

mornington peninsula shire

# annual report

2010 - 2011 snapshot



# Welcome to a summary of 2010-11

## Purpose of the Annual Report

The Annual Report is the key reporting device to advise the Mornington Peninsula community of the Shire's performance during the 2010-11 financial year against the objectives of the Strategic Plan 2009-13 and Budget 2010-11. The full Annual Report (found at: [www.mornpen.vic.gov.au](http://www.mornpen.vic.gov.au)) provides a comprehensive report on all Shire activities and financial achievements.

The Annual Report Snapshot highlights the key achievements and challenges of 2010-11 by our eight strategic objectives:

- Livable peninsula
- Enhancing public places and spaces
- Improving community facilities
- Leading change on climate change
- Enhancing the coastal experience
- Healthy, safe and connected communities
- Supporting a sustainable economy, and
- Innovative, responsive, value-for-money service delivery

## Financial Expenditure

In caring for the Mornington Peninsula and our diverse communities, the Shire undertakes many different activities, in many different locations. In fact, there are more than 100 services the Shire provides to its community.

During 2010-11 we delivered the following services for every \$1,000 that was spent:

Aged & Disability Services	\$32
Arts	\$8
Community Buildings	\$116
Community Grants	\$9
Customer Service	\$15
Debt Repayment	\$53
Drainage	\$52
Economic Development	\$18
Events & Festivals	\$6
Family, Children & Youth	\$20
Fire Prevention	\$17
Governance	\$30
Information Technology	\$20
Land Use & Conservation Planning	\$38
Leisure Facilities	\$33
Libraries	\$43
Parks & Reserves	\$92
Rangers / Environment Protection	\$29
Renewable Resources	\$19
Roads & Footpaths	\$257
School Crossings	\$7
Social Planning	\$8
Waste & Recycling	\$78

**\$1,000**



## Message from the mayor



Protecting and improving the livability of the Mornington Peninsula is one of the most important roles undertaken by Councillors and Officers of the Shire. The livability of our Shire is what attracted my family and I – and thousands of other families – to build our lives on the Peninsula, and it's also what brings back thousands of tourists and visitors each year.

Council takes its 'custodian' role very, very seriously, working closely with the community to:

- Preserve the look, feel and function of our local towns and villages;
- Protect the amenity of our highly valued Green Wedge areas and coastline;
- Increase opportunities for both active and passive recreation, consistent with our relaxed, semi-rural lifestyle; and
- Provide services that respond to the needs of Peninsula families, our young people and our large and growing elderly population.

Council has done a lot of work over recent years to address each of these issues. And over the past 12 months we've continued the journey by:

- Working closely with our local communities to introduce planning controls to protect the amenity and ambience of our many distinct towns and villages
- Investing heavily in our footpath and shared path networks, providing important linkages to schools and shopping districts
- Focussing on the needs of our young people, working with other agencies to improve their access to further education and employment opportunities.

You can read more about our efforts in each of these areas – and the 100-plus other things we do - in the following pages, together with reports on our financial performance.

As Council moves into a new year, there remain many other issues that continue to challenge the livability of the Mornington Peninsula:

- What impacts will Peninsula Link have on the amenity of our towns and villages?;
- How do we help our elderly residents 'age in place', close to the services they need to access?
- How do we provide affordable housing options without damaging the character and amenity of our townships?
- How do we plan for the expected impacts of climate change – with more bushfires, flooding and drought?
- The list goes on.....

Fortunately for our Council, we have our longstanding Commitment to a Sustainable Peninsula to help guide us through the myriad of challenges.

On behalf of Council, I thank you for taking the time to read this Annual Report Snapshot to gain a better understanding about the vast array of projects, programs and initiatives underway to protect the Peninsula's livability, and we look forward to working with you to ensure the Peninsula remains the wonderful place it is today and for many future generations to come.

A handwritten signature in black ink, appearing to read 'Graham Pittock', with a stylized flourish at the end.

Cr Graham Pittock  
Mayor, Mornington Peninsula Shire Council

# Message from the CEO



The Mayor has highlighted the importance of protecting and improving the highly valued livability of the Mornington Peninsula, which will be of even greater importance as metropolitan Melbourne's growth accelerates towards – and eventually beyond – a population of 5 million people. While the Mornington Peninsula is very close to metropolitan Melbourne, it is not part of it. We are not 'suburbia', or a designated growth area.

The Mornington Peninsula has long played a diverse range of roles for its residents, and for Melbourne and Victoria. With more than 70% of the Peninsula designated as Green Wedge, with some of Victoria's most productive agricultural land, highly valued conservation areas, 10% of Victoria's coastline, as well as major industry and Australia's largest naval training facility, we sustain a permanent population of 150,000 people, a part-time population of a further 50,000, and host up to 5 million visitors per year. The livability and natural and built environment of the Peninsula, and our diverse local economy, are of importance not only for our residents but for the broader community of Melbourne and Victoria.

There is a range of challenges for Council in addressing the livability issue, from responding to the impacts of climate change, which for the Peninsula are significant, through to progressively raising the level of service delivery and infrastructure to meet rising community expectations, and doing all this efficiently and effectively so that we continue to have rate levels among the lowest in Victoria.

## *Climate Change*

With a significant number of local drainage catchments and low lying coastal areas, as well as large areas of high fire risk, the Shire is now spending

\$5 million per annum more on drainage upgrading and fire prevention works than we were only five years ago. Innovation, and a commitment to ESD principles in the design of new projects, is ensuring cost efficiency and effectiveness in the provision of maintenance services and a long term reduction in water and energy costs.

## *Planning Controls*

During 2010-11 we progressed a wide range of strategic planning projects, including work on Structure Plans for Rosebud, Hastings, Crib Point, and Tyabb, all focused on protecting the amenity of our local towns and villages, our coastline, and our highly valued Green Wedge, and Council looks forward to working with the new State Government in the completion of the proposed Mornington Peninsula Planning Statement, which will re-affirm the importance of protecting the Peninsula's diverse land use and livability.

## *Infrastructure*

We are one of the minority of Victorian councils that does not have a 'Renewal Gap'. Our reinvestment in the ongoing renewal of our \$1.6 billion infrastructure asset base (roads, drains, buildings etc) is sufficient to ensure that the standard of our existing infrastructure will not run down, that it is being adequately maintained and enhanced. At the same time, Council is responding to the growth in sporting participation, and the desire for increased walking and cycling (and reduced car dependence) by focusing new investment on sporting facilities, footpaths and shared paths.

## *Our Older and Younger Residents*

We have one of the largest older resident populations in Victoria, and it is growing. Our Home Care program grew in 2010-11 by 5,000 additional hours, to 165,000 hours. In addition, Council has developed a strong focus

## Message from the CEO continued...

on providing opportunities for residents to age well and maintain optimal independence and health/wellbeing, through the development of a Positive Ageing Strategy (to be implemented in 11/12) and a strong, productive relationship with our older persons advisory committee, PACE (Peninsula Advisory Committee for Elders).

At the other end of the age spectrum, Council's focus on the Peninsula's young people has included supporting kindergartens to work towards the national target of delivering 15 hours of universal access to '4 year old' kindergarten, the launch of our Literacy Villages project, and a range of initiatives to improve local access to post-secondary education and employment opportunities. Council is committed to improving life and work opportunities for the Peninsula's young people, and these projects can and will make a real difference.

### *Emerging Challenges*

Among many emerging challenges, three warrant highlighting.

Council is undertaking a thorough impact assessment of Peninsula Link, identifying both opportunities and potential concerns, to ensure we deal effectively with both, on a timely basis. Accurately forecasting the traffic impacts, when and where they will occur, and the knock-on effects for local townships, is an important planning task.

The announcement of the earlier development of the Port of Hastings as an international container port, a \$10 billion project, will require careful planning to achieve its significant economic potential while fully addressing environmental and social/amenity issues. Consistent with our *Commitment to a Sustainable Peninsula* Council believes that the

significant employment potential can be achieved while protecting Western Port and the amenity of nearby local towns.

The deterioration of coastal assets, beaches, steps, stairs, sea-walls, piers, jetties and potentially private property is of growing concern to Council. This problem is not new, but it is worsening, and climate change will add to the size of the problem, and the urgency of addressing it. We are working with State and other local governments to better understand the nature and scope of the problem, and the most effective means of addressing it.

### *Comment on Financial Performance*

To those who are regular readers of the Annual Report, you will note that I always acknowledge that unlike a commercial business, financial performance is not Council's primary objective.

Our primary objective is to understand the present and future needs of our diverse communities and to work to address those needs, consistent with a sustainable financial strategy. Financial performance is, therefore, an important 'means to an end', and responsible financial management is part of ensuring we have the capacity to undertake all that the community expects of us, as cost-effectively as possible.

We have a 'can-do' attitude, and strive to make 'best use of every dollar' through ongoing review processes which focus on efficiency, effectiveness and we strive to be innovative in everything we do.

The key financial messages for the 2010/11 are positive. We have produced another underlying surplus, and the five key indicators used by the Auditor General to measure 'financial stability', three have improved and the other two are consistent with the past year; we expect another 'low risk' rating, the best rating a local government can achieve.

In terms of numbers, Council's financial statements are prepared in accordance with relevant Australian Accounting Standards, legislation and regulations. The accounts have been endorsed by the Victorian Auditor General without qualification.

We are conscious, however, that the financial statements prepared according to Accounting Standards may lead a reader to overestimate our overall financial position. The audited year end result in the financial statements shows a net surplus on ordinary operations of \$8.787m, compared to last year which was a surplus of \$22.713m. These are not our 'profits or losses' for the year, in the usual meaning of the word. This year's surplus includes \$3.903m of contributed assets which (now and into the future) will require us to expend funds to maintain them.

On the following page, we have set out a summary of how we performed in 2010/11, with adjustments made to deduct the impact of non-cash transactions. However, even with these adjustments, the results are confused somewhat by required accounting treatment for such things as government grants for expenditure in 2011/12, but paid to Council in 2010/11, which we are required to record as income in 2011/12. We stress that the reporting on the following page is our own 'layman's approach'. The reporting according to Australian Accounting Standards is to be found under 'Financial Report' at the back of this report.

Stated simply, while there were a range of 'unders and overs' in different parts of the Shire organisation, which were the result of our responding to particular needs and circumstances as the needs arose, 'Funds Available' (being the surplus on recurring operations) was unfavourable by \$2.104m. This was due to the requirement to bring to account an additional contribution to Vision Super of \$2.120m, to meet our obligation in relation to members of the defined benefit plan. Our cash surplus for the year was

\$7.491m, which is some \$9.315m more than budget, and is committed to fund capital projects that have carried forward to 2011/12. The major variations are commented on within the Standard Statement section of the financial reports.

The important messages are that after allowing for variations through the year, we 'made budget', we invested sufficient funds in the renewal of our assets, and our various financial ratios as assessed by the Auditor General improved, and we did this in an environment that sees our rates and charges low when compared to other Councils.

Council's financial position is both strong and sustainable.



Dr Michael Kennedy OAM  
Chief Executive Officer

*back row l-r: Cr Bill Goodrem, Cr Frank Martin, Cr Reade Smith, Cr David Gibb, Cr Tim Rodgers, Cr Leigh Eustace  
front row l-r: Cr Antonella Celi, Cr Lynn Bowden, Cr Graham Pittock, Cr Bev Colomb, Cr Anne Shaw*



# Our Council

The Mornington Peninsula Shire is governed by 11 representatives as elected by the community. The Shire has 11 wards with one councillor per ward.



Kangerong Ward: Councillor Graham Pittock, Mayor  
graham.pittock@mornpen.vic.gov.au



Red Hill Ward: Councillor Frank Martin,  
Deputy Mayor  
frank.martin@mornpen.vic.gov.au



Balcombe Ward: Councillor Anne Shaw  
shaw@mornpen.vic.gov.au



Cerberus Ward: Councillor Reade Smith  
reade.smith@mornpen.vic.gov.au



Mornington Ward: Councillor Bev Colomb  
colomb@mornpen.vic.gov.au



Mount Eliza Ward: Councillor Leigh  
Eustace  
leigh.eustace@mornpen.vic.gov.au



Nepean Ward: Councillor Tim Rodgers  
rodders@mornpen.vic.gov.au



Rosebud Ward: Councillor David Gibb  
gibb@mornpen.vic.gov.au



Rye Ward: Councillor Bill Goodrem  
goodrem@mornpen.vic.gov.au

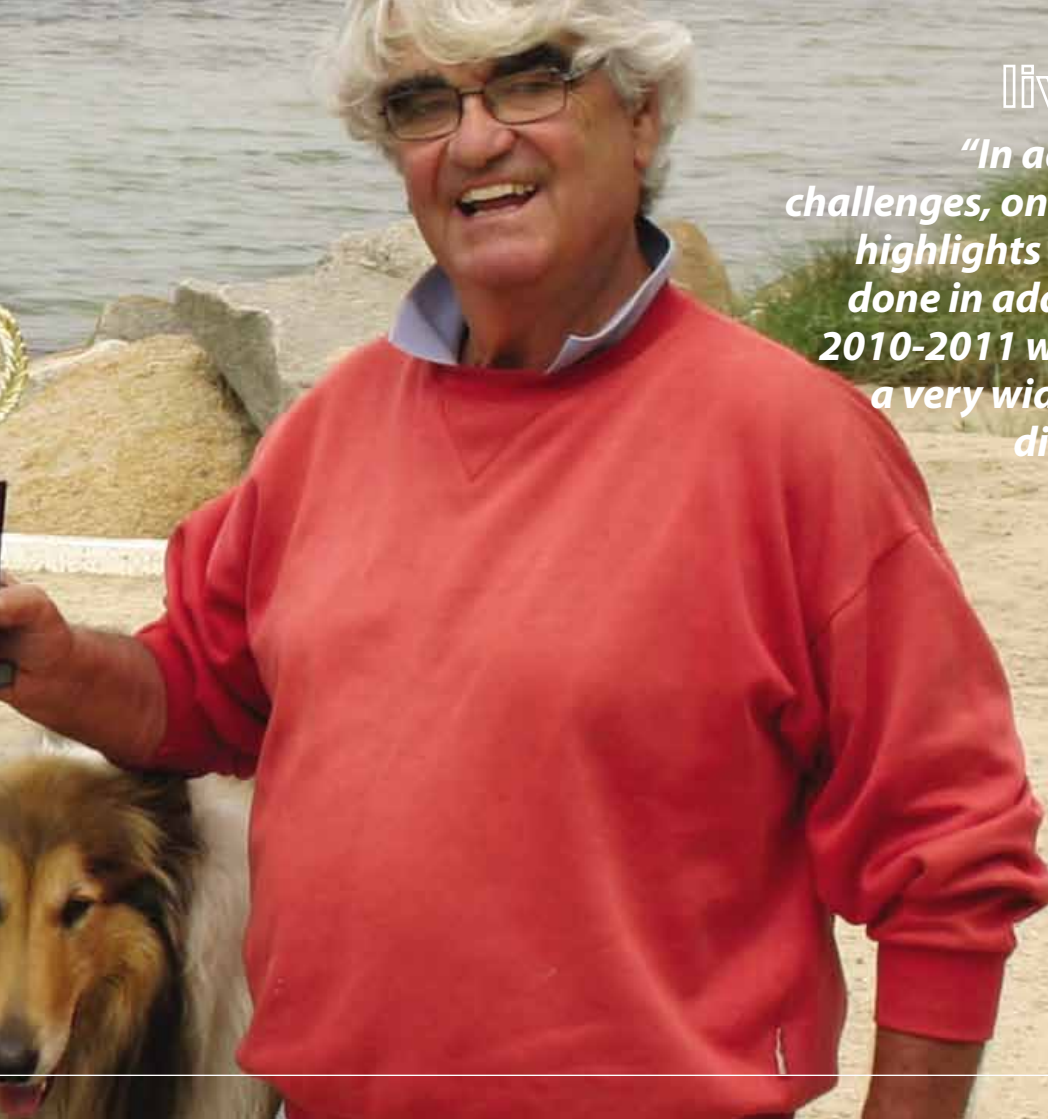


Truemans Ward: Councillor Antonella Celi  
antonella.celi@mornpen.vic.gov.au



Watson Ward: Councillor Lynn Bowden  
lynn.bowden@mornpen.vic.gov.au





## livable peninsula

*"In addressing major strategic challenges, one year is a short time. Our highlights summarise what we have done in addressing 'the big issues' in 2010-2011 while continuing to deliver a very wide range of services to our diverse local communities."*

# livable peninsula

*to be 'near Melbourne, but not part of Melbourne' (or its accelerating growth)*

*to preserve the highly valued amenity of our natural and built environment*

## Over recent years, Council has worked hard to:

- Secure State Government support to ensure that more than 70 per cent of the Peninsula remains rural certifying permanence of our Urban Growth Boundary;
- Encourage communities to play an active role in shaping the future of their towns and villages;
- Develop township plans that reflect community values and the preferred future character; and
- Ensure that new developments and public places recognise and enhance local character.

A number of significant plans, projects and initiatives were delivered in 2010-11, including:

### 1 Protecting the Peninsula

The Shire continues to work with the State Government to protect the Peninsula's highly valued Green Wedge, and has welcomed the commitment to develop a new Mornington Peninsula Planning Statement. A series of 'Community Conversations' will be conducted in 2011-12 to seek feedback on the development of the Planning Statement. Throughout 2010-11, the Shire also made submissions to the National Urban Policy, Sustainable Population Strategy Review, Livability, Victorian Tourism Industry and the Land and Biodiversity White Paper, reinforcing the importance of protecting the Peninsula form over development.

### 2 Township character

The Shire has worked closely with local communities to develop and implement a range of Planning Scheme Amendments to protect and enhance the character and amenity of our townships and villages. Design Guidelines were approved in Flinders and Shoreham, together with interim design controls for McCrae Village, interim controls for caravan parks in the Green Wedge and an interim policy in relation to dwellings in the Green Wedge. The Tyabb Structure Plan, Flinders Village Streetscape Design Plan and the Mornington Football Disaster Memorial Park Plan were also placed on public exhibition during the year.

### 3 Wildfire Management Overlay

In the wake of the Black Saturday Bushfires, the State Government introduced the Wildfire Management Overlay to help minimise the risk to life, property, the natural environment and community infrastructure from wildfire. The Shire worked closely with the CFA and the Department of Planning and Community Development to conduct a number of information sessions to discuss the new overlay with residents and other stakeholders throughout the year.



*Cr Frank Martin at this year's Koorie Night Market.*

## 4 Landslip mapping and management

A new program for landslip mapping – the first of its kind within local government - is helping to identify landslip risk across the Peninsula. The computer model assesses slope stability data and previous geotechnical investigations to predict areas which may be at risk of landslip. The information is being used within overlays of the Mornington Peninsula Planning Scheme to provide more certainty to landowners.

## 5 Aboriginal cultural heritage

The Shire has taken a lead role in Local Government with the employment of an Aboriginal Cultural Heritage Officer during the year to assist with Aboriginal Cultural Heritage Assessments across the Peninsula. This not only ensures that sites are dealt with in a respectful manner, but improves efficiency by identifying protective measures early and providing opportunity for redesign of projects. Recently artefacts were discovered which dated prior to 6500BC.

***Council is undertaking a thorough impact assessment of Peninsula Link, identifying both opportunities and potential concerns, to ensure we deal effectively with both, on a timely basis.***



***“The Mornington Peninsula is not one place, but many. The Shire plays a number of important roles in preserving what we value about the ‘look, feel and function’ of each locality while ‘facing the future,’ addressing challenges and embracing opportunities.”***

*Cr Graham Pittock (Mayor) contributed to Clean Up Australia Day on Dromana foreshore with Shire Waste Education Officer, Natalie Peric*



enhancing public places & spaces

# enhancing public places & spaces

*to enhance the 'look, feel and function' of our townships, our  
open spaces and our infrastructure*

## Working closely with the community, we continue to:

- Develop and implement initiatives, programs and infrastructure to enhance the 'look, feel and function' of our townships and villages; and
- Maintain, enhance and renew the Shire's existing \$1.6 billion asset base.

A number of important strategies, programs and projects were developed and delivered during 2010-11, including:

### 1 Sustainable Infrastructure Maintenance Service (SIMS) review

Throughout the year, the Shire commenced a comprehensive review of its Sustainable Infrastructure Maintenance Services (SIMS) in preparation for a re-tender of contracts in 2013. A comprehensive program of consultation was undertaken with various stakeholder groups and members of the community to help determine if changes are required to the current services. Consultations included web surveys, shopper interviews, park user surveys, stakeholder workshops and internal staff consultations. SIMS delivers maintenance services and enhancements on Shire facilities including roads, cleansing, buildings, parks and roadsides, furniture and signs, and waste and recycling.

### 2 Open Space Management

The Shire is responsible for the ongoing maintenance and enhancement of more than 350 parks, 139 bushland reserves, 160 playgrounds and 58 sporting fields.

The ongoing implementation of the Shire's Playground Strategy resulted in five new playgrounds and the refurbishment of numerous others. A highlight was the construction of the first outdoor table tennis table in Dromana, made from steel and painted by a local artist.

*Cr Tim Rodgers at one of the many Shire-managed open spaces, Police Point at Point Nepean.*



*The Shire promotes safe riding and supports bicycle events like the Jayco Classic, held on Arthurs Seat this year.*



### 3 Recreation planning and development

Long term master plans guide a program of ongoing improvements at existing recreation reserves and facilities, and plans were developed for Bunguyan and Tyabb Central Reserves in Tyabb throughout the year. Planning has also commenced to determine the best location for the proposed Balnarring/Bittern skate park, taking into consideration key assessment criteria such as accessibility, integration with existing facilities and visibility.

### 4 Safer Local Roads

Safer Local Roads is an innovative road construction and maintenance contract that will save the Shire \$65 million over 15 years. At the completion of the fourth year of the contract, Safer Local Roads has already delivered:

- A closing of the infrastructure renewal gap for the Shire's existing local road network;
- An increase in the road resealing program of 750 per cent; and
- A significant and ongoing environmental benefit by using more than 18,000 tonnes of reclaimed material (typically recycled asphalt).

Two new roundabouts in Truemans Road and Browns Road in Rye were also constructed to help improve traffic flow to and from the Southern Peninsula.

### 5 Peninsula RideSafe

The Shire's comprehensive bicycle strategy, Peninsula RideSafe, resulted in the roll out of bicycle parking infrastructure in Mornington, Hastings and Rosebud, to encourage more residents to ride to these townships. The Shire's shared path network continues to grow, and next year council will triple its investment to bring forward a range of important path linkages and connections. Work has also commenced on the Dromana BMX park, and a new Mountain Biking Liaison Group has been established. Peninsula RideSafe's Facebook page continues to grow (close to 500 friends) as the Shire continues to roll out bicycle safety programs in Peninsula schools.

## improving community facilities

*“Empowered communities are those that are safe, well informed, connected and supported. The Shire promotes health and wellbeing for all and provides accessible and valued community facilities and services.”*



# improving community facilities

*to ensure community facilities are responsive to the needs  
and expectations of our local communities*

## Working with our community, we continue to:

- Plan and develop new community facilities that respond to changing community needs and priorities;
- Review the operation and potential future development of existing facilities to ensure they meet community expectations; and
- Advocate to other levels of Government for funding to build new, or refurbish existing, community facilities and assets.

Over the past 12 months, a number of major projects were commenced or completed, including:

### 1 Hastings Hub

The former Hastings Leisure Centre has been transformed into an exciting new community meeting place known as the Hastings Community Hub. The \$3 million redevelopment was largely funded by State and Federal Governments and includes an IT training hub, art studio, multi-purpose rooms, a community kitchen and large multi-purpose activity areas. A range of community programs are being established at The Hub, which is also home to the Hastings Neighbourhood Renewal initiative.

*Cr Reade Smith with Pam Ford at the launch of a new program at Hastings Hub.*





*Cr Leigh Eustace and a local resident using the Shire's cross-Peninsula Dial-A-Bus service which was launched this year to keep isolated residents connected to their communities.*





## leading change on climate change

***“Our highly valued and natural environment is of both local and international significance. To protect and enhance these special values, the Shire leads by example and facilitates community participation and education. We recognise our vulnerability to climate change and will proactively work with the broader community to understand and address the impacts.”***

# leading change on climate change

*to address flood and fire risk, to reduce our carbon footprint,  
water usage and waste across Council operations and the  
wider community*

## We are committed to

- Working with our community to understand and address the impacts of climate change;
- Reducing energy and water usage across Shire facilities; and
- Reducing the amount of waste to landfill and investigating alternative waste treatment options.

Highlights for the 2010-11 year included:

### 1 Flood mapping and drainage

Council has committed to a 10-year, \$30 million Local Integrated Drainage Scheme (LIDS) to manage the impact of more frequent and intense storm events. Flood mapping of vulnerable areas continues to prove very accurate, as confirmed in a number of high intensity storms experienced throughout the year. A significant community consultation campaign has also been undertaken, with thousands of letters to affected residents informing them of the study of their catchments.

### 2 Community education

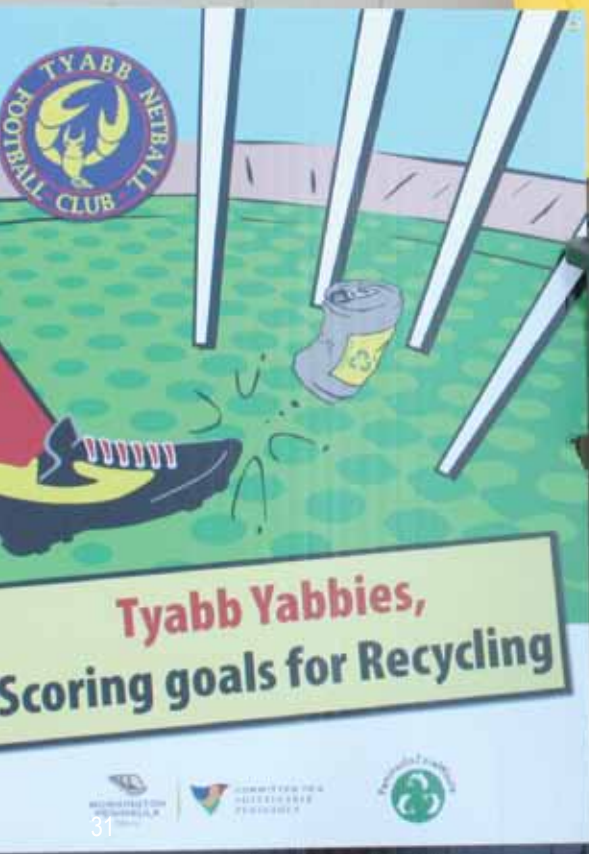
The Eco Living Display Centre, located at The Briars, continues to show residents how they can retrofit their homes to make them more sustainable. With over 80 per cent of the peninsula's homes more than 30 years old, the centre provides a one-stop place to show residents how to live more sustainably by making small or large scale modifications to their homes. It enables people to see how renovations can be made to an older house to make it more energy, water, waste and resource efficient. More than 3,500 primary school students, teachers and parents also attended Environment Week activities at The Briars in Mount Martha.

### 3 Waste services

Two no-charge green waste weekends were held at our transfer stations and attracted more than 5,650 residents, while the opt-in kerbside green waste collection service also commenced with close to 10,000 residents participating in the scheme.

The development and implementation of new waste contracts for the operation of the Shire's landfill and transfer station and green waste processing was also achieved. The new contracts feature innovative waste minimisation targets as well as the engagement of local residents to operate the re-sale shop. Recycling rates from the new transfer stations are reaching 50 per cent, which far exceeds the 20 per cent target.

*Tyabb Football Club, doing their bit to reduce waste to landfill.*



A recycling poster for Tyabb Football Club. At the top left is the club's logo, a circular emblem with a yellow bird and the text 'TYABB NETBALL FOOTBALL CLUB'. The main illustration shows a green football field with white goalposts. A red football is in the foreground, and a crushed metal can lies on the grass. Below the illustration, the text reads 'Tyabb Yabbies, Scoring goals for Recycling'. At the bottom, there are logos for 'MICKLETON DISTRICT COUNCIL', 'COMMITTEE FOR THE MICKLETON DISTRICT FOOTBALL LEAGUE', and the 'Recycling Australia' logo.



## 4 Water and energy

The Shire has reduced its use of potable (drinking) water by 60 per cent based on 2008 consumption. Savings have been made with the installation of water tanks and retrofitting council facilities with water saving devices, and the use of drought tolerant turf at sporting reserves. The Mornington Recycled Water Scheme was also implemented which provides 100ML of recycled water, equivalent to 100 Olympic-sized swimming pools) to the Mornington Racing Club, Dallas Brooks Park and Civic Reserve.

## 5 Bushfire management

The Shire has more than doubled its bushfire prevention budget in the wake of the Black Saturday Bushfires, resulting in an increased program of works in bushland reserves and extensive fuel reduction burning with the assistance of the CFA. A review of the Shire's 117 existing fire management plans was also undertaken throughout the year, and a review of the local law relating to open air burning has commenced.



*Cr Lynn Bowden meets with local Tyabb CFA  
Captain John Morris*



## enhancing the coastal experience

*“The Mornington Peninsula Shire has 190 kilometres of coastline - 10 per cent of Victoria’s total - with Port Phillip on the west, Western Port on the east and Bass Strait to the south. The Shire is responsible for the ongoing management and long term planning of much of the coastline including the development and implementation of coastal action plans.”*



# enhancing the coastal experience

*to protect and enhance opportunities to enjoy the coastal  
experience*

## Working in partnership with community groups and other levels of government, we are committed to:

- Protecting and enhancing the 193 kilometres of coastline that surrounds our Shire; and
- Improving the access to and amenity of our foreshore reserves.

Highlights of 2010-11 included:

### 1 Foreshore camping reserves

The Shire is responsible for the management of foreshore camping at Rosebud, Rye and Sorrento, which attracts thousands of visitors each year. Easter 2011 was a particularly busy time, with bookings up by 15 per cent, while off-season bookings rose by 8.5 per cent. A range of improvements were implemented across the foreshore camping locations including increased cleaning and rubbish removal, improved signage and electrical upgrades. The establishment of a Camping Liaison Committee has proved helpful in gaining feedback and input into proposed improvements. Four amenity blocks were also upgraded throughout 2011-12, with improvements to toilets, showers and change areas.

### 2 Dromana Pier Precinct

The completion of stage one of the Dromana Pier Precinct coincided with the town's 150th celebrations, and included improved car parking and landscaping. The improvements are already proving extremely popular with locals and visitors alike, creating a focal point for the town.

*Cr Graham Pittock at the new gateway to  
Dromana Pier*



*Holiday makers enjoy one of the  
Shire-managed foreshore camping sites.*



### 3 Climate change and our coast

Mornington Peninsula Shire is a key partner in two research projects funded largely by the federal government to better manage the impacts of climate change on our coastline.

The first project, Deciding for the coast – implementing effective adaptation actions, is a partnership between the Shire and the South East Councils Climate Change Alliance, Bass Coast Shire, Cardinia Shire, City of Casey and the DSE. It will develop a framework to better assess the social, economic and environmental impacts of different coastal adaptation options.

The second project, Choosing a preferred pathway for Port Phillip Bay, will improve the information available on the comparative costs and benefits of different adaptation options. It will also form an understanding of the timeframe in which a particular adaptation option becomes cost-effective and acceptable. The Murray Anderson catchment that includes parts of Rosebud and McCrae has been chosen as one case study site for the project. Project partners include state government departments, local government organisations, research institutions and other local government areas.



*The erosion at Portsea Beach is one of the many climate change challenges facing the Shire.*





# healthy, safe and connected communities

*“Planning for the future of the Mornington Peninsula and its diverse communities, drawing on the input from the community and other levels of government, is one of the Council’s most important roles, and a very complex one.”*

# healthy, safe and connected communities

*to provide services, support and care that is responsive to  
the needs of our families, young people, older residents and  
those in most need*

## Working with our community, we continue to:

- Provide and support a range of community projects, events and festivals;
- Increase access information and learning opportunities for all ages; and
- Advocate for improved housing diversity and affordability for those in need.

Highlights of 2010-11 included:

### 1 Families and Young People

Throughout the year, more than 266,000 hours of childcare was delivered to local families through the Family Day Care program.

The establishment of a Youth Support Outreach Base at Mount Eliza Village Neighbourhood Centre has dramatically improved access to one-to-one personal support service for young people living in Mount Eliza, Morningson and Balcombe Ward areas. Two team members work from the base on Monday, Tuesday and Friday each week.

ACTIV8, the Shire's active after school program offering weekly sports and games at local primary schools across the peninsula continues to grow in popularity, and a further 12 months funding has ensured the program is extended until the end of 2012.

The Shire also expanded the SCOPE program held for children with disabilities during school holidays (from one day to two days per week) to accommodate an increase in demand.

### 2 Literacy Villages

The Shire is partnering with the City of Frankston, the State and Federal Government and the private education sector in an innovative community-based program to improve the literacy of children in the region. The two municipalities will establish a number of 'Literacy Villages' to bring together a range of community stakeholders to develop plans and programs for their local community. Six Literacy Villages will be established in each municipality, and each Village will have its own 'Mayor' to oversee the development and implementation of the local action plans.

### 3 Transport

The Shire successfully advocated for an enhancement of the 788 Bus Service to 45 minute intervals during the peak summer period, and has played a key role in the initiation of the Interface Council Public Transport Working Group which will aid in enhancing public transport in interface areas. As part of the implementation of the Shire's road safety strategy Peninsula DriveSafe, the Shire has worked toward creating safer rural roads and safer neighbourhoods with road traffic treatments and speed reductions on a number of local roads.



*Cr David Gibb (pictured on tractor), with member for Eastern Victoria Johan Scheffer (second from right) and other local residents at the turning of the sod for a Hastings housing project.*

## 4 Community and Neighbourhood Renewal

The Rosebud West Community Renewal and Hastings Neighbourhood Renewal initiatives are a partnership between the Shire and the State Government to create a stronger 'sense of place' for residents of these areas. Over the past 12 months, the Shire and the local communities have worked together to develop a range of programs that will provide:

- Ongoing community participation in decision-making;
- New employment and learning opportunities;
- Increased volunteering and other support;
- Improved community facilities and open space; and
- Improved feelings of safety and wellbeing.

Hastings Neighbourhood Renewal now operates out of the new Hastings Hub.

## 5 Community events and festivals

Each year, the Shire facilitates more than 500 community events and festivals. This year Rye, Dromana, Hastings and Mornington commemorated 150 years since the gazetting of their township. Each township developed a series of events designed to highlight and celebrate the anniversary. One highlight was the unveiling of a time capsule outside the Shire's Hastings office, in conjunction with HMAS Cerberus who was also celebrating the Navy's centenary.

Australia Day celebrations continue to be extremely popular, with more 80,000 people attending the celebrations at various sites around the peninsula, while more than 1,000 cyclists competed in the Bay2Bay cycling event.

## 6 Home and community care

Throughout 2010-11, the Shire's home and community care team enabled more-than 5,000 older people and people with a disability to remain living at home and independently by delivering:

- 2,700 comprehensive 'living at home' assessments to develop care plans to support clients' independence and functional capacity
- 165,000 hours of home/personal/respite care (an increase of 5,000 hours on last year's figures)
- 86,000 delivered meals
- 4,000 hours of home maintenance and modifications
- 8,500 community transport passenger trips
- 6,650 hours of activity programs
- Support to 18 Senior Citizens Clubs, including six from culturally and linguistically diverse backgrounds





supporting a sustainable peninsula economy

***“There are more than 6,000 businesses from a diverse range of industries on the peninsula. The Shire aims to facilitate business, especially small to medium, to develop and grow, enabling them to provide sustainable business and employment.”***

# supporting a sustainable peninsula economy

*to encourage an innovative business community and  
promote the Peninsula's tourism, agricultural and  
rural sectors*

# 1 Tourism

Mornington Peninsula Tourism (MPT) continues to perform extremely well and took out the Victorian and National Tourism Awards for Specialised Tourism Services for the second year in a row. MPT also launched a mystery shopper Tourism Business Audit across the region to objectively measure, track and assess the customer experience being delivered by 60 member businesses. This provides a quantitative and qualitative snapshot of how our region is performing. A mobile phone website, an iPhone application and ebooks to promote tourism businesses on the Peninsula were also developed.

# 2 Agricultural audit

The Shire undertook an audit of the agricultural activity on the Mornington Peninsula and found that production across the municipality is rich in diversity and scale of production. The Port Phillip and Western Port region is the second most valuable agricultural region in the state, producing at least 15 per cent of the total wealth generated from Victorian agriculture, from less than four per cent of the state's farmland (OSISDC 2010). The peninsula makes a significant contribution to this annual production figure with current estimated values of gross agricultural production of approximately \$450million.

*Cr Anne Shaw on a tour of the Gazzola Farm,  
one of the biggest agricultural businesses on  
the peninsula*





*Cr Bev Colomb promotes 150th township celebrations at Mornington Historical Society.*

### 3 Business support

The Shire ran 10 full day Tourism Excellence workshops to train tourism businesses in topics such as website management, packaging, research, customer service, marketing and business planning. More than 250 tourism operators attended. The Shire has also introduced an Experts in Residence mentoring service which provides useful information to new or expanding businesses across the Peninsula. Through an independent facilitator, businesses meet monthly to assist each other in everyday business issues.

### 4 Careers and Jobs Expo

The Shire's Careers and Jobs Expo was once again held at Peninsula Community Theatre, attracting 48 exhibitors and more than 2000 attendees. This annual event is a great opportunity for local businesses to highlight their career and employment opportunities to Peninsula students.

### 5 Traineeships and work experience

The Shire offers a number of traineeships for local young people each year including the Wal Morrison Traineeship, school-based apprenticeships at The Briars, and traineeships in planning and tourism. The Shire also has a 'never say no' attitude to work experience, with more than 100 students (both secondary and tertiary) hosted in Shire workplaces each year.

innovative, responsive, value-for-money  
service delivery

***“The Mornington Peninsula is anything but average. So it is that in responding to the social, environmental and economic needs of our diverse communities that our team must, likewise, be anything but average.”***



**innovative,  
responsive,  
value-for-money  
service delivery**

*to optimise value for rate-payers through efficient, effective  
and innovative service delivery*

## Awards:

- Pelican Park Recreation Centre has once again cemented its reputation as a benchmark community facility by winning two prestigious awards at the annual Aquatics and Recreation Victoria Industry Awards. The centre won both the Swim School and Health Club (Gym) Award for 2011, making Pelican Park one of the most awarded facilities in the 11 year history of the Industry Award ceremony.
- Pelican Park has also been awarded the Platinum Pool status by Life Saving Victoria for the fourth consecutive year. The centre is audited against an extensive set of industry principles to ensure the provision of safe water spaces for the community
- The Shire's Family Day Care service was nominated in the 2011 Family Child Care Awards in the category of Children's Service of the year with four educators being nominated in the category of Child Care Worker of the Year.

Highlights of 2010-11 included:

### 1 Governance and compliance

The establishment and recruitment of a Compliance Liaison Officer has enabled the Shire to better manage and coordinate a range of Local Government Act and other applicable legislation requirements in a structured manner. The officer also coordinates enquiries from and responses to the Office of Victorian Ombudsman and the Local Government Victoria's Compliance and Investigations Group. Council's Complaints Handling Policy provides a framework for dealing with community complaints, and where those complaints are escalated or not resolved satisfactorily, the Compliance and Liaison Officer undertakes a review of the complaint and the processes involved.

### 2 Community engagement

Community engagement remains a high priority for Council, with engagement activities occurring on a daily basis. Engagement activities include one-on-one meetings with residents, consultations with user groups and stakeholders, meetings with advisory groups such as the Peninsula Advisory Committee for Elders (PACE), monthly community council meetings and ward meetings – just to name a few. The CEO, Dr Michael Kennedy OAM, has sought to visit as many community groups and service clubs as possible to discuss the Shire budget and the broader Shire financial position. This has had the effect of informing many more residents and ratepayers than through more traditional briefing processes.

### 3 Technology

The Shire keeps up to date with emerging technology to provide the most convenient and efficient service to our community. A smart phone application concept is currently being developed which will provide residents and visitors with a range of interactions with Shire services, and the opportunity to seek information or report maintenance issues.



*Members of Council meet with local MPs to discuss the future direction of the Shire and the needs of our community.*

*pictured l-r: Cr Antonella Celi, Cr Frank Martin, Member for Mornington David Morris, Cr David Gibb, Cr Graham Pittock, Cr Bill Goodrem, Member for Nepean and Minister for Education Martin Dixon and Shire CEO Dr Michael Kennedy OAM.*

## 4 Understanding planning

This year the planning team has relaunched the revitalised, rebranded 'Planning Environment' newsletter. The newsletter is an operational and technical document clarifying recent changes to the planning scheme, such as the Wildfire Management Overlay; how council interprets planning scheme requirements; recent VCAT decision; and staff changes and other operational information. The re-launch of the newsletter in June 2011 was followed by a well-attended information session to members of the statutory planning industry, including private planning consultants, land surveyors, architects, draftspeople and building surveyors. The newsletter is a great way to engage with professional bodies and companies that lodge planning applications with the Shire.

## 5 Staff development

The Shire is committed to staff development, and our successful student/graduate engineer work experience and development program resulted in the appointment of two new design engineers. Career development has also been a significant focus for all our younger engineers, with placement rotations within the team. The opportunity was also taken for team members to participate in secondment arrangements with Melbourne Water and more recently the Peninsula Link project, where we place one of our engineers within the project team for six months at a time. This gives the engineers an opportunity to learn from a large scale project and share their local knowledge, ensuring the best community outcomes.

## 6 Risk management

During community safety month which is held in October, the community assisted the Shire's risk management focus by advising on 70 hazards that were all addressed. Risk management audits were also conducted by the Shire's property insurers – including an audit of all Maternal and Child Health Centres – with excellent results.





***“The diversity of the Mornington Peninsula means a ‘one size fits all’ approach is not appropriate. Working with the community, the Shire continues to develop tailored solutions that suit our diverse towns, villages and coastal and rural communities.”***

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COMMITTED TO A  
SUSTAINABLE  
PENINSULA