

ANNUAL *report*

mornington peninsula shire 2013-2014





MAYOR's message

councillor Anotonella Celi, Seawinds Ward



I have been honoured to lead the Council during the 2013-14 year – a year in which we continued to deliver an ever increasing range of programs and services to the community while at the same time, developing and delivering on some significant long term strategic goals for the Mornington Peninsula.

The release of Plan Melbourne – the State Government's plan for managing Melbourne's population growth from 4.3 million today to 7.7 million by 2051 – was one of the most important highlights of the year, putting in place mechanisms to protect the character and amenity of the Peninsula for future generations.

Plan Melbourne recognises the important role the Mornington Peninsula plays "clearly distinct from and complementary to" metropolitan Melbourne. There is a commitment to a permanent urban growth boundary, the further development of the Port of Hastings, support for protection of our high-quality agricultural land, and ensuring the environmental qualities of Western Port and Port Phillip are protected.

In addition to Plan Melbourne, the Mornington Peninsula will have its own localised Planning Statement that will further protect the special values, amenity and characteristics of our municipality. This level of protection has never existed before, and is the result of much work and planning by successive Councils over the past 15 years.

Throughout the year Council has also worked on releasing a range of long-term policies and strategies to assist residents of all ages and abilities to 'live, work and prosper' on the Mornington Peninsula.

Council adopted the Positive Ageing Strategy 2013-2018 A Community for all ages which outlines many actions that will enhance the capacity of older



residents to live and age well, encouraging strong social connections and participation as key components of overall health and well being.

The Health and Wellbeing Plan 2013-2017 Health, Hope and Happiness, and the Disability Action Plan were also adopted, reaffirming Council's commitment to improving the welfare and happiness of residents of all ages and abilities.

Council's Arts and Culture Strategy continued to deliver a range of exciting programs and events, including the hosting of the 2013 Archibald Prize exhibition which attracted almost 50,000 visitors to the Mornington Peninsula Regional Gallery.

With the acceleration of a range of long-term Strategies the Council has been able to deliver benefits to the community much sooner than otherwise would have been possible. We have increased funding for the implementation of the Pavilion Strategy (to upgrade and or/replace sporting pavilions), Recreational Master Plans, Playground Strategy, Public Toilet Strategy and a range of Recreational Strategies (including soccer, skate and BMX, Tennis, Equestrian and Mountain Bike Trails).

The Annual report highlights many more important initiatives delivered throughout the community and I encourage you to take the time to read through the document.

On behalf of Council I would to thank the Shire officers and the community of the Mornington Peninsula Shire for all the dedication and support in working together to deliver successful outcomes to our municipality over the past 12 months.

We should all feel very proud of our efforts and achievements as we remain focussed on the year ahead.

Cr Antonella Celi
Mayor
Mornington Peninsula Shire.



CEO's message

Dr Michael Kennedy, OAM

2013-14 was a very positive, productive year for the Mornington Peninsula Shire, with significant progress across the broad range of Council's diverse, inter-related responsibilities.



The community quite correctly expects Council to continuously “raise the bar”, to respond to rising community expectations of improved service responsiveness, of better quality facilities, of higher maintenance standards, all delivered more cost-effectively than the year before. We do this while strengthening our local economy, and caring for the Peninsula's highly valued natural and built environment, and while addressing the challenges of being “near to, but not part of, Melbourne and its accelerating growth”. That's “the sharp end”, the practical deliverable, of the Shire's *“Commitment to a Sustainable Peninsula”*, made by Council more than ten years ago, with the active involvement and support of the Peninsula's diverse local communities. That commitment drives everything we do, in working to achieve the Shire's social, economic and environmental objectives, in a “joined up” way.

In 2013-14 the Shire:

- delivered high quality, responsive services and infrastructure at rate levels a long way below those of comparable Councils.
- raised further the standard and responsiveness of our services.
- raised further the productivity of the Shire team.
- innovated in ways that will further improve service responsiveness and cost-efficiency.
- delivered (again) 90%+ of our committed capital works program, with no project failures or significant overruns.
- coped with significantly increased workloads without increasing our staffing levels.



- delivered one of the State's largest Community Care programs (170,000+ hours of care) with a virtually faultless performance.
- secured in a very tight fiscal environment significant external funding for Shire and community projects, based on doing things other Councils don't do.
- continued to Lead Change on Climate Change, and be among the leaders in policy areas of importance to our community.
- engaged actively with our community, both face-to-face and through social media.
- managed risk as well as the best in the State.
- again achieved budget, having dealt with cost variations that arose during the year, and delivered the \$500k budgeted efficiency saving.
- and, of course, as the Mayor has stated, successfully addressed the challenge of being "near to but not part of Melbourne and its accelerating growth", through our active engagement in the PLAN MELBOURNE process, and the preparation of the soon to be adopted Mornington Peninsula Planning Statement.

Innovation is an essential element of the Shire's approach, of how we do "more, and better, with less". We don't "invent" anything, but what we do is find new ways to use the latest technology, and to continuously refine our processes, so that they are more responsive, and delivered at lower cost. In 2013-14 the Shire's 'Driving Responsiveness, Innovation & Productivity' ('DRIP') program included more than 100 initiatives, which contributed to the Shire delivering a very high standard of services and infrastructure at rate levels among the lowest in the state.

Given the broad scope and diversity of Council's more than 100 services and functions, the Annual Report is "a big read". We have provided a Highlights section, which provides a good overview of Council's 2013-14 activities, with the full report then following, which can be used as a reference, and read selectively.

Dr Michael Kennedy OAM
Mornington Peninsula Shire CEO



comment on

Corporate Performance Statement

The Shire's *Commitment to a Sustainable Peninsula* includes a commitment to the Shire being financially sustainable.

The Shire delivers a high level of services and infrastructure while having rate levels among the lowest in Victoria. We are one of a minority of Victorian councils having no infrastructure renewal gap, which means we are adequately maintaining and re-investing in our infrastructure asset base, and deliver an underlying surplus every year, regardless of what challenges may arise as the year unfolds. We have achieved that outcome again in 2013-14.

While being financially sustainable delivering high quality, responsive services and infrastructure at rate levels that are affordable, requires that the Shire focuses relentlessly on being cost-effective in everything we do, 'never accepting last year's best as good enough', and taking every opportunity to be innovative, whether through contractors or direct service delivery. For example:

- Through the Shire's Driving Responsiveness, Innovation and Productivity ('DRIP') program, the Shire has delivered more than 100 projects which through innovative practice improved service delivery and/or reduced costs
- Over the last 5 years the Shire has completed more than 250 capital projects, with no project failures or significant cost overruns
- A significant amount of unbudgeted Capital Grants were received during 2013/14, such as Blackspot funded projects, Men's Sheds, and Emil Madsen Reserve development.
- The Shire's management costs are lower as a percentage of the Shire budget than they were ten years ago
- In terms of 2013/14's operating performance, we achieved an underlying surplus.

The key financial messages for 2013/14 are positive. Of the five key indicators used by the Victorian Auditor General to measure financial



sustainability, one improved (Indebtedness) and the other four are consistent with the past year (Underlying Result, Liquidity, Self Financing & Investment Gap). As such, we expect another 'Low Risk' rating, the best rating possible for a local government. These results are published in the Victorian Auditor General's report "Local Government – Results of the 2013/14 Audits" (issued around December 2014).

The Shire'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 Australian Accounting Standards are not easy for non-accountants to understand, and may lead readers to underestimate our overall financial position. The audited year end result in the financial statements shows a net surplus on ordinary operations of \$6.327m, as compared to last year which was a surplus of \$16.141m. This is not our 'profits or loss' for the year, in the usual meaning of those terms, as it includes a number of 'non-cash' items.

The largest contributor to the variance between the years was \$5.678m less contributed assets (classified as income) as compared to the prior year. Contributed assets are infrastructure assets within a subdivision handed over to Council for future care and maintenance (non-cash items). The Shire also wrote off an amount of \$3.700m of assets (classified as expenditure) during the 2013/14 financial year as compared to \$0.324m the prior year. There was also a decrease in capital grants received as compared to the prior year of \$3.804m; however, this receipt of income is tied to matching capital expenditure which will also decrease.

On the following page, we have set out a summary of how we performed in 2013/14, with adjustments made to deduct the impact of non-cash transactions. However, even with these adjustments, the results are impacted somewhat by required accounting treatment for such things as the early receipt of half of the 2013/14 annual Victoria Grants Commission payment in 2012/13, which we were required to record as income in 2012/13. The 2014/15 Federal budget has ceased the bringing forward of this grant.

We stress that this reporting 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 was a range of 'unders and overs' in different parts of the Shire organisation, which were the result of our responding to particular demands and circumstances as the need arose, 'Funds Available' (being the surplus on recurring operations) was unfavourable \$2.804m. This did not have a major effect on the Shire's ability to fund capital and priority works, as detailed below. The major variations are commented on within the Standard Statement section of the financial reports, and include -

- The unfavourable result for income was mainly due to the early receipt of half of the annual Victoria Grants Commission allocation to Council for the 2013/14 financial year in 2012/13

(\$3.083m) – so there was no real income loss to Council over the two periods;

- Reduced waste disposal volumes being received in general tipping and green waste resulting in lower income for gatehouse takings (\$416k) and increased green waste contracted processing costs (\$510);
- Expenditure on road reseal and rehabilitation works within the Infrastructure Maintenance operating budget is \$1.173m greater than budgeted, as less works were capable of being classified as capital due to Australian Accounting Standard recognition requirements. This has been matched by lower expenditure in the capital budget, which is merely a shift of costs from capital to operating;
- Delivery of an additional 6,300 additional HACC hours of care (bringing the total to 181,300 hours) in Aged and Disability Services (compared to 2012/13), responding to an ever increasing demand for service which resulted in an additional cost to Council of \$608k (\$210k net cost of additional growth funding received). This has been necessary to meet the Shire's commitment to maintain a 'no waiting list' approach to home care;
- Additional expenditure in SIMS Buildings and Parks and Roadsides relating to storm damage during the extreme weather experienced during the year (\$636k), noting this has been fully offset by grant funding to be received;
- Additional expenditure for SIMS Cleansing (\$203k) due to growth in infrastructure assets during the year and increased levels of street cleaning; and
- Increased utility charges for water, electricity and street lighting (\$451k).

Despite these challenges, and after allowing sufficient cash to complete capital works carried forward, and allowing for an adjustment to negate the effect of the receipt of the Victoria Grants Commission payment (\$3.083m) in the prior year (2012/13), we achieved a surplus result compared to budget of \$1.794m.

The most important message to take from the accounts, which after allowing for the variations described above, achieved by our continued improvement in organisational efficiency and productivity, is that "we made budget". Key to this is:

- Investment of sufficient funds in the renewal of our assets;
- Achievement of \$500k in savings, which despite being achieved shows as zero in the attached corporate statement due to the savings being generated across all parts of the organisation and not accounted for in one budget line;
- Reduction of Shire debt by \$4.9m whilst achieving Council's continued investment in infrastructure maintenance and renewal.
- Improvement overall of our financial ratios as assessed by the Auditor General.

The Shire's assets now total \$2.04 billion with liabilities of \$75.4 million. Net assets have decreased slightly by \$7.8 million since last year to \$1.96 billion, primarily due to the revaluation of Land assets in line with market conditions, off-set by the revaluation of Buildings and Infrastructure Assets as shown on the Balance Sheet as at 30 June 2014.

Council's financial position is both strong and sustainable.

Corporate Performance Statement for the year ending 30 June 2014

	Budget 2014 \$'000	Actual 2014 \$'000	Variance \$'000
Income			
Rates	131,708	132,280	572
Grants and Subsidies	11,712	13,204	1,492
User Charges	27,198	27,854	656
Grants Commission	6,466	3,383	(3,083)
Interest Income	1,700	1,625	(75)
Other Income	0	1,862	1,862
	(178,783)	(180,207)	1,424
Expenses			
Sustainable Environment	16,268	16,604	(336)
Sustainable Infrastructure	67,356	70,471	(3,115)
Sustainable Communities	34,947	35,796	(849)
Sustainable Organisation	20,713	19,820	893
The CEO's Office	4,769	5,238	(469)
Efficiency Savings	(500)	0	(500)
Interest Expense	2,480	2,331	149
	146,033	150,259	(4,227)
Funds available	32,751	29,948	(2,804)
Capital and priority works and services			
New Borrowings	11,865	11,865	0
Debt Servicing Principal	(4,886)	(4,882)	4
Lease Payments	(515)	(515)	0
Defined Benefits Superannuation Lia	(11,335)	(11,330)	5
Priority Projects (Net)	(2,472)	(423)	2,049
Priority Works (Net)	(3,663)	(2,610)	1,053
Capital Expenditure	(30,878)	(22,435)	8,443
Capital Grants	1,000	3,003	2,003
Capital Contributions	2,425	3,290	866
Special Charge Schemes	0	111	111
Special Charge Schemes	0	0	0
Transfers from reserves	0	141	141
	38,459	23,784	14,675
Operating Result	(5,709)	6,164	11,872
Non-operating			
Asset Sales	5,485	98	(5,387)
Transfer to land acquisition reserve	0	0	0
Projects funded in previous years	229	58	(171)
Result	5	6,320	6,314
Carry Forwards			
Priority projects	(2,909)	(1,443)	1,466
Priority works	(1,845)	(853)	992
Capital expenditure	(11,913)	(7,913)	3,999
Income related to carry forwards	2,144	701	(1,443)
Transfers from reserves	311	0	(311)
Asset sales	7,785	358	(7,427)
Total carry forwards	(6,427)	(9,150)	(2,723)
Result after allowing for carry forwards	(6,421)	(2,830)	3,591
Transfers from reserves	(311)	(141)	170
Other non-cash adjustments	1,457	(1,636)	(3,093)
	1,146	(1,777)	2,923
Cash surplus/(deficit)	(5,276)	(4,607)	669
Cash at beginning of period	29,203	33,305	
Cash at end of period	23,927	28,698	

OUR *council*

2013-2014



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VISION *mission & values*

our promise to the community

The Mornington Peninsula's unique characteristics and community lifestyle will be maintained and enhanced through our shared commitment to creating a Sustainable Peninsula, achieving outcomes that are environmentally, economically and socially sustainable.

A sustainable environment

- minimises the use of non-renewable resources and the generation of waste
- improves water, soil and air quality
- reduces impacts of climate change
- prevents the loss of biodiversity

A sustainable economy

- is competitive and able to adapt to change over the longer term
- provides meaningful employment for all who seek it
- provides fair access to economic resources

A sustainable community

- is safe
- is healthy
- has vibrant and diverse networks of support
- provides fair access to services, facilities and transport
- encourages active citizenship and inclusive local democracy

What we will do to achieve this vision

Building on a sound understanding of community needs and expectations we will:

- engage with and represent the community and govern in a responsive, open and accountable manner
- provide sustainable services and infrastructure that respond to the needs of our diverse communities
- facilitate a sustainable local economy
- sustain and enhance the biodiversity of our unique natural environment, while managing and accommodating appropriate developments

Values

Our values determine how the Shire will conduct itself.

We value:

- sustainability as a guiding principle
 - open and effective community consultation
 - our diverse communities
 - responsible stewardship in managing community assets
 - responsiveness to community needs
- 



LIVABLE *peninsula*

To be 'near to, but not part of, Melbourne' and its accelerating growth.
To preserve the highly valued amenity of our natural and built environment.

Livability and quality of life are principles that underpin all of Council's goals and activities.

Maintaining and enhancing the Peninsula's livability means tackling, and resolving, many challenges ranging from managing the population pressures on small towns to preparing for and mitigating the impacts of climate change.



PLAN MELBOURNE

Council's ongoing efforts to protect the Peninsula from 'suburbanisation' reached a milestone in May this year with the much awaited launch of the State Government's PLAN MELBOURNE strategy to guide and plan for Melbourne's growth to a projected population of 7.8 million people by 2051.

One of the key outcomes of PLAN MELBOURNE is confirmation of the State's commitment to the Mornington Peninsula Planning Statement (MPPS), which acknowledges that the Peninsula plays a range of complementary roles in tourism, recreation, agriculture and manufacturing, but that our community is clear that we are not "suburbia", and don't want to be.

In summary, PLAN MELBOURNE:

- Reconfirms a permanent Urban Growth Boundary, ensuring 70% of the Peninsula will remain rural in nature;
- Allows for the further development of the Port of Hastings as a major container port with road and rail link to Dandenong achieved by 2025-2050;
- Provides support for protection of our high-quality agricultural land; and
- Ensures the environmental qualities of Western Port and Port Phillip are protected.

Prior to the commencement of PLAN MELBOURNE, the Shire worked closely with communities across the Peninsula as part of its PLAN PENINSULA community consultation program, presenting a strong case to the State Government for the continuing recognition and protection of the Peninsula's special roles and values.

Ensuring a focus on the future of the Peninsula's complementary roles in



tourism, recreation, agriculture, manufacturing etc, reinforcing the need for a delicate and sustainable balance between competing land uses, and ensuring the Peninsula will not be ‘suburbanised’ in any way was not a guaranteed outcome at the commencement of the process.

In this context:

- actively engaging local communities, through PLAN PENINSULA
- starting well ahead of the PLAN MELBOURNE process
- taking the lead in the development of the Mornington Peninsula Planning Statement (MPPS)
- working in partnership with the State at political and bureaucratic levels, and
- actively engaging with the MAC (Ministerial Advisory Committee)

have all been key elements of a successful strategy which has seen the Peninsula’s interests reflected in PLAN MELBOURNE and the imminent approval of our Planning Statement.

MORNINGTON PENINSULA PLANNING STATEMENT

As outlined above, the State Government has reconfirmed its commitment that the Mornington Peninsula will receive its own, dedicated Planning Statement.

Council has worked closely with the State Government to develop and refine the scope of the Planning Statement, with feedback received during PLAN PENINSULA forming the basis of the Shire’s input.

The Mornington Peninsula Planning Statement (MPPS) will strengthen Council’s position on a range of key planning issues including the appropriate level and location of population growth on the Peninsula, maintaining the current urban growth boundary, supporting the role and character of our townships, encouraging sustainable agriculture, providing for new recreational and tourism experiences, supporting conservation and biodiversity, managing environmental risks, and ensuring proper planning for the Port of Hastings and the associated major transport infrastructure.

In addition to the strengthening of Council’s strategic position in its planning decision-making, the MPPS when adopted will improve the efficiency/productivity of working through our extensive strategic land-use agenda, in providing a sound (and accepted) strategic base on which to ‘build’ subsequent policy.



The PLAN PENINSULA sessions were a platform to receive feedback in relation to the Shire’s Planning Statement.



Cr Garnock in Hastings town centre.

HASTINGS ACTIVITY CENTRE STRUCTURE PLAN

Hastings is one of the three major activity centres on the Mornington Peninsula (with Rosebud and Mornington). A draft Hastings Activity Centre Structure Plan has been developed to address a range of strategic planning policies relating to the ‘look, feel and function’ of the town, with a particular focus on High Street.

The draft plan includes recommendations on how expected growth pressures for additional retail/commercial facilities and housing can be managed in a way that enhances the role of Hastings as the main centre of, and gateway to, Western Port.

It also makes recommendations on how to make High Street more pedestrian friendly, including more open space with landscaping, public art and play facilities, as well as improving the linkages between High Street and adjoining shops.

The preparation of a Streetscape Framework Plan for High Street which will provide a strategic basis for Council to consider further proposals for streetscape improvements in High Street will commence shortly.

TOWNSHIP AND OPEN SPACE PLANNING

In addition to the above ‘big picture’ strategic planning achievements, the Shire continued to work on a wide range of plans and policies to protect and enhance the character and amenity of our towns, villages and open space, including:

- Completion of the Flinders Park and Cook Street Open Space Master Plans to guide the future development and use of open space within the Flinders township;
- Exhibition of the Draft Hastings South Coastal Management Plan to promote and enhance the role of the Hastings south foreshore as a regional boating centre; to connect and enhance the Western Port Trail; to improve the landscape amenity of the foreshore; and to protect and enhance the biodiversity values of the foreshore.
- Completion of Planning Scheme Amendments in Mornington North, Blairgowrie and Yaringa Boat Harbours, Crib Point, and Rosebud.
- Completion of the Red Hill Rail Precinct Heritage Management Plan; Mornington Harbour Precinct Plan; and the Housing and Sustainable Settlement Strategy.



Cr Martin at Flinders Park with plans that will guide the future development of the area.



GREEN WEDGE MANAGEMENT PLAN

The Green Wedge plays a vital role in the Peninsula's environment, economy and lifestyle and Council is committed to its long term protection.

The Green Wedge Management Plan is a tool for the ongoing integrated land use planning and land management of the Green Wedge, including managing the pressures for additional dwellings in the rural area, while providing ongoing protection of its conservation, agricultural and recreational values.



The Green Wedge plays a vital role in the Peninsula's environment, economy and lifestyle and Council is committed to its long term protection.



ENHANCING *public spaces & places*

To enhance the look, feel and function of our townships, our open spaces and our infrastructure

Enhancing public places and spaces has been a priority of successive Councils over the past decade, with significant effort and funds allocated to upgrading community facilities and improving the appearance of our towns and villages.

PRESENTATION OF PUBLIC SPACES AND PLACES

The Shire's Sustainable Infrastructure Maintenance Service (SIMS2) is now in its second year and continues to deliver higher standards of maintenance and presentation of our streetscapes, public spaces and community facilities, providing \$5.6 million of additional services at an additional annual cost of just \$1.4 million.

In addition, dedicated Shire "Clean Teams" work for up to 16 hours a day in our most popular holiday townships from Melbourne Cup Day through to the end of April, delivering increased footpath sweeping, street cleaning, litter collection and toilet and furniture cleaning.

The higher maintenance standards have delivered significant reductions in after-hours callouts.

Comparing the busy November to March 2013-14 period with the previous season:

- For callouts related to building matters, they reduced from 491 to 443 – a 10% decrease
- For callouts related to cleansing matters, they reduced from 60 to 43 – a 28% decrease
- For callouts related to furniture & sign matters, they reduced from 11 to 3 – a 73% decrease
- For callouts related to road maintenance matters, they reduced from 198 to 187 – a 6% decrease
- For callouts related to parks and roadsides matters, they increased from



Cleansing of open spaces is a huge part of the SIMS2 public spaces cleansing timetable.



Camper satisfaction levels in relation to maintenance services has improved significantly.

64 to 79 – a 10% increase. The increase in parks and roadsides callouts is directly related to a windstorm event late January 2014 resulting in callouts for fallen branches/trees

- Overall 830 callouts were received for 2012/13 and 760 for 2013/14. This is a 9% decrease from 2012/13.
- Maintenance requests (during business hours and after hours) over the foreshore camping season (November to April) reduced from 718 to 602, a 16% decrease
- Camper satisfaction level in relation to maintenance services has improved from an average of 3.6 (out of 5) in 2012/13 to 4.2 in 2013/14. This is a 17% improvement

The Shire continues to be among the small number of Victorian municipalities to have closed the infrastructure renewable gap and achieved core competency under the National Asset Management Framework.

CAPITAL WORKS PROGRAM

In 2013-14 we again delivered on our commitment to complete more than 90 per cent of our committed Capital Works Program on time and on budget. This is achieved using a combination of the latest project delivery systems and monitoring tools, collaborative purchasing arrangements and pre-qualification processes.



Cr Bowden & Cr Garnock at the intersection upgrade of Graydens & Boes Road

Key elements of reliably achieving this outcome include:

Mastering the fundamentals:

- Understanding that timely asset renewal keeps facilities serving their purpose for longer: assets are renewed before they fail and when renewal is warranted
- Getting project briefs right, from the start of the project, to reduce the potential for 'scope creep' and provide greater certainty in project delivery and expenditure
- Understanding and complying with all relevant legislation
- Consultation and coordination:
- Detailed project planning starts with talking to stakeholders about their current and future needs
- Minimising the impact of works on neighbours by understanding and responding to their needs, e.g. key trading periods for commercial centres; dates of community events
- Coordinating the timing of project delivery to avoid conflicts with works being undertaken by others including developers and statutory authorities (e.g. Melbourne Water; VicRoads)



Creating our own 'luck':

- Being prepared with a range of well thought-out 'shovel ready' projects so that if a partnership opportunity presents itself, we can act quickly
- Ensuring we make optimal use of State and Commonwealth grant opportunities to maximise value for money.



RESPONDING TO MAJOR STORM EVENTS

More frequent and intense storm events continue to impact on vegetation in our parks and along roadways, with three major storms (September, January and June) causing significant damage over the past 12 months.

Clean-up crews worked around the clock for several days after each event to remove fallen or dangerous vegetation and repair damaged infrastructure. Coastal areas also suffered significant erosion during these storms, with a number of bathing boxes being damaged or destroyed.



FOOTPATHS, BICYCLE LANES AND SHARED TRAILS

The Shire's network of footpaths, bicycle lanes and shared paths continues to grow, with approximately \$1.25 million of new paths (7.3kms) constructed over the past 12 months, bringing the total network to 677km.

A further \$1.2 million was spent on upgrading and rehabilitating existing paths to improve access to community facilities and popular locations, and encourage greater participation in walking and cycling. New bicycle lanes were also provided in Dromana and Mount Eliza.

St Johns Wood shared path, Blairgowrie is part of the Shire's total 677km network

PARKS AND GARDENS

The Shire maintains more than 850 ha of open space, including a number of historic parks such as The Briars, Mornington Park, Sorrento Park and Warringine Park.



BUSHLAND RESERVES

The Mornington Peninsula is home to more than 200 bushland reserves, covering more than 500 hectares. These areas of remnant bushland are complex living environments that provide food and shelter to many species of protected flora and fauna.

The Shire assists and supports more than 50 Friends Groups to undertake a range of activities to protect and enhance the bush.



IMPROVING *community facilities*

To ensure community facilities are responsive to the needs and expectations of local communities.

Community facilities are designed, built, refurbished, maintained and used for the benefit of the community. They provide a diverse range of activities for people of all ages, encourage greater participation in recreational and social activities and ensure equity of access to services and programs for all in the community.



Cr Colomb, Cr Dixon & Cr Shaw with the civic reserve master plan.

CIVIC RESERVE REDEVELOPMENT

Council commenced an \$8.2 million major redevelopment of Civic Reserve, Mornington throughout the year, and construction is on schedule to be completed by late 2014.

The new works will effectively double the size of the existing leisure centre and will include:

Tennis

- Clubrooms including social room, tournament office, kitchen, storage, change rooms and amenities;
- 12 outdoor tennis courts (Conipur Pro-Clay surfacing) with lighting;

Gymnastics

- Purpose-built gymnastics hall including multi-purpose room, office, coach's room, storage, change rooms and amenities;

Table Tennis

- Options for additional table tennis courts;

Program Rooms and Entry Foyer

- Group fitness rooms, administration office, reception area and kiosk, crèche, storage and new and refurbished amenities.

SPORTING AND RECREATION RESERVES

Council has accelerated the implementation of a number of recreational master plans with additional funding over the past two years to deliver a range of important enhancements.





Over the past 12 months works have included:

- New paths at Howard Parker Reserve, Mount Eliza
- Fence replacement and removal of an old shed at Police Point Shire Park, Point Nepean.
- Detail design for new car parks at Tyabb Central and Bunguayan Reserve.
- Detail design for a tennis court, picnic area, play space and skate park at the Parade Grounds, Mount Martha; netball courts at Balnarring Recreation Reserve; and soccer facilities at Emil Madsen Reserve.

New lights were installed at Fruitgrowers Reserve, Tyabb, Truemans Road Reserve, Tootgarook and Narrambi Reserve, Mornington as part of the Shire's Sports Lighting Strategy, to enable night time training and spread the occupancy load at these reserves.

SKATE PARKS

Skate parks play a vital role in local communities. They are not only an important gathering place for our young people, they promote active and healthy lifestyles as well.

Skate parks provide a safe place for skaters, scooter riders and BMX riders to have some fun, away from busy roads and dangerous passing traffic.

The Balnarring Skate Park, which abuts the cutting of the former Red Hill Railway, was officially opened in May with the hosting of the 2014 South Eastern Skate Park Series Skate and BMX competition.

The railway-sleeper style design of the skate park fencing reflects the local heritage of the area with panels with photographs of the former Balnarring Railway Station planned. A shared trail will be also developed in future.

Work also commenced on design of a new skate park at Parade Ground, Mount Martha.

PLAYGROUNDS

The ongoing implementation of the Shire's Playground Strategy saw a range of improvements to play spaces across the municipality, including the replacement of play equipment at playgrounds in Mornington, Hastings, Portsea, Crib Point, Balnarring and Somerville.

New "inclusive play" pieces of equipment – including basketball rings, climbing nets and basket swings - were installed at a number of playgrounds including Dromana Pier, Mount Eliza, Shoreham, Balnarring, Rosebud and Mornington.



Works commenced on the design of a new skate park at the Parade Ground, Mount Martha.



Cr Pittock, Cr Celi & Cr Gibb at the Dromana foreshore playground upgrades



The design of the new 'regional' playground at Schnapper Point, Mornington Park was completed, with construction due to commence later in 2014.

PUBLIC TOILETS

The Rye and Dromana Pier toilet blocks were refurbished as part of the Shire's Public Toilet Strategy, and detailed design has commenced on the replacement of the Mother Beach toilet with a modern facility.

Work also commenced on design of new public toilets for the Tyabb township and at Hillview Community Reserve, Dromana.

BUS STOPS

The Mornington Bus Interchange was completed during the year, providing one central bus stop in Mornington for the three bus routes that service the area. A new public toilet was constructed as part of the project.

A further 25 bus stops were upgraded with new all-access facilities and shelters as part of our work in Partnership with Public Transport Victoria.

ACCESSIBLE CAR PARKING

With an older-than-average population and a growing proportion of people with mobility issues, the Shire is committed to improving access to community facilities, spaces and places.

Over the past 12 months, the Shire has constructed new all-access parking bays at a number of unmade carparks across the municipality, including in Mount Martha, Mornington and Dromana.



The Shire is committed to improving access to community facilities, spaces and places due to the growing number of people with mobility issues who reside on the peninsula.



Cr Dixon, Cr Shaw & Cr Colomb at the Mornington Bus Interchange



LEADING *change* *on climate change*

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

The Shire has been 'leading change on climate change' for a number of years, having commenced the journey with the community through our Climate Change Conversations in 2006.

Being smarter in how we use non-renewable resources, developing and applying innovative technological solutions to everyday business, delivering education programs and being involved in collaborative projects will all help to reduce our impact on the environment.



CLIMATE CHANGE POLICY DEVELOPMENT

In 2013-14 the Shire was acknowledged by the National Climate Change Adaptation Research Forum as one of 16 public/private sector leaders across the nation. Building on the embedded Shire-wide approach to policy development and implementation, the preparation of a Climate Change Policy will make more visible the wide range of mitigation and adaptation projects/programs that the Shire is engaged in, with our local communities.



ENERGY, WATER AND GREENHOUSE GAS REDUCTIONS

The Shire continues to retrofit existing community facilities with energy and water saving devices to reduce our impact on the environment.

We are:

- The Shire has already reduced its water use by 52% on 2001 figures and is on track to achieve a further 30 per cent reduction of potable water usage (by 2017) expressed in our Smart Water Plan.
- On track to achieve a 35 per cent reduction of corporate emissions target (by 2017) set out in our Energy and Greenhouse Management Improvement Plan. Our 5 per cent interim target was met in March

The Shire is also working with South Eastern Councils for Climate Adaption (SECCA) on a project to identify the most effective ways of increasing energy

The Shire continues to retrofit existing community facilities with energy and water saving devices to reduce our impact on the environment.



efficiency in low income homes, as well as working with six local sporting clubs to look at energy usage and identify opportunities for increased efficiencies.



The Shire has achieved a 58% diversion of waste from landfill.

WASTE DIVERSION

Each year, four million household garbage bins and two million recycling bins are emptied. By diverting more waste from landfill, the Shire is achieving significant environmental, social and economic benefits.

Over the past 12 months, the Shire has achieved a 58 per cent diversion of waste from landfill, which will extend the life of our facilities and reduce costs (EPA levy).

ENERGY CONTRACT SAVINGS – REINVESTING IN CLIMATE CHANGE INITIATIVES

The Shire participated in the Municipal Association of Victoria's producer process for the tendering of energy contracts for the next three years, resulting in savings of approximately \$1 million on current costs over the life of the contract. The savings will be re-invested into climate change mitigation and adaptation initiatives.



The Eyrie in McCrae was completed as part of the Local Integrated Draining Strategy.

LOCAL INTEGRATED DRAINAGE STRATEGY (LIDS)

The Shire is now in the sixth year of the 10-year, \$30 million Local Integrated Drainage Scheme (LIDS) to manage the impact of more frequent and intense rainfall events. Flood mapping of vulnerable areas continues to prove very accurate, as confirmed in a number of high intensity storms experienced throughout the year.

Two major works were completed over the past 12 months; the Eyrie in McCrae and Millbank Ave, Mount Eliza. Both projects were challenging due to the nature of the sites, but with strong community consultation and good planning, both have been completed and extremely well received by local communities.

Additional drainage cleaning using specialist equipment is carried out to ensure our drainage system can operate to capacity during rainfall storm events.

FIRE PREVENTION AND PREPAREDNESS

The Shire continues to invest heavily in fire prevention and preparedness to reduce the threat of bushfire across the Peninsula.



The Shire continues to invest heavily in fire prevention and preparedness to reduce the threat of bushfire across the peninsula.



Cr Rodgers & Rob Gell at the Professor Flannery event this year.

Throughout the year, the Shire conducted a number of workshops and 41 “Walks and Talks” to assist residents in bushfire prone areas to prepare for the event of bushfire.

More than 200 fire plans for bushland reserves were reviewed and updated, 4769 inspections carried out on private property and numerous fire patrols were conducted on high risk days. The Shire also assisted the CFA during a fire on the Mornington Peninsula Freeway at McCrae in January which resulted in a café at the historic Heronswood Gardens being destroyed.

A new dedicated bushfire awareness page was created on www.visitmorningtonpeninsula.org to assist visitors during their stay. For the tourism industry members website the following resources were added: bushfire training resources, how to develop a fire ready plan and a where to plan for finding information for staff and visitors

PROFESSOR TIM FLANNERY AND THE CLIMATE COMMISSION

Over 400 residents attended a presentation entitled “What does climate change mean for our future?” by Professor Tim Flannery and Mr Gerry Hueston at Peninsula Community Theatre in August.

Professor Flannery spoke about the impact of climate change and possible solutions, drawing on the latest climate change science from the Climate Commission’s recent reports.

Feedback from the event indicated that residents had a better understanding of climate change after the presentation and were motivated to reduce their carbon footprint.

COMMUNITY ENGAGEMENT AND EDUCATION

Each year, The Eco Living Display Centre at The Briars conducts a range of workshops, seminars and activities to encourage visitors to learn about sustainability and the local environment in a fun and interactive way.

Throughout the year, the Centre hosted Schools Environment Week, with more than 500 children participating; Daffodil Day; up-cycling workshops, fire preparedness demonstrations and volunteer training.

Other activities included:

- Sustainability workshops on topics such as permaculture, seed saving, fruit preserving, jam making and wicking beds.
- Sustainability workshops for children during school holidays including composting activities and safari adventures.



NO-CHARGE GREEN WASTE WEEKENDS

The Shire continues to offer two 'No-Charge Green Waste' weekends each year just before and just after the fire season (October and May) to allow residents to dispose of their green waste.

More than 6900 residents took advantage of the weekends, depositing almost 10,000 cubic metres of green waste.

OPT-IN KERBSIDE GREEN WASTE SERVICE

The opt-in kerbside green waste collection service continues to grow, with close to 20,000 households now using the service, which is more than double of the initial take up rate when the service was launched in March 2011.

CLEAN-UP AUSTRALIA DAY

The Shire works closely with Keep Australia Beautiful to facilitate activities on Clean-Up Australia Day each year. Close to 50 sites across the Shire were registered and more than 150 volunteers collected close to 400 bags of rubbish and recycling material.



No-charge green waste weekends and the opt-in kerbside green waste collection service continue to be popular with residents



Cr Celi, Cr Gibb and Cr Colomb assisting in this years Clean Up Australia Day.



ENHANCING *the coastal experience*

To protect and enhance opportunities to enjoy the coastal experience.

The Mornington Peninsula has more than 190 kilometres of coastline (representing more than 10% of Victoria's coast) which attracts millions of visitors each year.

Planning and caring for our coastline, while facilitating public use and enjoyment, continues to be a key challenge for Council.

In this context, Council is committed to providing high a quality coastal experience for both its residents and visitors, while protecting and enhancing the environmental, cultural and economic values of the coast and bays.

RYE RECREATION BOATING PRECINCT PLAN

The Rye foreshore is one of the primary coastal holiday destinations for Melbourne and supports significant boating activity, particularly in the summer season.

Managing peak season demand, now considered to extend from November to April, is of key concern to Council, as ensuring safe access to waterways plays an important part of the Shire's responsibility in managing coastal foreshores and boating facilities.

The Rye foreshore contains areas of high conservation value which include significant sites of vegetation, cultural and heritage value, scenic quality and geological importance.

The Rye Boating Precinct Plan has been developed to guide the future development and improvement of the precinct in order to more effectively address the contemporary needs of existing users, whilst supporting and enhancing opportunities for broad community use and enjoyment.



Cr Rodgers & Cr Fraser at Rye Foreshore.



The plan addresses the core objectives for the precinct, in particular enhancing the capacity and functionality of the boating precinct and responds to community and stakeholder feedback, including a strong desire to improve facilities, landscaping and enhance the general amenity, functionality and appeal of the precinct.

FORESHORE CAMPING SAFETY

For the third consecutive year, the Foreshore Camping team worked closely with Victoria Police and CFA to educate campers in creating a safe environment while camping on the foreshore over the peak holiday period.

More than 700 campers attended jointly-run education evenings and BBQs promoting risk awareness and safe practices.

MOUNT MARTHA LIFE SAVING CLUB

The Shire has been working with the Mount Martha Life Saving Club for many years to carefully plan for a community building that not only services the growing needs of the club, but is also a resource for local services clubs.

When the opportunity presented itself, the Shire acted to accelerate funding through the State Government and move the Mt Martha project up the priority list (\$900K through the Life Saving Victoria Capital Works Program).

The Shire assisted the club to finalise the plans, secure external funding and more importantly to develop a business case to demonstrate ongoing financial viability. The Shire will also assist with project management of the new building as part of the innovative Community Capital initiative.

FORESHORE CAMPING

Foreshore Camping has achieved 100% occupancy during the peak season for the past four years, and in 2013/14 delivered 98,800 camper nights, an increase of 4,300 camper nights compared to last year. The pre-season and post-season shoulder periods experienced the greatest occupancy increases (12%).

During 2013/14, the Foreshore Camping team set up mobile offices in all camping sections to bring a range of services to the campers and allow easy access to our staff (for example to make bookings, complete feedback forms and discuss camping issues, as well as to be educated about the fire safe strategy and emergency management).

This simple approach to “go to our customer” is an excellent example of customer service responsiveness.



A delighted Mount Martha community at the funding announcement in December



The Shire's foreshore camping facilities have achieved 100% occupancy during the peak season for four years running.



PARKMOBILE BOAT RAMP TICKETING

In November, the Shire installed the ParkMobile ticketing system at Shire boat ramps.

This new online system (coinless and ticketless) allows boat ramp users to make credit card payments (using pay by phone or a mobile application), giving boaters greater flexibility in payment options, and more importantly solves the problem of continuous vandalism of the older style money machines.

BAY TRAIL – MISSING LINKS

The Shire has worked with a range of stakeholders including Vic Track, Metro Trains, DEPI and local foreshore committees to develop plans to progress a number of missing links on the Bay Trail, including:

- Baxter to Somerville, along the tourist railway between Golf Links Road, Baxter and the Somerville train station.
- Moorooduc to Mornington, along the tourist railway between Mornington and Moorooduc train stations.
- Whitecliffs to Camerons Bight, along the foreshore in the four sections where the trail is incomplete.
- Anthony's Nose, between the foreshore in McCrae and the Dromana boat ramp. Three concept plans for a boardwalk style trail are currently being developed.



Cr Pittock at Anthony's Nose where three concept plans for a boardwalk style trail are currently being developed.



HEALTHY, *safe and connected communities*

To promote a culture of community harmony, wellbeing and a sense of safety and belonging.

Improving the health and wellbeing of communities across the Peninsula extends beyond service delivery to providing infrastructure and environments that maximise participation and encourage inclusive and resilient communities.

A clear focus for the immediate future is to provide better access to services and develop strategies for engaging and assisting socially and economically marginalised groups.

SUPPORTING OUR ELDERS

Following extensive community consultation, and in close collaboration with Council's formal advisory committee for issues of ageing, PACE (Peninsula Advisory Committee for Elders), Council launched its Positive Ageing Strategy in February.

The Positive Ageing Strategy 2013 – 2018 Mornington Peninsula: A community for all ages contains many actions that will enhance the capacity for older residents to live and age well, with strong social connections and as important contributors to their community.

Key outcomes have been identified in the Strategy, using the Age Friendly Communities priority area framework adopted by the World Health Organisation:

1. Transport – to further develop accessible and sustainable transport options for older people
2. Housing – to support accessible, affordable and well located housing
3. Social Participation – to enhance opportunities for people to connect
4. Respect and Social Isolation – to address ageism in the community
5. Civic Participation and Employment – to enhance opportunities to volunteer and continue paid work
6. Communication and Information – to enhance communication approaches
7. Community Services and Health Services – to improve medical and community services



Cr Bowden with the Shire's Positive Ageing Strategy which will enhance the capacity for older residents to live and age well.



8. Outdoor Spaces and Buildings – to further develop inclusive, safe and accessible infrastructure



Throughout the year 72,000 meals were prepared and delivered to residents across the Shire.

The Shire also delivered the following, to enable more than 9,000 (over the year) older people and people with disabilities to remain living at home safely and independently:

- 4,800 comprehensive ‘living at home’ assessments to develop care plans to support clients’ independence and functional capacity
- 181,300 hours of home/personal/respite care and assessment (an increase of 6,300 hours on last year’s figures).
- 72,000 delivered meals.
- 4,700 hours of home maintenance and modifications
- 9,000 community transport passenger trips (an increase of 800 passenger trips)
- 6,000 hours of activity programs.
- Support to 20 senior citizens clubs, including 8 clubs from culturally and linguistically diverse backgrounds.



Reconciliation Week is a major event on the Shire’s calendar.

RECONCILIATION WEEK 2014

Council celebrated Reconciliation Week in late May with a traditional Welcome and Smoking ceremony, a dance performance from the Djirri Djirri Wurrundjerri Dance group and a talk on Reconciliation and the Stolen Generation by the Willum Warrain President Mr Peter Aldenhaven.

HASTINGS WEST PARK RESERVE DESIGN WORKSHOPS

Community design workshops have commenced for the Hastings West Park Reserve Plan. The workshops, facilitated by Co Design have been well attended by members of the local community and discussions revealed some common themes, with resident feedback to result in community capital applications.



LAUNCH OF HEALTH HOPE AND HAPPINESS II

The Shire officially launched its Health and Wellbeing Plan, Health, Hope and Happiness II; a four-year strategic document that focuses on the Mornington Peninsula as a happier, healthier and more hopeful place.

The Plan is designed to help create, sustain and enhance healthy and vibrant communities on the Mornington Peninsula, adopting a holistic vision of health and wellbeing that encourages and enables people to reach their fullest potential and realise their aspirations.



VOLUNTEERS

The peninsula has over 30,000 volunteers ranging across an enormous number of areas such as delivered meals, canteen assistants, bushland reserve volunteers, Red Cross, community drivers and sporting group committees.

The Shire works closely with Volunteers Mornington Peninsula (VMP) to promote the development of volunteering across the Peninsula and celebrated volunteer contribution during National Volunteer Week in May in a number of ways, including:

- The Shire hosted volunteers from the regional visitor information centres. The volunteers have accrued over 320 years of voluntary contribution in providing information to our visitors. The Frankston and Mornington Peninsula regions six Visitor Information Centres joined together to celebrate volunteering
- A series of ecological presentations for volunteers working in bushland reserves across the Shire were presented to say thank you for the incredible work that the volunteers undertake and to provide an opportunity to build their knowledge
- An afternoon at the Briars including ECO House demonstrations and afternoon tea was held to acknowledge the dedicated delivered meals volunteers who deliver more than 1,300 meals to clients and travel more than 2,500 kms every week

EMERGENCY MANAGEMENT

The Shire, working in partnership with the Municipal Emergency Management Planning committee has progressed a series of projects to help the community to plan, prepare, respond and recover from emergencies

A Multi-Agency Evacuation Training Workshop was held in October that explored “the five stages of evacuation” and what each stage means for the broad range of agencies and organisations (involving Incident Controller, Police and key support agencies)



The Shire's commitment to emergency management has progressed a series of projects to help the community plan, prepare, respond and recover from emergencies.



Volunteers Tricia Allen & Bill Bygott at Seawinds Nursery.



SUPPORTING *a sustainable economy*

To foster an innovative business community and promote the peninsula's agricultural and rural sector.

The Mornington Peninsula has a diverse local economy including retail, manufacturing, agriculture, tourism, construction and business services.

It is a priority of Council to identify, promote and attract businesses and development in the municipality that will add value to our local economy and provide better opportunities for our residents to work closer to home.

TOURISM

Mornington Peninsula Shire is home to one of Australia's most dynamic and vibrant tourism industries, offering a wide and ever expanding array of attractions and events.

The industry has an annual turnover in excess of \$1 billion, and employs more than 7,000 people. Over the past 12 months, the Shire attracted \$275,000 in tourism Victoria grants and \$500,000 from industry in cooperative marketing campaigns.

Other activities included:

- The online mapping of more than 60 Peninsula walking trails with selected points of interest highlighted;
- The launch of the 2014 Mornington Peninsula Visitor Survey to monitor visitor satisfaction, trends and key markets;
- Continuation of the Tourism Excellence workshop program for tourism operators, including the "China Ready" series to help prepare our industry to welcome Chinese visitors – our fastest growing international visitor market.

LOCAL FOOD AND AGRICULTURE

Throughout the year, the Shire established a Food Industry Advisory Body



The peninsula's tourism industry has a turnover in excess of \$1 billion annually



Wine, Food and Farmgate launched to promote the peninsula's produce.

with eight experienced business operators who represent the agriculture and food industry on the Peninsula. The Group will guide the activities outlined in Council's Local Food Strategy, with a particular focus on establishing a Mornington Peninsula produce brand.

The innovative Wine, Food and Farmgate marketing campaign was also launched throughout the year to promote the Peninsula's produce and includes:

- Winefoodfarmgate.com.au – a dedicated website that helps people plot and plan a trip based on seasons, style of dining from cosy high tea to long lunch and type of gourmet experience - by the sea, amongst the vines, joining a class, strolling through a farmers market, picking your own produce or fine dining
- Wine Food Farmgate Trail Kit – available from the Mornington Peninsula Visitor Information Centre and select regional outlets complete with a trail map of the region; a series of 'collectable' cards with recipes provided by a roll call of the Peninsula's top chefs and producers; and a cooler bag available for purchase - perfect for housing wine, handcrafted cheese, chocolate and other goodies picked up along the journey
- The Shire also conducted a number of speciality workshops with the Small Rural Landholder Network on a range of topics including stock management and pest and weed control.



Cr Celi & Cr Shaw at the Archibald opening.

THE ARCHIBALD PRIZE EXHIBITION

Mornington Peninsula Regional Gallery was the only regional gallery in the country to play host to the 2013 Archibald Prize Exhibition during June and July.

The Exhibition attracted close to 50,000 visitors and delivered an estimated \$1.5 million boost to our local economy. It is estimated that 70% of visitors lived outside of Mornington Peninsula Shire.

The 2014 Archibald Prize Exhibition will return to the Regional Gallery for six weeks, beginning October 4.

CAREERS AND JOBS

The Shire works closely with Frankston Mornington Peninsula Local Learning and Employment Network (FMPLLEN), and with local schools, training organisations and businesses, to optimise opportunities for the peninsula's young people to achieve their personal potential.

As a large local employer, the Shire has a strong commitment to providing



traineeships and work experience opportunities across a wide range of skills professions.

In 2013-14, the Shire also held the 11th Annual Careers and Jobs Expo with 49 exhibitors promoting employment and education opportunities. More than 1500 local students and young people attended.

The Shire also participated in the PENSTEP program, a federally funded program to assist retrenched workers, and assisted local 36 job seekers to find new, ongoing employment.

SUPPORTING LOCAL BUSINESSES

The Shire supports local businesses by identifying, facilitating and nurturing appropriate and sustainable economic development opportunities, and by providing general advice and assistance on business development, expansion and operational issues.

Throughout the year, the Shire assisted local business in a number of ways, including:

- Provided training sessions on technology and digital communications to 125 local businesses;
- Conducted private business mentoring sessions with 30 local businesses;
- Delivered the Small Business Institutes "Women in Business" training program to 16 business women;
- Conducted the 2014 Frankston and Mornington Peninsula Excellence in Business Awards, with Hart Marine taking out the top award.
- Partnered with the City of Frankston, St Kilda Football Club and Monash University to host a series of business breakfasts, attracting more than 400 participant

OUR DIVERSE LOCAL ECONOMY

The Shire continues to support a wide range of businesses and industry sectors that contribute to the Mornington Peninsula economy by providing training, mentoring opportunities and collaborative marketing campaigns.

Over the past 12 months, the Shire:

- Undertook an Equine Industry Audit that quantified the local industry has an estimated value to the Mornington Peninsula economy of \$142 million annually.
- Worked with 46 local businesses to develop the Mornington Peninsula Conference Bureau to seek niche conference opportunities for our



Cr Bowden, Graeme Taylor, Malcolm Hart, Tanya Muscillo, Frankston City Council Mayor Mayer and Bruce Billson MP at the 2014 Frankston & Mornington Peninsula excellence in business awards.





region. The Bureau has a dedicated website promoting the benefits of the region and a conference planner to assist industries to plan their conference.

- Undertook a study in partnership with nine other councils, the Southern Melbourne Regional Development Australia Committee and the Gippsland Regional Development Australia committee on the economic impact and benefits of the Port of Hastings development.

BEST BITES

Approximately a quarter of the Shire's registered food businesses are now part of the Best Bites Program. The program continues to be a positive incentive for food business on the Mornington Peninsula, with a demonstrated increase in the number of "Gold Businesses" from 144 to 285 (97% increase in the number of businesses with a 97-100% inspection result). Cardinia Shire Council has shown interest in the Best Bites Program and we will continue to further discuss our successful program and implementation approach with them.



Approximately a quarter of the Shire's registered food businesses are now part of the Best Bites program.



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

To optimise value for ratepayers through efficient, effective and innovative service delivery.

In delivering more sustainable, more responsive services, the Shire continues to be both innovative and 'mean with a quid', continuously improving processes and identifying 'new approaches to old problems' to save millions of dollars and keep Shire rate levels among the lowest in Victoria.



ELECTRICITY SUPPLY SAVINGS

The Shire has successfully negotiated a number of new electricity supply contracts, with cost savings of \$1M projected through participation in a collective tender facilitated by MAV Procurement, effectively increasing the overall volume of electricity being purchased. The electricity market responded positively, with the tendered energy rates being significantly superior to current costs. The savings produced from these contracts will be invested into further climate change adaptation and mitigation initiatives across the Shire.

GEOMEDIA SMART CLIENT

GeoMedia Smart Client has the potential to save \$500,000 per annum by enabling in-field data collection that integrates with our asset management database of 220,000 items. This single, live source of data will help us to more effectively manage our very large, diverse and complex \$1.5 billion infrastructure asset base.

EFFECTIVE RISK MANAGEMENT

Effective risk management is about understanding and managing risk effectively, not avoiding it. We manage risk in partnership contracts (SLR, SIMS2 etc), and in Community Capital projects. Other Councils avoid those risks, losing the opportunity to save many millions of dollars.

The Shire has successfully negotiated a number of new electricity supply contracts.



Effective risk management is about understanding and managing risk effectively, not avoiding it.

In terms of explicitly identifiable risk programs, in 2013/14 we continued to be among the best in the state in all aspects of risk management, evidence by:

- Ranking equal 5th in the State in Public Liability and Professional Indemnity, scoring 97%
- Ranking 4th in the State in Commercial Crime (fraud risk), scoring 98%

These results not only reflect reduced risk to people and property, but deliver lower premiums.

In OH&S risk, an extensive range of programs under our Health, Safety and Wellbeing Strategy (2013-15) have seen:

- Compensable injuries down by 27% since 2012
- Workers Compensation premiums down by 23% since 2012

In terms of Financial Risk we continue to receive the best rating available to local government, to achieve an underlying surplus each year, and to have no Infrastructure Renewal Gap.

ONLINE ENGAGEMENT

In delivering more sustainable, more responsive services, the Shire continues to expand its online presence, allowing residents to connect and engage with us on a 24/7/365 basis.

Over the past 12 months, a range of new and enhanced online services have been introduced, including:

- **Advertised Plans Online:** Making advertised plans available online has been a very successful feature of the Shire's new website, regularly ranking in the top 10 of pages visited. This feature allows residents to view all advertised planning applications electronically, at a time and location of their choosing, removing the need to visit a Shire office or request printed copies. It also provides printing and postage savings for the Shire.
- **New websites:** A number of new websites have recently been launched or are currently being developed, including new websites for the Library and Mornington Peninsula Regional Gallery.
- **YouTube Videos:** The Shire continues to add to its library of informative videos to promote Shire activities and services, and to assist residents to access information. A number of videos were produced as part of the Shire's recent waste services review, as well as videos promoting "Say No to Family Violence", Australia Day activities, Exercise 'Moonah' and the library's new website.
- **SMS Reminders :** The Shire has implemented an innovative approach



The Shire continues to expand its online presence, allowing residents to connect with us on a 24/7/365 basis.



in using SMS text messaging to send animal registration reminders to pet owners. Through this new business channel, we were able to stage the message delivery to occur at times when we are best positioned to process responses, and saved considerable resources associated with a traditional mail-out. The new method has also resulted in an increase of 1,200 pet registrations compared to last year.

- Hall Bookings Online : The Shire has introduced an online booking portal to make booking our halls easier. Since the introduction of our new (more responsive) website, hall bookings have increased (ie hirers can view available halls, fee schedules, conditions of hire and floor plans). An online application form further complements this online interaction, which can now be instantly received by the booking officers, streamlining the booking process.



COMMUNITY CAPITAL PROJECTS

Work has commenced on new clubrooms for the Mount Martha Life Saving Club, with the Shire providing project management services as part of the innovative Community Capital initiative.

Shire officers will work closely with club representatives and building contractors to ensure the \$2million project is delivered to the highest standards, and in accordance with the necessary approvals and regulatory requirements.

The Community Capital initiative allows community organisations and groups to undertake infrastructure projects under the guidance of Shire officers who assist and guide the projects through the complex range of approvals and requirements (eg insurance, OH&S, volunteers).



AWARDS AND RECOGNITION

Towards Zero Safety: The Shire was awarded the Towards Zero Safety Award for our Peninsula Safer Speeds Project. The inaugural award recognised the State's best road safety initiatives and this award highlights the Shire's significant leadership and reporting through this road safety initiative.

HART: The Shire has recently been named as a runner up in the first ever HART (Helping Achieve Reconciliation Together) Awards. The Awards are a partnership between Victorian Local Governance Association and Reconciliation Victoria and they aim to recognise the great and varied work happening in local governments and community organisations that contribute to local reconciliation outcomes.

The Shire has recently been named runner up in the first ever HART Awards.



FASTER PLANNING DECISIONS

The Shire is continuing to streamline planning application processes in response to community feedback.

Planners and engineers involved in assessing development applications now hold joint weekly “engineering conditions assessments” to streamline engineering referral issues in development applications.

The Shire communicates daily with external planning referral authorities. These agencies reported that 60% preferred to receive and respond to referrals from Council via email rather than by post. This will deliver approvals faster, and at a lower cost.



The Shire continues to streamline planning applications in response to community feedback

MAXIMISING BLACKSPOT FUNDING

Over the past six years, the Shire has secured over \$10m in Black Spot funding. A comparison with Interface and Neighbouring Councils has shown that the most any other Council has achieved is around \$4m in the same period (Cardinia, Casey, Wyndham and Yarra Ranges).

The Shire has completed the most projects (23) and was the only Council to receive funding in each round available.

There are three main reasons why the Shire has achieved such a strong result in attracting Black Spot funding:

- In many locations, crash history is high enough to warrant black spot intervention;
- In other cases there may have only been a handful of crashes, but opportunity exists to implement an appropriate lower-cost countermeasure; and
- Officers liaise with VicRoads staff throughout the application process and make appropriate amendments to the solutions to satisfy funding criteria

NEW MAGAZINE FORMAT FOR PENINSULA WIDE

A new magazine format was introduced for the December edition of Peninsula Wide, and it has received very positive feedback from the community.

A recent reader survey revealed many residents and ratepayers were keen to see a summer magazine edition produced, and in keeping with the relaxed atmosphere of the summer season, the new format features bright colours and large photographs with minimal text. A new format (regular) Peninsula Wide was launched in February



Cr Fraser & Cr Rodgers at a completed roundabout which was constructed using Black Spot funding



www.mornpen.vic.gov.au
1300 850 600 or 5950 1000



COMMITTED TO A
SUSTAINABLE
PENINSULA