

CEO Report July 2022

Volume 88

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Council respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations. We pay our respect to their Elders, past and present. We acknowledge and uphold their continuing relationship to this land.

Message from the CEO



Welcome to the July 2022 issue of the CEO Report, the first report for the financial year 2022/23. In this report, we provide an update of our activities we undertook in July for addressing the goals we highlighted in our Year Two Council Plan 2021-31, adopted in June 2022.

The month of July was an exciting period as we celebrated live music by hosting Southside Live, celebrated and recognised the history and culture of our local Aboriginal and Torres Strait Islander community during NAIDOC Week, reimagined Clarendon Street, South Melbourne with a free gaming arcade and hosted support sessions for parents with toddlers and for young people and their families. We continued supporting local artists, groups and arts organisations to enrich arts, creativity and culture of our City by inviting submissions for receiving funding support for their creative projects and develop local neighbourhood festival and precincts.

I am happy to share that our three-month advocacy campaign in the lead up to the Federal Election has helped us in securing funding commitments from Australian Government on local projects addressing significant challenges of our community. We also finalised a partnership and funding agreements with Homes Victoria and St Kilda Community Housing to work towards addressing the homelessness and affordable housing in Port Phillip.

Lastly, we have commenced compiling our annual report of operations and finance for the financial year 2021/22. Winning our fifth consecutive Gold Award for our Annual Report 2020/21 from the Australasian Reporting Awards demonstrates our continued commitment to delivering high standard reports to our community on our progress against the commitments in our Council Plan.

Peter Smith

CEO, City of Port Phillip



Game at the Clarendon Street Arcade.

Inclusive Port Phillip

A City that is a place for all members of our community, where people feel supported and comfortable being themselves and expressing their identities.



Transport accessibility in Port Phillip

We continue working towards improving accessible transport across our city. Last year, we upgraded nine parking spaces to ensure the spaces are accessible to vulnerable members of the community and meet accessibility standards.

The upgrades include:

- widening parking bays to allow for better access
- providing ramps to provide a better experience for people with mobility aids
- new signs and line marking
- relocating some bays to more ideal locations.

We are committed to improve the participation and inclusion of people with disability in our community and our Accessibility Action Plan outlines the step we intend to undertake in achieving the aim. The completed upgrades are in accordance with the Plan and aligns with our goal of Inclusive Port Phillip.



Park Street upgraded parking space.

Sessions for young families with children

In the month of July, we hosted three Positive Parenting online sessions for Port Phillip's families. The sessions, facilitated by a positive psychologist, were recorded and a workbook was made available on request to provide the maximum possible reach and impact. The topics covered included strength-based parenting, resilience and parental self-care. Overall 114 parents attended the sessions with many more accessing the recordings and requesting course resources.

Port Phillip organised healthy eating food sessions for infants and toddlers, to provide families with information and support on how to enjoy offering healthy food to their child in a relaxed and social environment. The sessions will be held on the fourth Wednesday of every month at South Melbourne Market.

[Find out more about these sessions](#)



Healthy eating is important for infants and toddlers.

Addressing homelessness of our City

Port Phillip has confirmed its financial contribution and an adjoining laneway to help St Kilda Community Housing (St KCH) deliver a Common Ground housing project in Wellington Street, St Kilda. This follows confirmation of construction and operational funding from Homes Victoria.

A Partnership Deed and Funding Deed with St KCH, and a tripartite Memorandum of Understanding with St KCH and Homes Victoria, will ensure Council's investment delivers permanent housing with the necessary 'wrap around' support services and allocation to persons experiencing homelessness in Port Phillip. Council's financial contribution to the project reflects its strong commitment to addressing rough sleeping in our City and to growing affordable housing in line with our In Our Backyard strategy. The project is expected to be completed in early 2024.

[Find out more about this project](#)



Common ground project render.

Celebrating NAIDOC week

City of Port Phillip celebrated NAIDOC week with a range of programs celebrating the history, culture and achievements of Aboriginal and Torres Strait Islander peoples of our City. We respect the contribution of Aboriginal and Torres Strait Islander peoples to Australian society and support non-indigenous people on working together for the development of a formal instrument of reconciliation.

Our programs included a book launch, BBQ, art activities, day-long musical performances in various locations featuring artists mentored through our First Impressions program, a basketball competition and an artwork installation featuring images of birds photographed in our streets and local flora and fauna. The installation is delivered with support from Bunurong Land Council Aboriginal Corporation and VicRoads and will be on display until early 2023.

Further details on celebrations



Walk-in clinic at Park Towers

We have commenced a walk-in style clinic at Park Towers, South Melbourne for young people aged 5 to 25 years and their families. The walk-in clinic aims to provide immediate support through resources, referrals and socio-wellbeing advice by professionals. A wide range of issues addressed include advice on managing the increasing cost of living, navigating social services, legal aid referrals, language courses and information on how to access COVID-19 testing and vaccinations clinics.

The clinic is one of the outreach initiatives we deliver to support the health and wellbeing of young people of our City.

The clinic operates every Thursday afternoon.



Professional support offered at walk-in clinic.

Inclusive Port Phillip scorecard

The following are the results for the month of July 2022.

Trend measures ✓ meeting or above target ● not meeting target by 10 % or less ✗ Result off track from target

Target 2022/23	July 2022	Trend
-	95	-

Number of people experiencing homelessness (by name list)

Liveable Port Phillip

A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within.



New parking permit renewal process

A streamlined renewal process was designed in preparation for the anniversary of the launch of My Port Phillip allowing those who had re-applied in 2021 to renew their permits without submitting a new application.

The renewal application process provides an improved customer experience for our customers, and we will continue to monitor feedback and look for more improvement opportunities. The update aligns with our Customer Charter and strengthens our commitment to a customer-centric approach.

Redevelopment of St Kilda Marina

Council has moved a step closer to the redevelopment of the ageing St Kilda Marina. Our St Kilda Marina has a new tenant who took over the operations of Marina, following the tender process completed in 2020. The new lease agreement includes a Landlord Approval Condition, which requires the tenant to submit all the evolved designs for a review by the Landlord (Council) as prerequisite to making a planning submission. Council as Landlord has provided an approval on most of proposed plans.

The design presented for Landlord Approval is the culmination of detailed investigations (including market sounding, site and operational assessments building and regulatory reviews) and extensive design work. The design has evolved to respond to the wide-ranging new and more detailed inputs, including considerable changes to the economic environment. Changes are a frequent, if not standard, outcome of a design evolution process such as this.

The tenant proposed several material design changes for Council's consideration. Council as Landlord did not approve some of the changes and requested for revision and resubmission for Landlord Approval while others were supported to progress toward making a planning submission with a clear set of conditions.

As part of the rigorous statutory planning process, the community will have an opportunity to review designs in detail and make their submissions, once the tenant submits the planning application. Council will consider the feedback and submission before making a final decision.

In parallel, Council is working together with the tenant on a detailed methodology to manage contamination found on the site. Once redeveloped, our Marina would be a leading example of world standards with far more public open space. We are determined to get a great result for our community.



Bird's eye view of St Kilda Marina.

Transformed Blessington Street

We have transformed Blessington Street, St Kilda into an open-air community space for pedestrians and support local businesses by improving outdoor precinct. The improvements include upgraded dining parklets and public seating, environment friendly planter boxes, festoon lighting and a shared space for pedestrians and vehicles highlighted with artwork on the road.

The street is made safer by reducing the amount of traffic and introducing a speed limit of 10 kilometres per hour.

Blessington Street outdoor dining is funded by the Victorian Government's COVID Safe Outdoor Activation Fund, providing the opportunity to create a welcoming street for pedestrians. The work aligns with our commitment to improve liveability of Port Phillip and also an opportunity in promoting local arts and enriching our art culture.

More information on the Blessington Street Outdoor Precinct



Blessington Street transformation.

Sports field lighting at Elwood Park

We have completed an upgrade to the lighting at Elwood Park Reserve. The project involved a power upgrade and installation of 15 new lighting masts and LED luminaires. The upgrade provides training and competition standard lighting for Wattie Watson Oval, Head Street A and B fields and Esplanade Soccer Pitch. In addition to the lighting, a new electronic scoreboard has been installed for Wattie Watson Oval.

The Elwood Park Reserve Lighting project compliments recent improvements to the playing surface at Wattie Watson Oval with newly installed drainage, irrigation and turf. The upgrades improve the quality, condition, and durability of the sports fields to support increased participation amongst existing and new community groups.

The project is partially funded by the Victorian and Australian Governments and forms part of our public space strategy to develop public spaces for the enhancement of liveability in Port Phillip.

Find out more about the project



New lighting upgrade at Elwood Park.

New Municipal Emergency Management Plan

We have revised the Port Phillip District Municipal Emergency Management Plan in accordance with the Emergency Management Act 2013. The revision of the Plan was required to meet updated legislative changes and to undertake an assurance process to ensure the documentation was considered suitable for local preparedness and complimentary with State and Regional emergency management planning documentation.

The Plan outlines how the Port Phillip District will:

- implement measures to prevent (or reduce) the causes (or effects) of emergencies
- manage the use of municipal resources in response to emergencies
- manage support (that may be provided) to or from adjoining municipalities
- coordinate the provision of relief to impacted community following an emergency
- assist the affected community to recover following an emergency
- complement other local, regional and state planning arrangements.

The Plan has been endorsed by the Regional Emergency Management Planning Committee and managed by our Municipal Emergency Planning Committee.

Further details of plan

Liveable Port Phillip scorecard

The following are the results for the month of July 2022.

Trend measures ✓ meeting or above target ● not meeting target by 10 % or less ✗ Result off track from target

Target 2022/23	July 2022	Trend
Number of vehicles*		
128,000 0% increase in vehicle traffic by 2028	148,150	✗
Number of pedestrians*		
207,000 36% increase in walking by 2028	202,601	●
Number of bicycles*		
44,000 151% increase in riding by 2028	104,816	✓
Shared mobility – number of trips recorded (cumulative up to July)		
–	23,000+	–

* Movements per day at these selected intersections:

- Fitzroy and Loch Streets, Marine Parade and Dickens Streets and Sea baths and Pier Road, St Kilda
- Westbury and Inkerman Streets, Balaclava
- Buckhurst Lane and Ferrars Street, South Melbourne.

Sustainable Port Phillip

A City that has a sustainable future, where our environmentally aware and active community benefits from living in a bayside city that is greener, cooler, cleaner and climate resilient.



Offsetting green house gas emission of our Community Centres

We have removed gas appliances from five of our Community Centres as part of the Energy Efficiency and Solar Program. With the changes, 10 out of 11 Council-managed Community Centres are now fully electric and running with 100 per cent renewable energy. The works undertaken included changing gas stovetops to induction cooktops and gas hot water systems to electrical heat pumps for water heating.

The changes help us to achieve the targets we set out in our Act and Adapt Sustainable Environment Strategy 2018-28. Removal of gas from these buildings will ensure these facilities are more energy efficient and do not produce any Green House Gas (GHG) emissions. This is a significant step towards achieving zero carbon living and climate change resilience within our community facilities. Opportunities for gas removal projects are being investigated for implementation by the end of this financial year.

Environmentally sustainable development targets

City of Port Phillip will collaborate with 30 other Victorian councils and the Council Alliance for a Sustainable Built Environment (CASBE) on a project to elevate environmentally sustainable development (ESD) targets for new developments.

If successful, the project will include further environmental targets, including net zero carbon, through amendments to the Planning Scheme. Our collaboration aligns with our commitment in addressing issues arising from climate change and ensure a Sustainable Port Phillip to our community.



A sustainable building in Port Phillip.

Revised Nature Strip Guidelines

Over the past few years there has been an increased interest in gardening in public space across the municipality. In recognition of this, Council has recently adopted the new Nature Strip Guidelines which provide a framework of how people can plan, plant and maintain the gardens outside their home or business.

Nature strip gardens are important green spaces that support street trees, provide permeable surfaces and can improve biodiversity if planted with a variety of plants, including local indigenous species. The new guidelines will not impact the many established nature strip gardens across the municipality and we hope that the clear guidelines will encourage other people to create gardens in front of their homes.

Council's existing Greening Port Phillip: An Urban Forest Approach 2010 is scheduled to be updated this financial year. This will provide further opportunities and guidance for improving greening and biodiversity outcomes across the municipality.

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) View the amendments to the guidelines](#)



Green spaces in Port Phillip.

Sustainable Port Phillip scorecard

Trend measures ✓ meeting or above target ● not meeting target by 10 % or less ✗ Result off track from target

Target 2022/23	July 2022	Trend
Investments in fossil-free institutions		
60 % to 80 %	72.80 %	✓
Kerbside collection bins missed per 10,000 scheduled bin lifts		
<4	3.61 %	✓
Kerbside collection waste diverted from landfill		
40 %	32.40 %	✗

Strategic Direction 4

Vibrant Port Phillip

A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.



Southside Live

City of Port Phillip delivered Southside Live, a new live music event with funding from Creative Victoria. The new event held on the St Kilda foreshore celebrated live music and showcased a range of Victorian music and artists, as well as a school holiday program for families.

Southside Live aimed to support the live music sector and local business in the wake of the impacts of public health restrictions. Local traders were invited to participate in the event, and additional programming was developed for Acland and Fitzroy Streets to coincide with the foreshore activity and encourage visitors with a wider experience.

The event had around 12,000 attendees over the period of 10 days, with around 23 band groups showcasing contemporary music and children's music, included other art activities and performances.



A performance at Southside Live. Photo by J Forsyth.

South Melbourne Market update

South Melbourne Market hosted its second Foodie Affair, with A Truffle Affair in July. The event took guests on a self-guided degustation tour of the Market, sampling a range of dishes starring Australian black truffle. The event showcased local Victorian produce, supported the Market's traders and positioned South Melbourne as a premier food destination.

The Market also celebrated NAIDOC Week by showcasing live performances of First Nations musicians to a busy Market audience. The completion of a safety upgrade project saw new vehicle mitigation infrastructure installed to the perimeter of the Market. This included new bicycle racks, planter boxes and bench seating improving community and asset safety of the place as well as enhancing the customer experience.

The number of visitations to South Melbourne Market continues to increase and edge closer to pre-pandemic levels with the return of holidaymakers to the city. The school holidays also saw a significant increase in foot traffic to the Market early July.



A Truffle Affair showcased local Victorian produce.

Vibrant Port Phillip scorecard

Trend measures ✓ meeting or above target ● not meeting target by 10 % or less ✗ Result off track from target

Target 2022/23	July 2022	Trend
Visits to libraries		
41,000 to 60,000 per month	40,846	●
Visits to South Melbourne market		
360,000 average per month	455,572	✓

Well Governed Port Phillip

A City that is a leading local government authority, where our community and our organisation are in a better place as a result of our collective efforts.



Gold Annual Report Award

We have won a Gold Award for our Annual Report 2020/21 from the Australasian Reporting Awards (ARA) for the fifth consecutive year. The Annual Report is an essential mechanism of accountability, and a vital element in the governance process. The award strengthens our commitment to achieve and improve on standards in effectively communicating to our community.

Receiving a Gold Award from ARA indicates that our Annual Report is on par with international benchmarks of performance reporting. The award program is supported by volunteer professionals and professional bodies to recognise excellence in annual reporting.



Cost Review 2022

Council is undertaking a detailed financial review to identify options for ongoing cost reductions, as suggested during the Budget 2022/23 adoption process.

The process would enable Council to consider adopting a rates increase at a level below the rates cap down to no rates increase in 2023/24.

The review will enable Council to gain greater clarity and provide greater transparency to the community over Council's cost base and the benefits of the work we undertake, to support evidence based, informed decision making.

Customer Experience

On the first anniversary of Customer experience program, we are focusing on improving our service and customer experience with a new Customer Experience Improvement Plan 2022 -2023. The customer experience program released on 2 August 2021 included the implementation of a Booking Management System, Rates and Property module, Customer Request system, Planning and Building, My Port Phillip and many more.

The release of the My Port Phillip customer portal, with over 24,000 customers as registered users gives our customers a secure, self-service option. Our focus in the first year was on further improvements to continue to make it easier and better for our customers, including an update for the portal for an easy way to book hard and green waste online, improved communications and automations to deliver faster and more transparent service response and resolution. The improvements resulted in receiving over 50 percent of customer requests and applications through online self-service.

Our new Customer Experience Improvement Plan 2022 -2023, supported by the Clever Port Phillip Action Plan, strengthens our commitment to a customer-centric approach.

Well-Governed snapshot

Well-Governed scorecard

The following are the results for the month of July 2022.

Trend measures ✓ meeting or above target ● not meeting target by 10 % or less ✗ Result off track from target

Target 2022/23	July 2022	Trend
Complaints resolved within agreed timeframes		
70% to 80%	76%	✓
Councillor attendance at council meetings		
90%	93%	✓
Community service requests resolved within agreed timeframes		
>80	75*	✗
Material legislative breaches		
0	0	✓
Council decisions made at meetings open to the public		
90% to 100%	88%**	✗

* We experienced some short-term technology challenges closing some of the requests in a timely manner. A continued focus on embedding operating practices and process improvements to support service levels, would continue to see an improvement in future months.

** Of the 24 decisions made at Council meetings held in July, three decisions were made in a meeting that was closed to the public.

Financial update

The financial summary for the period ending 31 July 2022 will be included in our CEO Report Volume 89, August 2022.



City of Port Phillip

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