



ASSOCIATION OF BAYSIDE MUNICIPALITIES

Strategic Directions 2012-16



Directly representing over one million Victorians, the ten Councils of the ABM are actively managing and maintaining the Port Phillip Bay coast to achieve the highest levels of community benefit by protecting and enhancing the social, economic and environmental values of the bay.



Strategic Directions 2012-16

- Promoting integrated coastal planning including responses to climate challenges
- Enhancing management of coastal assets and infrastructure
- Promoting ecological health of marine areas and the coast

Our Purpose

The Association of Bayside Municipalities will:

- Be recognised as the peak local government association for Port Phillip Bay;
- Provide leadership through coordinated approaches to issues affecting Port Phillip Bay;
- Promote cooperation and exchange between members; and
- Promote partnerships with others on issues of bay-wide significance.

Recognising the shared responsibility for the management of Port Phillip Bay, the ABM will effectively advocate on priority issues, promote co-operative and unified approaches, and will build the capacity of its members to better understand, plan, manage, influence, and participate in priority Port Phillip Bay issues.

Our Vision for Port Phillip Bay

Port Phillip Bay, its foreshore, beaches, marine areas, coastline and adjacent land will provide a vibrant, healthy and safe recreational, living and environmental experience for the community, at the same time, protecting its important ecological and environmental values.

Bay beaches will be clean, its water quality improved and its marine life and habitats will be protected. Cultural and natural heritage values will be preserved. The bay's economic activities, including port, shipping, commerce, events and tourism, will all be sustainably managed.

The present and future impacts on Port Phillip Bay including, climate challenges, are seen as a shared responsibility and the bay will be planned and sustainably-managed through effective partnerships and cooperation.

Our Role

The ABM will:

- Effectively represent the collective view of member councils
- Provide leadership in advocacy and action for integrated coastal policy and management
- Advocate members' interests relating to regional, state and national coastal management issues
- Build the role and capacity of member councils to sustainably manage and influence coastal, foreshore and marine policy, planning and practice
- Create effective opportunities for networking and exchange of views between members, councils, government and other agencies and organisations
- Seek and share innovation and best practice approaches to coastal planning and management; and
- Identify and respond to current and emerging coastal and marine issues through research and project development



ABM MEMBERS: MORNINGTON PENINSULA SHIRE • WYNDHAM CITY • BOROUGH OF QUEENSCLIFFE • HOBSON BAY CITY • BAYSIDE CITY COUNCIL CITY OF KINGSTON • CITY OF PORT PHILLIP • CITY OF GREATER GEELONG • FRANKSTON CITY • CITY OF MELBOURNE

- Encouraging sustainable and equitable recreation and social uses
- Enhanced understanding of economic, social and environmental values and benefits
- Refining and improving our organisational approach

Promoting integrated coastal planning including responses to climate challenges

Planning for Port Phillip Bay is a shared responsibility. Consistency in planning policy, regulations and development controls is expected by the community. Best available data, modelling and mapping is required. Assessment of social, cultural, economic and environmental issues must be undertaken simultaneously. Responding to the impacts of climate change, extreme weather on the coast and catchment is vital. Clarifying the roles and responsibilities of agencies for effective planning is essential and building cooperative approaches will help meet our vision.

We will focus on:

Supporting a bay-wide regional coastal adaptation planning process

Comprehensive coastal processes and erosion mapping, hazard and risk assessment for the entire bay

Comprehensive future climate assessments and access to improved data including up-to-date flood and inundation data and detailed mapping

Consistent and effective planning policy, controls, indemnity, tools, monitoring, training and resources

Enhancing management of coastal assets and infrastructure

Councils plan for, and manage, numerous coastal assets and infrastructure. These range from natural foreshore and beach areas to built structures and marine and land-based infrastructure. The accelerated deterioration of marine infrastructure and the loss of beaches and foreshores due to coastal erosion is costly. The community expectation for councils to maintain, fix and build is often overwhelming. There is a continual demand for improvements due to age, changing standards, social expectations and environmental needs. New demands to meet improved standards, changes in community boating and recreation patterns and anticipating climate change requirements as well as reacting to extreme weather events, place councils under additional resource stress. Working together helps to achieve better results, avoids poor management and promotes wise resource allocation.

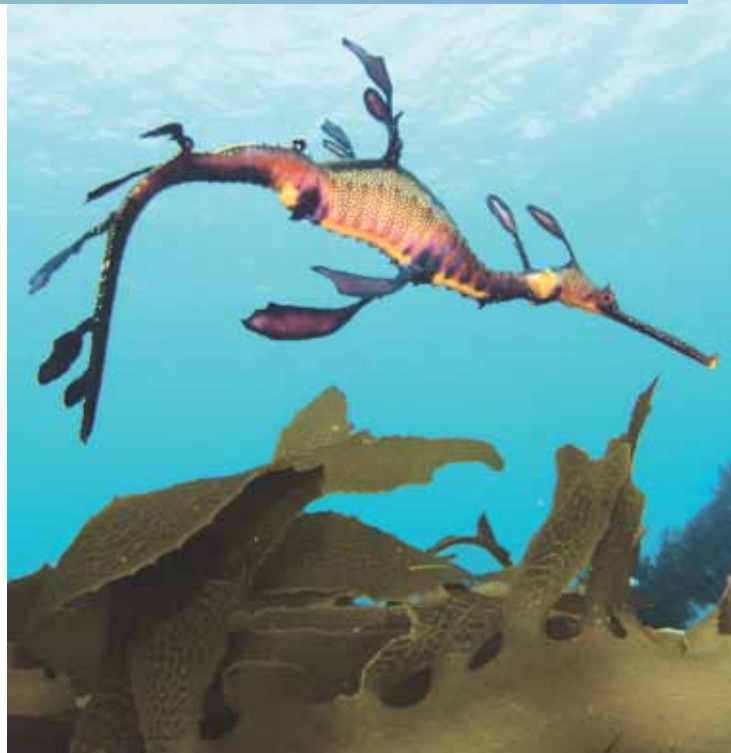
We will focus on:

Securing long term investment programs with all levels of government to address renewal and maintenance issues and clarifying management responsibilities

Coastal infrastructure improvements, including renewal and new works that are adaptive and innovative

Comprehensive beach nourishment approaches and cooperative erosion control measures

Drainage, sewerage and stormwater quality improvements through coordinated and integrated coastal and water management approaches



Promoting ecological health of marine areas and the coast

Port Phillip Bay provides a home to a diverse range of unique and valuable plants and animals that depend on and contribute to the ecological health of the marine and coastal areas. The bay contains internationally-recognised sites, marine protected areas, landscapes as well as habitats of significant regional value and importance. The health of the bay relies upon collective management of urban pollution, water quality, urban encroachment, stormwater management, invasive species and human impacts. The overall condition of the bay has important social, economic, recreational and tourism impacts. Our knowledge of the bay, its ecology and vulnerabilities needs to be improved and shared. This shared understanding and cooperative action will improve the ecological health of the bay.

We will focus on:

Supporting research and partnership to gain a better understanding of bay biodiversity ecology and health

Stormwater quality and bay health improvements enabled through community alliances and agency partnerships

Supporting programs that protect the bay's wildlife

Supporting the eradication or control of invasive marine species and enhancing indigenous habitat

Promoting long-term monitoring of the bay including its ecological systems to contribute to regular state-of-the-bay reports

Encouraging sustainable and equitable recreation and social uses

Port Phillip Bay is fast becoming a year-round centre for social and recreational activities such as fishing, boating, swimming, diving, walking and relaxing. These pressures are most in evidence in summer. The importance of bay beaches, activity nodes, open spaces and cultural places cannot be underestimated with currently more than 40 million visitations each year to the bay and its beaches by Melburnians, other Victorians and tourists. The closure of beaches due to pollution is unacceptable. The planning and provision of recreation and open space assets, improved beach renourishment and water based infrastructure to ensure equitable use and choice is crucial.

We will focus on:

Supporting improvements to water quality and pollution management to reduce beach closures

Supporting an accelerated and comprehensive beach renourishment program

Encouraging the promotion and responsible use of the bay and foreshore for events and activities

Supporting the provision of locally-appropriate infrastructure and controls to achieve regional recreational improvements

Enhanced understanding of economic, social and environmental values and benefits

The importance of Port Phillip Bay to the local and state economy is significant. The bay is home to the busiest container shipping port in Australia and is an important cruise ship destination. It supports commercial and recreational fishing and tourism. The bay's health as well as its facilities, amenity and wildlife are important for regional and international tourism. The foreshore is a driver of the local economy with small and large business taking advantage of the coastal location. The property values of buildings in close proximity to the coast provide added revenue to rates and contribute to the prosperity of the community. Social, landscape and environmental values, while harder to quantify, are important in determining overall values and must be seen as important planning criteria for decisions.

We will focus on:

Better understanding the values and pressures on coastal Crown land and protecting and enhancing these areas

Better understanding costs-benefits, value of ecosystem services, net community benefit concepts which support effective decision making

Supporting and promoting the preparation and application of detailed local plans along the coast

Supporting sustainable and safe, port and shipping related services, commercial activities, appropriate local water transport options and tourism

Refining and improving our organisational approach

The ABM has a dynamic role in representing the councils surrounding Port Phillip Bay. Its own capacity, flexibility, resources and focus needs to be regularly reviewed to stay relevant, effective and accountable. Building stakeholder relationships will be continually promoted by the association. Our methods of communication, information, knowledge-sharing, and advocacy approaches will be flexible and reflect the changing needs and issues of our members. The strategic plan will be underpinned by a focused action agenda, coupled with an effective communications and engagement approach.

The ABM's Charter will be tested regularly to ensure legal, management requirements are met. Changes to the Charter will best reflect the intention of the association, its purpose and operational focus and capacity. Action Plans will be responsive to members' directions, new opportunities and emerging issues and will be reviewed biannually to include a business plan with budget and marketing approach.

We will focus on:

Targeted lobbying approaches to State and Federal Government to meet our strategic directions

Making regular presentations to member councils on progress of the strategic directions and providing capacity-building and technical skills opportunities

Formalising partnerships with relevant Port Phillip Bay and coastal stakeholders through agreements with key organisations to help achieve our strategic directions

Regular action based initiatives that are costed, promoted and resourced to meet our strategic directions

