Bayside City Council
Council Plan
2017–2021
(2018 Review)
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Making Bayside a better place

Bayside City Council’s vision is to work together with the community to ‘make Bayside a better place’

In 2016 more than 1,200 community members, representing a broad range of backgrounds, participated in a variety of surveys, face-to-face engagements and online forums to create the Bayside Community Plan 2025. This consultation provided valuable insights into what residents value and what is needed to make Bayside a better place. It was used to inform and prioritise the development of this Council Plan.

The structure of the Bayside Community Plan and the Council Plan is based on the ‘domains of liveability’, that is what would make Bayside a great place to live, work and visit. These domains are drawn from the World Health Organisation’s Age Friendly Cities Framework, the Community Indicators Victoria Data Framework and the University of Melbourne’s Place, Health and Liveability Research Program.

The seven domains of liveability are:

- Infrastructure
- Transport
- Housing and neighbourhoods
- Open space
- Environment
- Local economy and activity centres
- Community health and participation.

In addition to setting goals for each of the domains of liveability, this Council Plan adds ‘Governance’ as an eighth goal to reflect the community and Council’s desire to improve community engagement to inform decision making and deliver financially responsible services and facilities that meet community needs.
What our community values
Infrastructure

Our infrastructure includes the physical assets Council provides to deliver services to the Bayside community, such as underground drainage services, local roads, parks, reserves, pathways and buildings. Our research showed that the community values infrastructure that functions seamlessly, is attractively presented and is well maintained. The community wants the location of facilities to be spread across the municipality and conveniently placed for easy access, particularly community buildings, sporting grounds and playgrounds. Residents also want sporting facilities that are accessible and promote gender equity.

This Council Plan will deliver an unprecedented capital works program to upgrade, expand and renew existing infrastructure to meet current and future community needs. It will progressively upgrade all of our sports pavilions to provide female-friendly facilities, access for people of all abilities and to meet the needs of the community. Council will develop facilities that address the requirements of basketball and netball, and will provide safe and contemporary play facilities by upgrading 37 playgrounds in four years.
Open space

Open space is one of the key attractions for our residents living in Bayside. Our open space includes over 17 kilometres of coastline that is highly valued by our community. Bayside residents appreciate our parks and gardens for leisure and recreation, and the opportunities they provide for tourism, celebrations and other events.

This Council Plan will protect, enhance and increase quality open space to meet the needs of our community. A key strategy will be securing an additional four hectares of new open space at the former CSIRO site in Highett.

Housing and neighbourhoods

Our community values the benefits of living in Bayside, whether it is raising a family, enjoying retirement or finding independence as a young person. Residents enjoy Bayside’s proximity to Melbourne, supported by the network of roads and public transport that provide convenient and easy access. Bayside residents have a strong desire to see neighbourhood character preserved, with development sympathetic or responsive to the natural environment. As Bayside’s population increases, the community is keen to see these qualities enhanced and protected. These qualities vary across Bayside, with residents strongly identifying with the individual character of their local area.

The strategies in this Council Plan seek to make discretionary planning controls stronger and ensure new development responds to preferred neighbourhood character. They also seek to influence housing affordability and provide housing that meets the needs of various life stages through advocacy.

Transport

The Bayside community enjoys access to a variety of transport options and the convenience that this choice provides; however, this access varies across Bayside. Walking and cycling are preferred by our residents for exercise. Commuters value the frequent train services for work and education. Private cars are used by residents for distances more than a kilometre, for social and shopping trips, school drop-offs and pick-ups, and travel outside the municipality. The Bayside community seeks safer and more convenient infrastructure for cyclists and pedestrians, seeks safer streets and less congestion in residential areas, and wants to encourage and improve public transport use and access. Car parking is also an important issue for Bayside residents, especially with commuters parking in residential streets, and with the increasing numbers of multi-car families.

This Council Plan focuses on influencing state government transport planning through advocacy to improve our bus routes, increase commuter parking, and ensure station redevelopments meet community needs. We will improve our bicycle and pedestrian facilities, trial car-share schemes to lessen resident reliance on cars, and explore opportunities to increase parking capacity in activity centres.

‘Bayside residents have a strong desire to see neighbourhood character preserved, with development sympathetic or responsive to the natural environment. As Bayside’s population increases, the community is keen to see these qualities enhanced and protected’.
Open space

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This Council Plan will protect, enhance and increase quality open space to meet the needs of our community. A key strategy will be securing an additional four hectares of new open space at the former CSIRO site in Highett.
Environment
The Bayside community expects to live in a place where the air, water and land are free from contaminants and pollutants. Our beaches and foreshores are our most valued environmental asset, and their protection and maintenance a first-order priority for our residents. There is also a strong desire to protect the biodiversity within marine reserves and along the foreshore, and in bushland and heathland reserves. Preserving Bayside’s tree canopy and vegetation is profoundly important to the community, especially for residents who live close to developing areas.

The strategies in this Council Plan aim to conserve the unique ecological and environmental value of Ricketts Point, and deliver an improved response to climate change to protect our beaches and foreshores by working with state and federal governments. We will lessen Council’s and the community’s environmental footprint by reducing Council’s greenhouse gas emissions and water consumption, and by working with the community to decrease the percentage of waste that goes to landfill.

Local economy and activity centres
Bayside residents want a thriving local economy that provides employment and opportunities for recreation and entertainment during daylight and evening hours. Such an economy depends on several factors, including support for local businesses, a mix of commercial enterprise and easy access for residents and visitors. Residents value their neighbourhoods and their local businesses and want to retain the character of each activity centre.

This Council Plan will identify options to encourage the night-time economy, ensure our public places and shopping streetscapes are engaging and attractive, and recognises the important role of local centres and convenience retailing.
Community health and participation

Bayside’s community wants to feel supported and engaged to live an active and healthy lifestyle regardless of age, gender, locality, personal circumstance or physical ability. The community recognises that opportunities to play sport, walk freely around the municipality, and enjoy an enriching social life are key to their health.

The strategies in this four-year Council Plan aim to improve public health and wellbeing, enhance gender equity in decision making in the community, increase opportunities for volunteering, and prepare for the national aged care and disability insurance reforms.

Governance

The strategies in this Council Plan seek to ensure strong and effective democratic representation from Council, and to deliver responsive and financially–responsible services and facilities that meet community needs. Strategies include a review of Council’s property portfolio and leasing policy to ensure our assets deliver maximum public value, the identification and implementation of improvements in Council’s services, and strengthening community engagement to inform decision making, including community participation in Council meetings.
The Better Place Strategic Framework

This Council Plan fits within the Better Place Strategic Planning Framework. It provides a clear line of sight between the long-term aspirations of the community, reflected in the Community Plan 2025, and the four-year priorities for the elected Council proposed in this document.

These priorities will drive Council’s major strategies and policies that enable Council to deliver against their vision. Following the development of the Council Plan 2017–2021, the major strategies will be reviewed to ensure alignment with the new goals and priorities.

Making Bayside a better place
Bayside Better Place Strategic Planning Framework

**Domain of Liveability**

**Community Plan**

10 year horizon
Review prior to election (4 years)

**Big Picture Influences**

State and federal policy – funding, infrastructure, planning
Demographic drivers – ageing population, new communities
Technological advances – virtual world, online business
Sustainable world – finding resource solutions
Diminishing habitat – protecting land and biodiversity
Consumer expectations – experiences and social relationships

**Elected Council Priorities**

**Council Plan**

Developed post election (4 years)

**Major Strategic Plans**

**Natural**
Environmental Sustainability Framework

**Built**
Municipal Strategic Statement

**Social**
Wellbeing for All Ages and Abilities Strategy

4–10 year horizons
Municipal Strategic Statement and Wellbeing for All Ages and Abilities Strategy reviewed post Council Plan

**Better Place Approach Key Result Areas**

Open Space
Transport
Local Economy and Activity Centres
Housing and Neighbourhoods
Environment
Community Health and Participation
Infrastructure
Governance

**Council Strategies and Plans**

Council Policies

Organisational Policies

Efficiency
Service
People

Bayside Better Place Strategic Planning Framework

The Better Place Strategic Framework
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Making Bayside a better place

The Community Plan expresses the community’s aspirations for Bayside’s liveability.

The Council Plan establishes the elected Council’s 4 year commitments.

Organisational Excellence Strategy
Continuous Improvement (Business Excellence Framework)
Councillor profiles

In October 2016, Bayside residents elected seven councillors in three wards to govern our city.

Northern Ward
Councillors: 2

Central Ward
Councillors: 3

Southern Ward
Councillors: 2

Cr Laurence Evans
m: 0407 735 993
e: levans@bayside.vic.gov.au

Cr Clarke Martin
m: 0466 356 805
e: cmartin@bayside.vic.gov.au

Cr Sonia Castelli
m: 0466 356 794
e: scastelli@bayside.vic.gov.au

Cr Rob Grinter
m: 0466 356 789
e: rgrinter@bayside.vic.gov.au

Cr Alex del Porto
m: 0417 390 641
e: adelporto@bayside.vic.gov.au

Cr Michael Heffernan
m: 0400 965 233
e: mheffernan@bayside.vic.gov.au

Cr James Long BM JP
m: 0400 828 688
e: jlong@bayside.vic.gov.au

Cr Clarke Martin
m: 0466 356 805
e: cmartin@bayside.vic.gov.au
Council vision

Council will work with our community to make Bayside a better place
Goal 1
Infrastructure

Council will work together with the Bayside community to plan and deliver community infrastructure that responds to the changing needs of the Bayside community.

Strategic objectives
We want a Bayside where infrastructure:

• Is fit for purpose for today and into the future.
• Is innovative, environmentally sustainable, and reflects the local character of the area.
• Is safe, accessible, adaptable and is highly utilised, providing high levels of value.
## Strategies

<table>
<thead>
<tr>
<th>Council plan strategy</th>
<th>Actions</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Provide modern library services that meet the needs of the community</strong></td>
<td>Complete and commence implementation of an improvement plan for library infrastructure and services that addresses municipal and local area needs</td>
<td>Years 2 – 4</td>
<td>Implement actions in improvement plan (Years 2 – 4)</td>
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<tr>
<td></td>
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<td></td>
<td>Maintain community satisfaction with libraries (Years 2 – 4, target, excellent, over 8.7 score)</td>
</tr>
<tr>
<td><strong>Upgrade recreation and sporting pavilions to provide female-friendly facilities and disability access, and to meet the identified needs of users</strong></td>
<td>Continue the works program in the Sportsground Pavilion Improvement Plan to progressively upgrade all of our pavilions</td>
<td>Years 2 – 4</td>
<td>Upgrade pavilions (Year 4 target 11 pavilions)</td>
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<tr>
<td></td>
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<td></td>
<td>Maintain community satisfaction with sports grounds and ovals (Years 2 – 4, excellent, over 8.2 score)</td>
</tr>
<tr>
<td><strong>Provide safe and contemporary play facilities by upgrading playgrounds</strong></td>
<td>Continue the works program in the 10-year Playground Improvement Plan</td>
<td>Years 2 – 4</td>
<td>Upgrade playgrounds (Year 1 target, 3 playgrounds; by Year 4 target 37 playgrounds)</td>
</tr>
<tr>
<td><strong>Develop upgraded and expanded facilities to meet the current and future needs of basketball and netball</strong></td>
<td>Review the needs assessment for netball and identify locations for additional netball facilities</td>
<td>Year 3</td>
<td>Netball courts construction commenced (Year 3 target, 12 outdoor netball courts)</td>
</tr>
<tr>
<td></td>
<td>Undertake the design for additional basketball courts</td>
<td></td>
<td>Basketball courts construction commenced (Year 3 target, 4 additional basketball courts)</td>
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<tr>
<td>Meet community and visitor amenity needs in relation to the location, safety and quality of public toilets</td>
<td>Continue the works program in the Public Toilet Strategy to progressively improve all of our lowest performing public toilets that require major works</td>
<td>Years 2 – 4</td>
<td>Renew existing toilets (Year 4 target 10 toilets)</td>
</tr>
<tr>
<td>Provide fit for purpose, modern multi-use facilities that are effectively utilised for our children’s early years</td>
<td>Develop an Early Years Plan including Preschool and Maternal and Child Health services and incorporating service and supporting asset and infrastructure plans Implement the Early Years Plan</td>
<td>Years 2 – 4</td>
<td>Maintain satisfaction with services provided for children from birth to 5 years of age (Years 2 – 4 target, excellent, over 8.2 score)</td>
</tr>
<tr>
<td>Plan for the future of recreation centres, senior centres, U3A and similar community facilities to ensure the assets meet future service needs and deliver strategies for renewal</td>
<td>Develop a Community Facilities and Services Strategy that identifies suitability, including Brighton Recreation Centre and other community facilities</td>
<td>Year 2</td>
<td>Brighton Recreation Centre Facilities Plan developed (Year 2)</td>
</tr>
<tr>
<td>Establish a plan for the future of the Sandringham Leisure Centre</td>
<td>Identify potential costs and funding models for the Sandringham Leisure Centre</td>
<td>Year 2</td>
<td>Development of a potential funding model and costs (Year 2)</td>
</tr>
</tbody>
</table>
This Council plan will deliver an unprecedented capital works program to upgrade, expand and renew existing infrastructure.
Goal 2

Transport

Sustainable transport is the mode of choice, facilitated through the creation of a well-connected, safe, accessible and convenient transport system that positively contributes to a strong economy, the health and wellbeing of the community and a low-carbon future within Bayside.

Strategic objectives

We want a Bayside:

• Where public transport is safe, frequent and connected to other modes of transport, such as bike or walking trails, to reduce the reliance on cars.

• In which a variety of transport options meet the needs of the community.

• With appropriate parking facilities at train stations and shopping centres that reflect shifting demand, such as increases in public transport use, electric vehicles and plans for the future of driverless vehicles.
## Strategies

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| Facilitate transport options to meet community needs       | Update and implement the Integrated Transport Strategy to reflect the new Council’s priorities, including:  
  • Opportunities for increased parking capacity in activity centres and ‘private car park sharing’ for residents  
  • Lessening resident reliance on cars, including a trial of car share schemes, encouraging ride-sharing and proactive education  
  • Exploring the feasibility of installing recharging facilities in Council buildings for mobility scooters and vehicles | Years 2 – 4   | Maintain community satisfaction with availability of parking:  
  • on residential streets (Years 2 – 4 target, solid, over 6.0 score)  
  • on main roads (Years 2 – 4 target, poor, over 5.93 score)  
  • around busy shopping strips (Years 2 – 4 target, poor, over 5.69 score) |
<p>| Influence state government planning through advocacy for:  | Implement an advocacy action plan for bus routes, commuter parking (including bicycle parking) and the Cheltenham station redevelopment                                                                                                                                                                                                 | Years 2 – 4   | Maintain community satisfaction with Council’s advocacy for better bus routes, sufficient commuter parking, developments around stations (Years 2 – 4 target, solid, over 6.37 score) |
| • Enhanced bus routes through the Public Transport Victoria route review |                                                                                                                                                                                                                                                                                                                                           |               |                                                                                     |
| • Increased commuter and bicycle parking, including drop zones and options for double deck parking |                                                                                                                                                                                                                                                                                                                                           |               |                                                                                     |
| • Pennydale and Cheltenham station redevelopments that meet community needs |                                                                                                                                                                                                                                                                                                                                           |               |                                                                                     |</p>
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<tr>
<td>Improve bicycle and pedestrian facilities to make cycling and walking more attractive options for short trips</td>
<td>Improve cyclist and pedestrian safety by upgrading high-risk zones on the Bay Trail</td>
<td>Years 2 – 4</td>
<td>Increase cycling trips on the Bay Trail (Years 2 – 4 target, 4 percent increase)</td>
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<tr>
<td></td>
<td>Implement the bicycle strategy to:</td>
<td></td>
<td>Reduction in high-risk zones on the Bay Trail (Year 4 target, 4 high-risk zones removed)</td>
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<td></td>
<td>• Provide bicycle parking in public locations where there is an identified need, such as shops, libraries and sports clubs</td>
<td>Years 2 – 2</td>
<td>Reduction in pedestrian and cyclist casualty accidents on local roads (Years 2 – 4 target, 2 percent decrease)</td>
</tr>
<tr>
<td></td>
<td>• Develop a network of well-connected bicycle routes</td>
<td></td>
<td>Increase community satisfaction with on and off-road bike paths (Years 2 – 4 target, increasing from 7.49 to 7.75 excellent)</td>
</tr>
<tr>
<td></td>
<td>• Enforce the state provision in the planning scheme to ensure the specified number of bicycle parking stations in new developments</td>
<td></td>
<td>Increase community satisfaction with maintenance and repair of footpaths (Years 2 – 4 target, increasing from 6.73 to 7.25 very good)</td>
</tr>
</tbody>
</table>
We will improve our bicycle and pedestrian facilities, trial car-share schemes to lessen resident reliance on cars, and explore opportunities to increase parking capacity in activity centres.
Goal 3

Housing and neighbourhoods

Neighbourhood housing development across Bayside will respect and enhance Bayside’s valued built and natural heritage and neighbourhood character. New housing growth will be focused on identified activity centres, demonstrating strong environmental credentials and providing a range of housing types to accommodate changing community needs.

Strategic objectives

We want a Bayside:

- Where significant development is directed to specified and planned activity centres and strategic locations, providing a transition to surrounding residential areas and incorporating improved infrastructure and open space.
- Where neighbourhood character, streetscapes and heritage is respected and enhanced, and the community has a strong connection to place.
- With village-style activity centres, combining retail at ground floor with increased opportunities for apartment-style living above.
- Where development contributes to a high visual amenity, is ecologically sustainable, demonstrates high quality compliant design, and responds to the streetscape and neighbourhood context.
- Where a range of housing types are provided to accommodate the changing needs of the community, enabling people to age in place and providing opportunities for young adults and families to live and remain in the municipality.
### Strategies

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<tr>
<td>Make discretionary planning controls stronger by advocating for Council’s planning and urban design objectives to state government</td>
<td>Advocate for Council’s planning and urban design objectives, including for stronger planning tools to provide certainty regarding height and building form in activity centres</td>
<td>Year 2</td>
<td>Maintain community satisfaction with Council’s advocacy for a planning system that provides certainty for Bayside residents (Years 2 – 4 target, solid, over 6.1 score) Increase community satisfaction with the number of new developments (Years 2 – 4 target, increasing from 5.13 to 5.5 poor) Increase community satisfaction with the appearance and quality of new developments in their area (Years 2 – 4 target, increasing from 5.64 to 6 solid) Council and delegate planning decisions upheld at VCAT (Year 2 target, 55 percent; Year 3 target, 60 percent; Year 4 target, 60 percent)</td>
</tr>
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<tr>
<td>Develop and review structure plans to ensure localities are developed in line with Council’s Housing Strategy</td>
<td>Implement new planning controls for the Pennydale and Highett Structure Plans into the Planning Scheme to manage new development</td>
<td>Year 3</td>
<td>Council adoption of new planning controls for Pennydale and Highett (Year 3)</td>
</tr>
<tr>
<td></td>
<td>Implement the planning controls for Bayside’s Small Neighbourhood Activity Centres into the Planning Scheme to manage development and protect the important role of local centres and convenience retailing</td>
<td>Year 2</td>
<td>Council adoption of new planning controls for Bayside’s Small Neighbourhood Activity Centres (Year 2)</td>
</tr>
<tr>
<td></td>
<td>Explore the feasibility of developing and implementing a suite of innovative tools to communicate what completed new suburbs will look like in 30 years</td>
<td>Year 2</td>
<td>Increase community satisfaction with opportunities to participate in consultations on planning (Years 2 – 4 target, increasing from 5.97 to 6 solid)</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Council report on findings of the feasibility assessment (Year 2)</td>
</tr>
<tr>
<td>Ensure new development responds to preferred neighbourhood character in activity centres</td>
<td>Undertake a review of Council’s Housing Strategy and Neighbourhood Character and Residential Design Policy Framework to review boundaries of activity centres</td>
<td>Years 2 – 3</td>
<td>Council adoption of the review findings and recommendations for the Housing Strategy and Neighbourhood Character and Residential Design Policy Framework (Year 3)</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Increase community satisfaction with the guidance available from Council policies and controls (Years 2 – 4 target, increasing from 5.8 to 6 solid)</td>
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<tr>
<td>Implement improvements to the service, quality, efficiency and communication of Council’s planning permit assessment service to enable prompt assessment of applications that comply with development controls</td>
<td>Complete the implementation of an effective and efficient development application process that facilitates greater certainty for applicants and objectors and encourages compliance with development controls</td>
<td>Years 2 – 4</td>
<td>Planning applications decided within 60 days (Year 2 target, 70 percent Year 3, target 75 percent, Year 4 target, 80 percent) Average time taken to decide planning applications (Year 2 target, 70 days; Year 3 target, 65 days; Year 4 target, 60 days) Increase community satisfaction with the guidance available from Council Policies and controls (Years 2 – 4 target, increasing from 5.8 to 6 solid)</td>
</tr>
<tr>
<td>Improve housing affordability (including social housing) and housing needs of various life stages through advocacy</td>
<td>Implement the advocacy action plan to improve housing affordability and social housing options Review the Housing Strategy to identify opportunities to improve housing affordability (including social housing) and housing needs of various life stages</td>
<td>Years 2 – 4</td>
<td>Increase community satisfaction with Council’s advocacy for increasing the supply of social and affordable housing in Bayside (Years 2 – 4 target, increasing from 5.76 to 6 solid) Council adoption of the Housing Strategy review findings and recommendations (Year 3)</td>
</tr>
</tbody>
</table>
We will seek to make discretionary planning controls stronger and ensure new development responds to preferred neighbourhood character.
Goal 4
Open space

We will work together to build our open space network to support biodiversity, improve health and wellbeing and community connections, and provide access for current and future generations.

Strategic objectives
We want a Bayside where:

• The foreshore is protected, beaches are clean and accessible and competing interests are balanced.

• We have a mix of quality formal and informal recreation space and bushland that are well used, connected and distributed across the municipality.
**Strategies**

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<tr>
<td>Gain access to increased quality open space to meet the needs of Highett and the wider community</td>
<td>Secure 4 hectares of open space at the CSIRO site</td>
<td>Year 3</td>
<td>Net increase in area of open space in Bayside (Year 3 Target, 1.3 percent)</td>
</tr>
<tr>
<td></td>
<td>Develop a master plan that articulates the future layout and management of the Council owned/managed component of the CSIRO site in Highett</td>
<td>Year 3</td>
<td>Council adoption of CSIRO site master plan in Year 3</td>
</tr>
<tr>
<td>Protect and ensure the quality of our open space, including beaches and foreshore</td>
<td>Improve collaboration with community groups and government agencies by developing an action plan to foster existing relationships and explore opportunities for new relationships</td>
<td>Years 2 – 4</td>
<td>Maintain community satisfaction with the appearance of the beach and foreshore, including bushland (Years 2 – 4 target, excellent, over 7.9 score)</td>
</tr>
<tr>
<td>Prioritise the allocation of the development open space contributions to optimise provision and community access to open space</td>
<td>Develop a decision making framework for the allocation of funds to open space projects from the Resort and Recreation Levy</td>
<td>Year 2</td>
<td>Decision making framework developed and implemented (Year 2)</td>
</tr>
<tr>
<td></td>
<td>Allocate the funds from the Resort and Recreation Levy to enhance open space</td>
<td>Years 3 – 4</td>
<td>Spend 70 percent of annual levy income per year (Years 3 – 4)</td>
</tr>
<tr>
<td>Encourage the planting of local indigenous vegetation</td>
<td>Promote community awareness and visitation to the community nursery</td>
<td>Years 2 – 4</td>
<td>The number of indigenous plants sold from the Community Nursery (Years 2 – 4 target, more than 71,000 plants)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The number of indigenous plants utilised by Council from the Community Nursery (Years 2 – 4 target, 21,000 plants)</td>
</tr>
</tbody>
</table>
This Council plan will protect, enhance and increase quality open space to meet the needs of our community.
Goal 5

Environment

Council and the Bayside community will be environmental stewards, taking action to protect and enhance the natural environment, while balancing appreciation and use with the need to protect natural assets for future generations.

Strategic objectives

We want a Bayside where:

- Erosion is minimised and managed on our foreshore cliffs and beaches.
- Our environmental impact is decreased through reduced community waste and efficient water and energy usage in Council operations.
- Council and the Bayside community leads the way in environmental citizenship.
- We protect and enhance Bayside’s tree canopy and vegetation on public and private land.
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Protect the unique ecological and environmental value of Ricketts Point</td>
<td>Work with relevant stakeholders to protect marine flora and fauna species</td>
<td>Years 2 – 4</td>
<td>Maintain community satisfaction that Council is meeting its environmental responsibilities (Years 2 – 4 target, very good, over 7.3 score)</td>
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<tr>
<td></td>
<td>Continue program of works including supplementary plantings, habit augmentation and threat control</td>
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<tr>
<td>Influence state and federal governments for improved response to climate change,</td>
<td>Implement an advocacy action plan for beach erosion and bay health</td>
<td>Years 2 – 4</td>
<td>Maintain community satisfaction with Council’s advocacy protecting Port Phillip Bay and limiting coastal erosion. (Years 2 – 4 target, good, over 7.1 score)</td>
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<tr>
<td>aimed at reducing impacts such as foreshore erosion, beach replenishment and bay</td>
<td></td>
<td></td>
<td>Maintain high water quality at key beach sites resulting in no additional days of beach closure (Years 2 – 4 target, no more than 1 day)</td>
</tr>
<tr>
<td>health</td>
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<tr>
<td>Achieve carbon neutrality by 2020</td>
<td>Install solar systems on Council buildings identified in the energy efficiency audit</td>
<td>Years 2 – 4</td>
<td>Reduction of total Council greenhouse gas emissions (Years 2 – 4 target, 5 percent annual reduction)</td>
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<td></td>
<td>Install energy efficient hot water units in Council buildings identified in the energy efficiency audit</td>
<td></td>
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<tr>
<td><strong>Reduce the Bayside community’s volume and percentage of waste that goes to landfill</strong></td>
<td>Implement recommendations from the Recycling and Waste Management Service Review</td>
<td>Years 2 – 4</td>
<td>Maintain community satisfaction with waste and recycling services <em>(Rubbish: Years 2 – 4 target, excellent, over 8.8 score</em> <em>Recycling: Years 2 – 4 target, excellent, over 8.6 score)</em></td>
</tr>
<tr>
<td></td>
<td>Implement the Recycling and Waste Management Strategy focusing on community education and behaviour change in preparation for the introduction of food waste to the green organics kerbside collection and to address increasing costs of landfill and haulage of waste</td>
<td>Years 2 – 4</td>
<td>Diversion of waste from landfill <em>(Years 2 – 4 target, more than 50 percent)</em></td>
</tr>
<tr>
<td><strong>Reduce water consumption in Council’s operations and improve the management of stormwater and water quality</strong></td>
<td>Implement Corporate Centre energy efficiency audit recommendations</td>
<td>Years 2 – 4</td>
<td>Consumption of potable water for irrigation purposes <em>(Years 2 – 4 target, less than 220,000 kilolitres)</em></td>
</tr>
<tr>
<td></td>
<td>Improve and relocate priority stormwater outlets within the four-year Capital Works Strategy</td>
<td>Years 2 – 4</td>
<td></td>
</tr>
</tbody>
</table>
We will improve our response to climate change and protect our beaches and foreshore
Goal 6
Local economy and activity centres

Bayside will be an attractive place to live and work, with new growth and investment in the local economy and business community increasingly structured around innovative, knowledge and service oriented enterprises.

Strategic objectives
We want a Bayside where:

- Shopping villages are vibrant, attractive and interesting places where the community comes together, providing a variety of innovative, dynamic and convenient services.
- Small activity centres contribute to the village feel and provide neighbourhood convenience and employment opportunities.
- Shoppers and visitors feel safe in local shopping strips, both day and night.
- Local opportunities for business and employment are protected and enhanced, and opportunities for economic innovation are embraced.
- Access to transport options is convenient and parking encourages local shopping.
- The foreshore generates optimum economic, social and environmental return.
## Strategies

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<tr>
<td>Improve tourism access to Dendy Beach to strengthen economic, social and environmental returns from the foreshore</td>
<td>Develop a plan for the Brighton Beach Station precinct that improves visitor access to Dendy Beach&lt;br&gt;Deliver the Dendy Street Beach Master plan improvements, including the new lifesaving pavilion</td>
<td>Year 2&lt;br&gt;Years 2 – 4</td>
<td>Council adoption of the Brighton Beach Plan (Year 2)&lt;br&gt;Increased visitor numbers to Dendy Beach using public transport (Target baseline to be established in Year 2; improvement target to be set in Year 3)&lt;br&gt;Utilisation of community meeting room at the Dendy Street Lifesaving Pavilion (Target baseline to be established in Year 3; improvement target to be set in Year 4)</td>
</tr>
<tr>
<td>Provide engaging and attractive public places in shopping streetscapes</td>
<td>Implement the Sandringham Village and Beaumaris Concourse Master plans&lt;br&gt;Installation of activity centre Christmas decorations to support trading in local centres and community connection during the festive season, including at agreed significant small activity centres</td>
<td>Year 3&lt;br&gt;Years 1 – 4</td>
<td>Completion and launch of streetscape works at Sandringham Village and Beaumaris Concourse (Year 3)&lt;br&gt;Increase community satisfaction with maintenance and cleaning of public areas (Years 2 – 4 target, increasing from 7.65 to 7.75 excellent)</td>
</tr>
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<tr>
<td>Identify options to encourage the night time economy for entertainment and hospitality</td>
<td>Undertake a review of the Economic Development Strategy, with a specific focus on the night time economy</td>
<td>Year 2</td>
<td>Increase in percentage of local businesses open after 6 pm (Target baseline to be established in Year 2; improvement target to be set in Year 3)</td>
</tr>
<tr>
<td>Manage development and protect the important role of local centres and convenience retailing</td>
<td>Incorporate the planning controls for Bayside’s small neighbourhood activity centres into the planning scheme</td>
<td>Year 2</td>
<td>Maintain community satisfaction with average rating for overall aspects for planning and housing development (Years 2 – 4 target, poor, over 5.6 score)</td>
</tr>
<tr>
<td>Reposition the Bayside Business District into an innovation, office and skilled technology hub</td>
<td>Develop and implement an Advocacy and Promotion Strategy to attract a major drawcard tenant (health/education/advanced technology)</td>
<td>Years 2 – 3</td>
<td>A firm commitment achieved from a drawcard tenant to establish within the Bayside Business District (Year 3)</td>
</tr>
<tr>
<td>Promote public safety and amenity</td>
<td>Develop and implement a joined up approach to minimise and respond to graffiti and tagging across state government, utilities infrastructure, Council and private property</td>
<td>Years 2 – 3</td>
<td>A local protocol is established, with the involvement of the key property managers, regulatory and service organisations</td>
</tr>
</tbody>
</table>
We will ensure our public places and shopping streetscapes are engaging and attractive.
Goal 7
Community health and participation

Bayside’s community will be supported and engaged to live an active and healthy lifestyle regardless of age, geographical location, personal circumstance or physical ability.

Strategic objectives
We want a Bayside:

• Where we are a strong and supportive community and people of all ages are engaged, know their neighbours and shopkeepers and are connected to them.
• Where the community is healthy, active and feels safe.
• Where the community engages in advocacy, transparent decision making and is part of the solution.
• With thriving local non-profits delivering contemporary, client-centric services locally.
• Where we encourage and acknowledge community volunteering.
• Where health issues are identified and addressed at root cause.
• With a focus on gender equity in decision making.
## Strategies

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| Improve public health and wellbeing in the areas of: an engaged and supportive community; a healthy active community; and a safe and healthy environment where people can live, work and play | Implement the Wellbeing Plan (The Wellbeing for All Ages and Abilities Plan) to ensure that it includes increasingly rigorous indicators of community health and wellbeing and measurable and actionable activities for:  
  - Early years  
  - Youth  
  - Healthy Ageing and  
  - Healthy Community                                                                                                                                                                                                                                                      | Years 2 – 4 | Delivery of the Wellbeing for All Ages and Abilities Annual Action Plan (Years 2 – 4 target, 90 percent delivered on schedule)  
Overall resilience of young people in Years 7 – 12 identified as good to excellent (Year 2 target, 45 percent)  
Percentage of children enrolled who participate in the maternal child health service (Years 2 – 4 target, 82 percent)  
Percentage of Aboriginal children enrolled who participate in the maternal child health service (Years 2 – 4 target, 80 percent)                                                                                                                                 |
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<tr>
<td>Prepare for the aged care and National Disability Insurance Scheme reforms</td>
<td>Determine Council’s future involvement in service delivery given the reform agenda in aged care</td>
<td>Year 2</td>
<td>Report on reform prepared for Council consideration (Year 2)</td>
</tr>
<tr>
<td></td>
<td>Support local organisations through education and advocacy to assist them to take a coordinated approach to respond to the reform agenda</td>
<td>Years 2 – 3</td>
<td>Number of eligible clients transitioned to the National Disability Insurance Scheme (Year 2 target, 100 percent)</td>
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<td>Education and advocacy approach delivered (Years 2 – 3)</td>
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<td></td>
<td>Maintain community satisfaction with Council’s advocacy to ensure that the elderly and people with a disability continue to have access to high quality support services (Years 2 – 4 target, good, over 7.23 score)</td>
</tr>
<tr>
<td>Improve gender equity in decision making in the community</td>
<td>Continue the review of Council’s community policies and programs for gender inclusiveness</td>
<td>Years 2 – 4</td>
<td>Improved gender diversity in community club committees (Target baseline to be established in Year 2; improvement target to be set Year 3)</td>
</tr>
<tr>
<td></td>
<td>Develop an approach for community clubs that outlines the benefits of gender diversity on committees</td>
<td>Years 2 – 4</td>
<td>Council adoption of Women’s Charter Action Plan (Year 2)</td>
</tr>
<tr>
<td></td>
<td>Implement the Women’s Charter Action Plan to promote gender equity, diversity and women’s participation in active citizenship</td>
<td>Years 2 – 4</td>
<td>Delivery of actions in Women’s Charter (Years 3 – 4, 90 percent delivered on schedule)</td>
</tr>
<tr>
<td>Improve opportunities for volunteering</td>
<td>Implement the approach to encourage community volunteering, including opportunities to reward and recognise community leaders and volunteers</td>
<td>Years 2 – 4</td>
<td>Increase in the number of residents who volunteer (Year 2 target, 38 percent)</td>
</tr>
</tbody>
</table>
We will improve public health and wellbeing, enhance gender equity in decision making in the community, and increase opportunities for volunteering.
Goal 8

**Governance**

Bayside will enjoy strong and effective democratic representation from its Council and responsive and financially-responsible services and facilities that meet community needs.

**Strategic objectives**

**We want an organisation:**

- That is financially sustainable.
- That is well managed and delivers great services.
- In which decision making is open, transparent and informed by representative community views.
- In which effective partnerships are developed to deliver improved liveability for the community.
- That has relevant models for ownership and governance of Council facilities.
## Strategies

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<tr>
<td>Ensure the financial sustainability of Council over time, in line with the objectives of Council’s Long Term Financial Plan</td>
<td>Prepare long term financial plans and annual budgets to ensure Council’s financial sustainability</td>
<td>Years 2 – 4</td>
<td>Operating surplus as percentage of total revenue (Year 2 target, percentage to be set following final budget preparations)</td>
</tr>
<tr>
<td>Improve community engagement to inform Council decision making</td>
<td>Implement and evaluate the engagement activities articulated in project plans (e.g. Capital Works Plan) to identify opportunities for improvement in community engagement. Implement and enforce improved evaluation of the processes and outcomes of Council’s engagement efforts.</td>
<td>Years 2 – 4</td>
<td>Improve community satisfaction with Council’s community consultation and engagement (Years 2 – 4 target, increasing from 6.81 to 7.25 very good)</td>
</tr>
<tr>
<td>Ensure that the Bayside community’s needs and aspirations are identified and advocated to other levels of government</td>
<td>Ensure all Council strategies and policies consider Council’s role in advocacy and include effective influencing initiatives</td>
<td>Years 2 – 4</td>
<td>Maintain community satisfaction with Council’s representation, lobbying and advocacy (Years 2 – 4 target, good, over 6.56 score)</td>
</tr>
<tr>
<td>Review Council’s property portfolio to provide clarity on tenant responsibilities, maximise community benefit, and ensure financial sustainability</td>
<td>Implement Council’s Leasing Policy to identify opportunities to increase revenue or incorporate specific performance objectives in leases to maximise public value and utilisation of property assets. Implement Council’s Property Strategy</td>
<td>Years 2 – 4</td>
<td>Increased percentage of revenue from property assets as percentage of total property operating costs (Year 2 target, 2.7 percent; Year 3 target, 2.8 percent; Year 4 target, 3 percent)</td>
</tr>
<tr>
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<tr>
<td>Identify and implement improvements in Council’s services, efficiency and outcomes for the Bayside community</td>
<td>Undertake strategic service reviews for four priority Council services each year</td>
<td>Years 2 – 4</td>
<td>Improve community perception rating that Council proves important services that meet the needs of the whole community (Years 2 – 4 target, improve from 7.25 to 7.75 excellent)</td>
</tr>
<tr>
<td></td>
<td>Implement the Digital Transformation Strategy to ensure Council’s customer service performance anticipates community expectations for online and flexible delivery</td>
<td>Years 1 – 4</td>
<td>Improve average rating for overall aspects of customers service (Years 2 – 4 target, improve from 7.67 to 7.75 excellent)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Years 1 – 4</td>
<td>Implementation of recommended actions (Year 2 target, 15 percent; Year 3 target 50 percent; Year 4 target, 100 per cent)</td>
</tr>
<tr>
<td>Increase the opportunities for participation in Council meetings</td>
<td>Review the approach to Council meetings to improve the accessibility of meetings</td>
<td>Year 2</td>
<td>Increased participation via livestreaming of Council meetings (Year 2 target, 850 annual views)</td>
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<td></td>
<td>Increased views of archived Council meetings (Year 2 target, 950 annual views)</td>
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<td></td>
<td>Maintain community satisfaction that Council is making decisions in the best interests of the community (Years 2 – 4 target, good, over 6.59 score)</td>
</tr>
</tbody>
</table>
We will ensure strong and effective democratic representation.
How we will report on our progress

Bayside City Council ensures transparency and accountability through regular reporting to Council and the community to monitor our performance.

Council will report on the progress of the annual actions contained in this four-year Council Plan on a quarterly basis, with a detailed report produced in the Annual Report. In addition, the Annual Report measures our performance against the strategic indicators in the Council Plan and the state-wide measures set in the Local Government Performance Reporting Framework.

The strategic objectives in the Council Plan are reviewed annually to ensure we are able to adapt to changing community needs and other internal and external factors.
What our community values

How we will report on our progress

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