Bayside
City Council
Council Plan
2017–2021
(2018 Review)
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.
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.

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

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.
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

Domains of Liveability
- Community Plan
  - 10 year horizon
  - Review prior to election (4 years)

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

Elected Council Priorities
- Council Plan
  - Developed post election (4 years)
  - 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
- Open Space Strategy
- Transport
- Integrated Transport Strategy
- Local Economy and Activity Centres
- Retail, Commercial and Employment Strategy
- Housing and Neighbourhoods
- Housing Strategy
- Environment
- Environmental Sustainability Framework
- Community Health and Participation
- Wellbeing for All Ages and Abilities Strategy
- Governance
- Long Term Financial Plan
- Organisational Strategies and Plans
- Organisational Policies
- Efficiency
- Service
- People

Organisational Excellence Strategy

Council Strategies and Plans
- Council Policies
Councillor profiles

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

Northern Ward
Councillors: 2

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

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

Central Ward
Councillors: 3

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

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

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

Southern Ward
Councillors: 2

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

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

- Cr John Long
  m: 0400 828 688
  e: jlong@bayside.vic.gov.au
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.
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<thead>
<tr>
<th>Council plan strategy</th>
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<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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<td></td>
<td>Maintain community satisfaction with libraries (Year 2–4 target, 74 index score)</td>
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<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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<td></td>
<td>Increased community satisfaction with sports grounds and ovals (Year 2 target baseline to be set)</td>
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<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>
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<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 Undertake the design for additional basketball courts</td>
<td>Year 3</td>
<td>Netball courts construction commenced (Year 3 target, 3 indoor and 15 outdoor netball courts)</td>
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<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>
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<td>Increased community satisfaction with public toilets (Year 2 target baseline to be set)</td>
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<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</td>
<td>Years 2–4</td>
<td>Increased utilisation for early years facilities (improvement target to be set for Years 2–4)</td>
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<td>Implement the Early Years Plan</td>
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<td>Planned actions completed (Years 2–4 target 100%)</td>
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<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>
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<td>Maintain community satisfaction with recreation facilities (Years 2–4 target, 71 index score)</td>
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<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>
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</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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<td><strong>Facilitate transport options to meet community needs</strong></td>
<td>Update and implement the Integrated Transport Strategy to reflect the new Council’s priorities, including:</td>
<td>Years 2–4</td>
<td>Maintain community satisfaction with the availability of parking:</td>
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<td>- Opportunities for increased parking capacity in activity centres and ‘private car park sharing’ for residents</td>
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<td>- on residential streets in your local area</td>
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<td>- Lessening resident reliance on cars, including a trial of car share schemes, encouraging ride-sharing and proactive education</td>
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<td>- on main roads</td>
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<td>- Exploring the feasibility of installing recharging facilities in Council buildings for mobility scooters and vehicles</td>
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<td>- around busy shopping strips (Year 2 target baseline to be set)</td>
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<td><strong>Influence state government planning through advocacy for</strong></td>
<td>Implement an advocacy action plan for bus routes, commuter parking (including bicycle parking) and the Cheltenham station redevelopment</td>
<td>Years 2–4</td>
<td>Maintain community satisfaction with Council’s advocacy for bus routes, sufficient commuter parking &amp; developments around train stations. (Years 2–4 target, 53 index score)</td>
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<td>- Enhanced bus routes through the Public Transport Victoria route review</td>
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<td>- Increased commuter and bicycle parking, including drop zones and options for double deck parking</td>
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<td>- Pennydale and Cheltenham station redevelopments that meet community needs</td>
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| Improve bicycle and pedestrian facilities to make cycling and walking more attractive options for short trips | Improve cyclist and pedestrian safety by upgrading high-risk zones on the Bay Trail  
Implement the bicycle strategy to:  
  • Provide bicycle parking in public locations where there is an identified need, such as shops, libraries and sports clubs  
  • Develop a network of well-connected bicycle routes  
  • Enforce the state provision in the planning scheme to ensure the specified number of bicycle parking stations in new developments | Years 2–4 | Increased cycling trips on the Bay Trail (Years 2–4 target, 4 percent increase)  
Reduction in high-risk zones on the Bay Trail (Year 4 target, 4 high-risk zones removed)  
Reduction in pedestrian and cyclist casualty accidents on local roads (Years 2–4 target, 2 percent decrease)  
Increased community satisfaction with on and off-road bike paths (Year 2 target baseline to be set) |
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.
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<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, 53 index score) Maintain community satisfaction with Council’s advocacy to promote planning and urban design objectives (Years 2–4 target, 53 index score) Increased community satisfaction with • the number of new developments • the appearance and quality of new developments in their area (Years 2–4 target, 54 index score) Council and delegate planning decisions upheld at VCAT (Year 2 target, 55 percent; Year 3 target, 60 percent; Year 4 target, 60 percent)</td>
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<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 Pennylede 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 Pennylede and Highett (Year 3)</td>
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<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>
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<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>Maintain community satisfaction with opportunities to participate in consultations on planning (Year 2 target baseline to be established)</td>
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<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>
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<td>Maintain community satisfaction that planning decisions respect the local neighbourhood character (Year 2 target baseline to be set)</td>
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<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)</td>
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<td>Average time taken to decide planning applications (Year 2 target, 70 days; Year 3 target, 65 days; Year 4 target, 60 days)</td>
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<td>Maintain community satisfaction with the guidance available from Council Policies and controls (Year 2 target, baseline to be established)</td>
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<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</td>
<td>Years 2–4</td>
<td>Maintain community satisfaction with Council’s advocacy for increasing the supply of social and affordable housing in Bayside (Years 2–4 target, 53 index score)</td>
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<tr>
<td></td>
<td>Review the Housing Strategy to identify opportunities to improve housing affordability (including social housing) and housing needs of various life stages</td>
<td>Years 2–3</td>
<td>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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| Gain access to increased quality open space to meet the needs of Highett and the wider community | Secure 4 hectares of open space at the CSIRO site  
Develop a master plan that articulates the future layout and management of the Council owned/managed component of the CSIRO site in Highett | Year 3 | Net increase in area of open space in Bayside (Year 3 Target, 1.3 percent)  
Council adoption of CSIRO site master plan in Year 3 |
| Protect and ensure the quality of our open space, including beaches and foreshore   | Improve collaboration with community groups and government agencies by developing an action plan to foster existing relationships and explore opportunities for new relationships | Years 2–4 | Maintain community satisfaction with the appearance of the beach and foreshore, including bushland (Year 2 target, baseline to be established) |
| Prioritise the allocation of the development open space contributions to optimise provision and community access to open space | Develop a decision making framework for the allocation of funds to open space projects from the Resort and Recreation Levy  
Allocate the funds from the Resort and Recreation Levy to enhance open space | Year 2 | Decision making framework developed and implemented (Year 2)  
Spend 70 percent of annual levy income per year (Years 3–4) |
| Encourage the planting of local indigenous vegetation                               | Promote community awareness and visitation to the community nursery | Years 2–4 | The number of indigenous plants sold from the Community Nursery (Years 2–4 target, more than 71,000 plants)  
The number of indigenous plants utilised by Council from the Community Nursery (Years 2–4 target, 21,000 plants) |
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.
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<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&lt;br&gt;Continue program of works including supplementary plantings, habit augmentation and threat control</td>
<td>Years 2–4</td>
<td>Maintain community satisfaction that Council is meeting its environmental responsibilities (Years 2–4 target, 62 index score)</td>
</tr>
<tr>
<td>Influence state and federal governments for improved response to climate change, aimed at reducing impacts such as foreshore erosion, beach replenishment and bay health</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, 53 index score)&lt;br&gt;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>
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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&lt;br&gt;Install energy efficient hot water units in 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>Reduce the Bayside community’s volume and percentage of waste that goes to landfill</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 (Years 2–4 target, 77 index score)</td>
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<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 (Years 2–4 target, more than 50 percent)</td>
</tr>
<tr>
<td>Reduce water consumption in Council’s operations and improve the management of stormwater and water quality</td>
<td>Implement Corporate Centre energy efficiency audit recommendations</td>
<td>Years 2–4</td>
<td>Consumption of potable water for irrigation purposes (Years 2–4 target, less than 220,000 kilolitres)</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

<table>
<thead>
<tr>
<th>Council plan strategy</th>
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</tr>
</thead>
</table>
| Improve tourism access to Dendy Beach to strengthen economic, social and environmental returns from the foreshore | Develop a plan for the Brighton Beach Station precinct that improves visitor access to Dendy Beach  
Deliver the Dendy Street Beach Master plan improvements, including the new lifesaving pavilion | Year 2                | Council adoption of the Brighton Beach Plan (Year 2)  
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)  
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) |
| Provide engaging and attractive public places in shopping streetscapes                | Implement the Sandringham Village and Beaumaris Concourse Master plans  
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 | Year 3                | Completion and launch of streetscape works at Sandringham Village and Beaumaris Concourse (Year 3)  
Increased community satisfaction with appearance of public areas (Year 1 target, 74 index score) |
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<tbody>
<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 Town Planning Policy in the Local Government Community Satisfaction Survey (Years 2–4 target, 52 index 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

<table>
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</table>
| 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) |
<table>
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<tbody>
<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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<tr>
<td></td>
<td></td>
<td>Years 2–3</td>
<td>Education and advocacy approach delivered (Years 2–3)</td>
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<td></td>
<td></td>
<td>Years 2–3</td>
<td>Maintain community satisfaction with Council’s advocacy in response to the Aged Care Reforms (Years 2–4 target, 53 index 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 the Women’s Charter (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.
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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</td>
<td>Years 2–4</td>
<td>Improved community satisfaction with community consultation and engagement (Years 2–4 target, 58 index score)</td>
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<tr>
<td></td>
<td>Implement and enforce improved evaluation of the processes and outcomes of Council’s engagement efforts</td>
<td>Years 2–4</td>
<td>Maintain gender diversity in community engagement (Years 2–4 target, 50 percent)</td>
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<td>Improve community satisfaction with Council’s consultation and engagement (Year 2 target, 52 index score; Year 3 target, 53 index score; Year 4 target, 54 index score)</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 advocacy on behalf of the community with other levels of government and private organisations on key issues (Years 2–4 target, 53 index score)</td>
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<tr>
<td>Review Council’s property portfolio to provide clarity on tenant responsibilities,</td>
<td>Implement Council’s Leasing Policy to identify opportunities to increase</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>
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<tr>
<td>maximise community benefit, and ensure financial sustainability</td>
<td>revenue or incorporate specific performance objectives in leases to</td>
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<td></td>
<td>maximise public value and utilisation</td>
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<tr>
<td></td>
<td>Implement Council’s Property Strategy</td>
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</tr>
<tr>
<td>Identify and implement improvements in Council’s services, efficiency and outcomes</td>
<td>Undertake strategic service reviews for four priority Council services</td>
<td>Years 2–4</td>
<td>Improve community perception rating that Council provides important services that meet the needs of the whole community. (Year 2 baseline and target to be established)</td>
</tr>
<tr>
<td>for the Bayside community</td>
<td>each year</td>
<td></td>
<td>Improved customer service satisfaction rating (Year 1 target, 72 index score)</td>
</tr>
<tr>
<td></td>
<td>Implement the Digital Transformation Strategy to ensure Council’s</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>
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<td>customer service performance anticipates community expectations for</td>
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<td>online and flexible delivery</td>
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<tr>
<td>Increase the opportunities for participation in Council meetings</td>
<td>Review the approach to Council meetings to improve the accessibility</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>of meetings</td>
<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 (Year 2 target, baseline to be established)</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