

Council Plan 2025–29

Plan on a page

Our Community Vision

Welcome (Wominjeka).

We celebrate, protect and enhance our unique blend of coast, hinterland, Green Wedge and heritage – fostering our diverse culture and connected villages, townships and community.

We are committed to supporting community groups, sustainable and balanced growth, a vibrant local economy, fit-for-purpose infrastructure, and ensuring a prosperous, safe, accessible, and inclusive future for all.

Place	
1.1	Protected, resilient and enhanced natural environments.
1.1.1	Engage the community to protect and improve natural landscapes, ecosystems and biodiversity.
1.1.2	Manage our beaches and foreshores to ensure they are safe, accessible, enjoyable and resilient to the impacts of coastal change.
1.1.3	Maintain and enhance our public open spaces.
1.1.4	Support the ongoing protection of the Green Wedge to maintain its environmental, agricultural, recreational and tourism value.
1.1.5	Build our environmental resilience to climate change through adaptation and mitigation.
1.1.6	Effectively manage water by building flood resilience, preserving waterways, advocating for safe supply and supporting wastewater and recycled systems.
1.1.7	Promote and work towards a zero waste circular economy to preserve our environment and strengthen the local economy.
1.2	Connected townships with integrated and accessible transport and well-maintained infrastructure.
1.2.1	Plan and regulate responsible development to accommodate future growth while maintaining neighbourhood character.
1.2.2	Manage and maintain accessible facilities and assets that meet community needs.
1.2.3	Create an integrated and safe transport network and advocate for improved transport options.
1.2.4	Improve the quality of our roads.
1.2.5	Enhance and expand recreation trails across the Peninsula

People	
2.1	A safe, accessible, inclusive and healthy community.
2.1.1	Actively promote and improve the health and wellbeing of all community members.
2.1.2	Support people of all ages, genders, identities and abilities through equitable, inclusive and universally designed services, supports and infrastructure.
2.1.3	Build respectful relationships and create meaningful opportunities with Aboriginal and Torres Strait Islander peoples.
2.1.4	Promote community safety through prevention, education and regulation.
2.1.5	Work in partnership with stakeholders to advocate for appropriate, available and affordable housing.
2.1.6	Promote and support initiatives that strengthen community resilience and adaptation to emergencies and climate impacts.
2.2	An engaged and connected community.
2.2.1	Improve and promote social connection within our community.
2.2.2	Provide inclusive and accessible recreation and leisure opportunities across the Peninsula.
2.2.3	Encourage and support a rich, inclusive and vibrant arts and culture community.
2.2.4	Encourage and support skills development and lifelong learning opportunities.
2.2.5	Communicate proactively and transparently with our community to enhance engagement and collaboration.

Prosperity	
3.1	A vibrant, innovative and thriving local economy.
3.1.1	Engage with local businesses and industry to attract investment, innovation and economic growth.
3.1.2	Support and advocate for inclusive education, employment and training pathways for our community.
3.1.3	Promote the Peninsula as a premier tourism destination, attracting local, national and global visitors and events.
3.1.4	Advocate for sufficient commercial and industrial land on the Peninsula to meet future needs.
3.1.5	Foster a strong and sustainable farming, food and beverage economy.
3.2	Valued partnerships and empowered community groups and volunteers.
3.2.1	Develop and invest in local community groups and organisations to build community capacity.
3.2.2	Coordinate, promote and celebrate volunteer supported services and programs that encourage and enable volunteering.
3.2.3	Seek and enable increased external investment in community assets and services, including community and private investment.
3.2.4	Explore, foster and strengthen strategic partnerships with other levels of government, service providers and key stakeholders to generate positive outcomes for the Peninsula.
3.2.5	Encourage our community to drive our key advocacy priorities.

Performance	
4.1	A financially sustainable, high-performing and well-governed Council.
4.1.1	Provide long-term financial sustainability through operational efficiencies and increased revenue opportunities.
4.1.2	Practice good governance, ensuring decisions are informed, made in accordance with relevant laws and benefit the community.
4.1.3	Implement an integrated framework for planning, monitoring and reporting that enhances transparency and delivery of community outcomes.
4.1.4	Ensure a safe and inclusive workforce that has the right capacity, capability and culture to deliver our strategic direction.
4.1.5	Maximise technology systems, processes and data to improve service delivery, increase efficiency and enhance decision making.
4.2	Community-centred, responsive, and fit-for-purpose services.
4.2.1	Plan, deliver and review our services to ensure they are inclusive, benefit our community and meet current and future needs.
4.2.2	Make our customer interactions easy, consistent and responsive.
4.2.3	Foster a community-centred and continuous improvement approach across Council.



How will we achieve this?

Each year, alongside the budget, we prepare an Annual Action Plan, which sets out the key actions we will deliver under the Council Plan.

How will we measure progress?

Each quarter we prepare a Community Report to report progress against our annual actions and the performance measures in the Council Plan.

Each year we prepare an Annual Report to report progress against our objectives and strategic indicators in the Council Plan

Want to know more visit:
mornpen.vic.gov.au/councilplan