revitalisation of neighbourhoods based on sustainable urban design</p> <p>Actively lobby to change state planning policies to enhance local liveability</p> <p><b>Implement the Activity Centres Strategy</b></p> <p>Prepare an Activating Laneways Strategy</p>
4.1.2 Maintain and enhance streetscapes for improved amenity, character and sustainability	<p><b>Implement year two of the Street Tree Upgrade Program</b></p> <p>Maximise opportunity to integrate sustainable outcomes into streetscape redevelopments</p>

4.1.3 Ensure that open spaces support active communities through integrated planning and sustainable management

Ensure the long-term management of Gasworks and other sensitive sites

4.1.4 Improve the interface between residential and visitor impact

Partner with the State Government and relevant agencies to manage the cumulative impact of licensed venues

4.1.5 Support opportunities to improve the community's physical, mental, spiritual health and wellbeing

Review and implement the Health & Wellbeing Plan

Implement the Gambling Policy

Increase opportunities for men's health and wellbeing

Build on existing networks to develop an integrated response to reducing harm to the community in relation to alcohol and drug-related issues

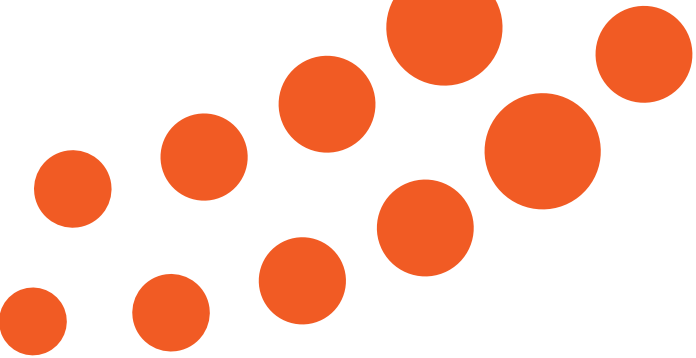
**Implement Council's street sex work policy**

4.1.6 Develop a strong sense of public safety

Promote women's safety







4.1.7 Preserve our heritage, valuing the past and planning for the future

Strengthen heritage controls by progressively reviewing heritage overlays  
 Continue with the heritage recognition program  
 Prepare a policy to balance sustainable design and heritage outcomes  
 Continue to adapt St Kilda Botanical Gardens, Catani Gardens and St Vincent Gardens to provide for a more sustainable future for the gardens

#### 4.2 Shaping the future of our city

We will balance community and social planning with future developments. We will use best practice quality urban design to ensure sustainability, to protect our open and public spaces and to create a less car-dependent city.

Achievement will look like Planning tools and processes balance the impact of future development to maintain the sustainability of the City of Port Phillip

Indicator of achievement Number of planning permit applicants participating in the Sustainable Design Assessment in the Planning Process (SDAPP) program with Port Phillip

Strategy	Action
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4.2.1 Lead in sustainable urban design and development	Advocate for state government policy for environmentally sustainable development planning provisions Encourage the uptake of ESD (Environmentally Sustainable Design) in all new developments Explore opportunities for developer contributions for community and built infrastructure Ensure that new development makes a positive contribution to the public realm
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4.2.2 Further develop the quality and safety of the city's walking and cycling opportunities	<b>Undertake future Urban Design Framework (UDF) projects</b> Review and implement Council's Walking & Cycling Strategies <b>Improve the quality and safety of the city's walking and cycling infrastructure</b> Support the implementation of the Victorian Cycling Strategy Lower the speeds of vehicles in shopping strips and residential streets
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4.2.3 Enable and advocate for improved access to sustainable transport options and reduce car dependency	Implement the Public Transport Advocacy Statement
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4.2.4 Facilitate economic development that strengthens and supports a diverse and sustainable community

**Implement the Economic Development Strategy**

- Support local businesses
- Strengthen links between local community and businesses

4.2.5 Ensure that South Melbourne Market is positioned as Melbourne’s premier community market

Develop and implement a South Melbourne Market Strategy

**4.3 Caring for our natural environment**

We will protect and preserve our natural environment and will continue to care for our bays, foreshores and open spaces.

Achievement will look like A beautiful, well maintained foreshore and network of open spaces  
Increase community action on caring for our natural environment

Indicator of achievement Community satisfaction with parks and open space  
Community satisfaction with beach cleaning  
Community participation in opportunities to care for the natural environment

Strategy	Action
4.3.1 Ensure integrated planning and management of our foreshore	Pursue an integrated approach to coastal and foreshore management Implement a strategy for the management of City of Port Phillip Life Saving Clubs
4.3.2 Protect, preserve and reinstate local natural environments and open spaces within the city	Implement a “greening” strategy in addition to trees for shading and greening the city Further develop sustainable landscape and WSUD (Water Sustainable Urban Design) for streetscapes
4.3.3 Promote increased community action in caring for our environment	<b>Support and promote community and Council initiatives in caring for our environment</b>

#### 4.4 Major city projects

We will strive to ensure that major projects enhance liveability and balance development with community values.

Achievement will look like The delivery of new major projects that enhance liveability

Indicator of achievement The proportion of the capital works program that is delivered on time

Strategy	Action
4.4.1 Strive to ensure that major projects enhance liveability	<p>Consider opportunities and possible partnerships for new major projects</p> <p>Engage the community in the future use of the Lower Esplanade Carpark site</p> <p>Ensure strong Council and community engagement in any redevelopment of the Port Melbourne Waterfront Urban Design Framework to secure a sustainable future for the precinct</p> <p>Develop and implement the Marina Reserve Masterplan including skating facilities</p> <p><b>Implement the Carlisle Street Structure Plan</b></p> <p>Continue to advocate against the Grand Prix being staged in Albert Park Reserve</p> <p>Actively engage in the redevelopment of St Kilda Harbour</p> <p>Continue to advocate for the return of rail freight services to Webb Dock</p> <p>Finish the Luna Park Interchange Stage 2 work</p>



## MONITORING OUR PROGRESS

Council is committed to transparently reporting on its progress towards achieving the goals, strategies and actions of the Council Plan. Each quarter, Council reports on the progress of each action and strategic indicators (where data is available). These reports are available at [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)

The following table outlines the data source and target for each Council Plan strategic indicator.

Sub Theme	Indicator of achievement	Source	2011/12 Target
1.1	Community satisfaction with Council's engagement with the community in decision making on key local issues	Council's community satisfaction survey	75% neutral, agree or strongly agree
1.2	Community perception of Council's reputation	Council's community satisfaction survey	82% neutral, agree or strongly agree
1.3	Community satisfaction with the overall service performance of Council	Council's community satisfaction survey	85% adequate or better
1.4	Council's liquidity - the ability to pay its liabilities within one year	Council's financial system	Between 1.5:1 and 1.8:1
	Renewal gap ratio	Council's financial system	≥1

2.1	Council's total potable water consumption per annum (cumulative over the year)	Utility tracker	TBD (Aligned to Towards Zero targets)
	Council's total carbon emissions per annum (cumulative over the year)	Utility tracker	TBD (Aligned to Towards Zero targets)
	Residential waste collection volume per bin per annum (cumulative over the year)	Council records	TBD (Aligned to Towards Zero targets)
	Community's potable water use (Data reported through the Towards Zero Annual Report)	Water companies	TBD (Aligned to Towards Zero targets)
	Community's energy use (Data reported through the Towards Zero Annual Report)	Extrapolated data from 2006/07 energy data	TBD (Aligned to Towards Zero targets)
2.2	Community use of sustainable transport options	Council's community satisfaction survey	64% using sustainable transport
	Carbon emissions from Council's fleet vehicles	Utility tracker	TBD (Aligned to Towards Zero targets)
2.3	Community participation in Council's sustainability programs	Council records	TBD (Aligned to Towards Zero targets)

2.4	Partnerships with other organisations to advocate or educate on issues regarding climate change	Council records	3 per year
3.1	The proportion of the population that feel Port Phillip is a fair, welcoming, inclusive and supportive city for everyone	Council's community satisfaction survey (1/2 yearly)	92% neutral, agree or strongly agree
3.2	The proportion of the population who feel they have opportunities to participate in affordable local community events and activities of their choosing	Council's community satisfaction survey (1/2 yearly)	93% neutral, agree or strongly agree
	The proportion of the population who agree Port Phillip has a culture of creativity, learning and physical activity	Council's community satisfaction survey (1/2 yearly)	90% neutral, agree or strongly agree
4.1	Community perception of safety and security in City of Port Phillip	Council's community satisfaction survey	80% adequate or better
	Proportion of the population who agree they feel proud of, connected to and enjoy their neighbourhoods	Council's community satisfaction survey	70% neutral, agree or strongly agree

4.2	Number of planning permit applicants participating in the Sustainable Design Assessment in the Planning Process (SDAPP) program with Port Phillip	Council records	46%
4.3	Community satisfaction with Council's parks and open Spaces	Council's quarterly community satisfaction survey	85% adequate or better
	Community satisfaction with Council's beach cleaning	Council's quarterly community satisfaction survey	83% adequate or better
	Community participation in opportunities to care for the natural environment	Council records (reported annually)	415 people
4.4	Proportion of the capital works program that is delivered on time	Council's financial system	80%

## CONTACT US FOR A TRANSLATION

This information is provided by the City of Port Phillip to inform residents about Council services and responsibilities. For a translation of this information contact the Council's interpreter service. For a translation in:

汉语 (Cantonese) 9679 9810  
Ελληνικά (Greek) 9679 9811  
Русский (Russian) 9679 9813  
Polski (Polish) 9679 9812  
Other Languages 9679 9814

此信息由Port Phillip市政府提供，目的在於告知居民市政府的服務和責任。若想得到此信息的翻譯，請與市政府的口譯服務處聯繫。廣東話翻譯電話9679 9810。

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Эта информация предоставлена Муниципальным Советом Port Phillip в целях ознакомления жителей района с услугами и обязательствами муниципального совета. Чтобы получить перевод этой информации, обратитесь в переводческую службу муниципального совета. Чтобы получить перевод на русский язык, позвоните по номеру 9679 9813.

Informacja ta została przygotowana przez Radę Dzielnicę Port Phillip w celu powiadomienia mieszkańców o usługach i obowiązkach Rady. W celu uzyskania tłumaczenia tej informacji należy skontaktować się ze służbą tłumaczy Rady. Tłumaczenie na język polski otrzymać można dzwoniąc pod numer 9679 9812.

