

# Council Plan

## 2025 - 2029



The Borough of Queenscliffe is located on the traditional lands of the Wadawurrung, we wish to acknowledge them as the traditional custodians and pay our respects to their elders past and present.  
We extend this respect to all members of our community.



2025. Borough of Queenscliffe.

50 Learmonth Street  
PO Box 93, Queenscliff, VIC 3225  
E: [info@queenscliffe.vic.gov.au](mailto:info@queenscliffe.vic.gov.au)

[queenscliffe.vic.gov.au](http://queenscliffe.vic.gov.au)



# Welcome

The Borough of Queenscliffe is known as a safe haven for locals and visitors alike, a place where history, culture and the natural environment meet in ways that delight and surprise. It is fortunate to have an involved and caring community.

Located at the eastern tip of Victoria's Bellarine Peninsula, the Borough of Queenscliffe is Victoria's smallest local government area and Australia's only Borough. Formally designated in 1863, the Borough contains the townships of Queenscliff and Point Lonsdale. The Queenscliff township was built first and foremost for government purposes, providing postal, customs, health and telegraph services, lighthouse and signal services, military and defence establishments and the sea pilot's service. It was also a tourist destination, with paddle steamers from Melbourne bringing hundreds to the area regularly. The well-preserved buildings at that time are one of the area's key tourism assets.

Perched above the point where Port Phillip meets Bass Strait, Point Lonsdale boasts both sheltered bay beaches and a dramatic and breathtaking strip of rugged ocean frontage where the western Victorian surf coast begins.

As well as being of high ecological value, the foreshore and marine environments contribute to the municipality's character, which still attracts many people to the area.

The Borough of Queenscliffe community is close-knit. It enjoys a highly active community life underpinned by volunteering. Most residents participate in sport, or in the many arts, cultural and civic events that are held.

Through engagement for the Community Vision the Community let us know that the following activities were important:

- Environment and Vegetation Management
- Tourism and Business Support
- Upgrading existing infrastructure

Council is focused on practical action to deliver those priorities and protect the things that make the Borough unique. Council is pleased to present our Council Plan.

## Your Council



Cr Di Rule  
di.rule@queenscliffe.vic.gov.au  
0497 863 613



Cr Isabelle Tolhurst  
isabelle.tolhurst@queenscliffe.vic.gov.au  
0482 992 751



Cr Donnie Grigau  
donnie.grigau@queenscliffe.vic.gov.au  
0437 842 380



Cr Brendan Monahan  
brendan.monahan@queenscliffe.vic.gov.au  
0427 150 728



Cr Hélène Cameron  
helene.cameron@queenscliffe.vic.gov.au  
0417 542 577

# Our Council Plan

Our Council Plan 2025 – 2029 guides Councils work for the next four years.

The Council Plan reflects the priorities and direction of the elected Council and addresses the aspirations established in the Community Vision.

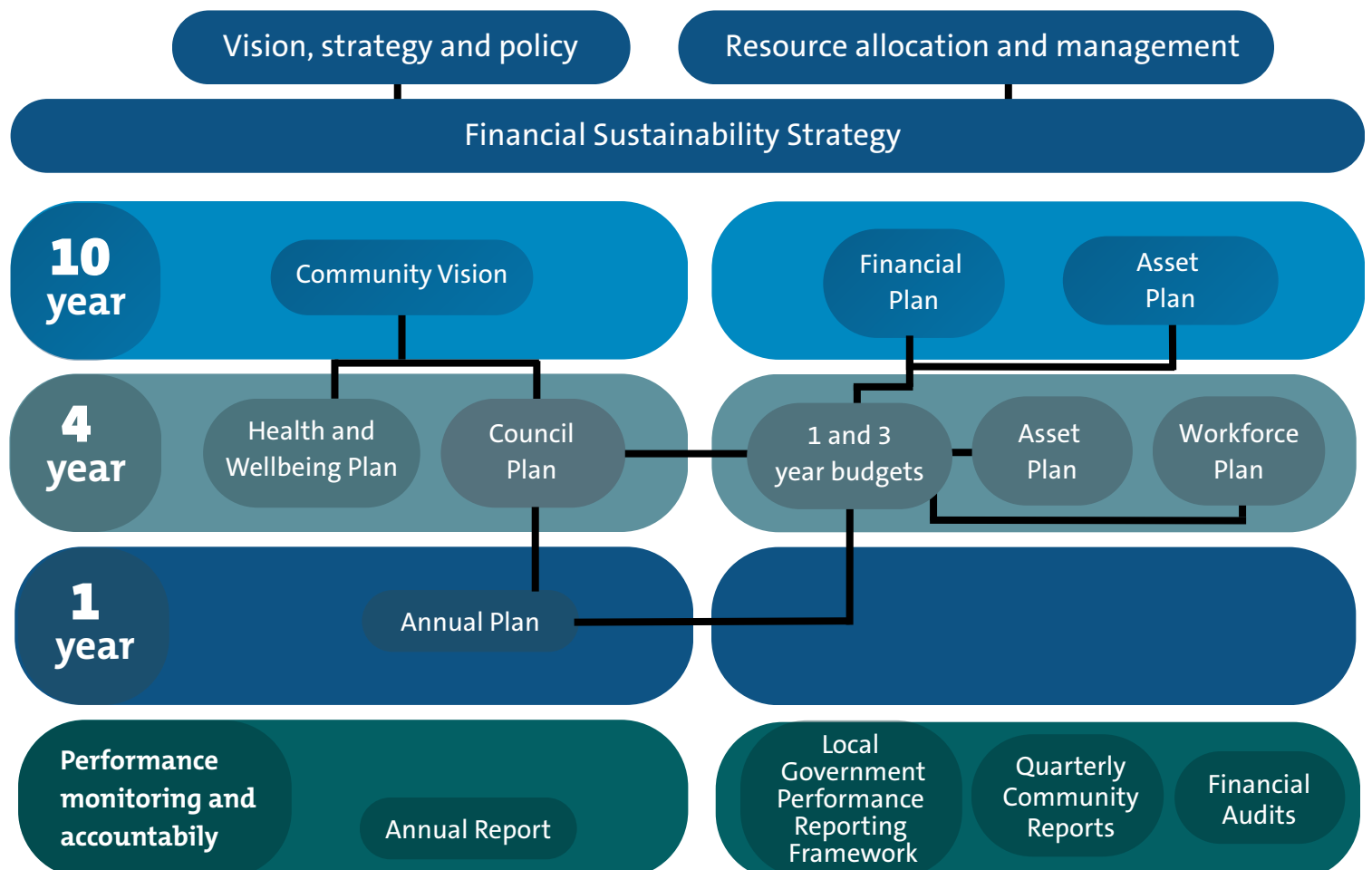
The plan outlines five areas of focus and related strategies under which we will deliver a range of actions to help us achieve our Community Vision. To monitor and report on our progress, under the heading ‘Monitoring Success’ we have included indicators for each of the five Strategic Objectives.

These are supported and detailed by Strategic Indicator Performance Measures that are available on Council’s website.

## Our Integrated Strategic Planning Framework

Our Council Plan 2025-2029 is the document which guides our work and is supported by an annual action plan, a range of operational plans, and budget.

Our Integrated Strategic Planning Framework below shows how the Community Vision, Council Plan and key planning documents are related as well as how we report progress to our community.



# Community Vision

Queenscliffe is valued for its unique coastline, historic character, and strong local identity. Our residents take pride in being a friendly, respectful and welcoming community. We acknowledge and respect the Wadawurrung people and together work to look after the Borough.



## Community Leadership

We expect strong and accountable leadership that upholds good governance, delivers value for ratepayers, and focuses on essential services. Council must act transparently and responsibly, always placing the needs of the community first.



## Our environment

We maintain and care for our coastline, parks, and green spaces so they remain clean, safe, and available for everyone to enjoy.



## Local Economy

We support local enterprise and tourism by improving infrastructure and reducing unnecessary regulation to allow business to grow and thrive.



## Our Community

We are committed to creating a safe, inclusive, and supportive place for all. We prioritise reliable local services – such as aged care, health, youth, and mental health support – to build a strong and resilient community.



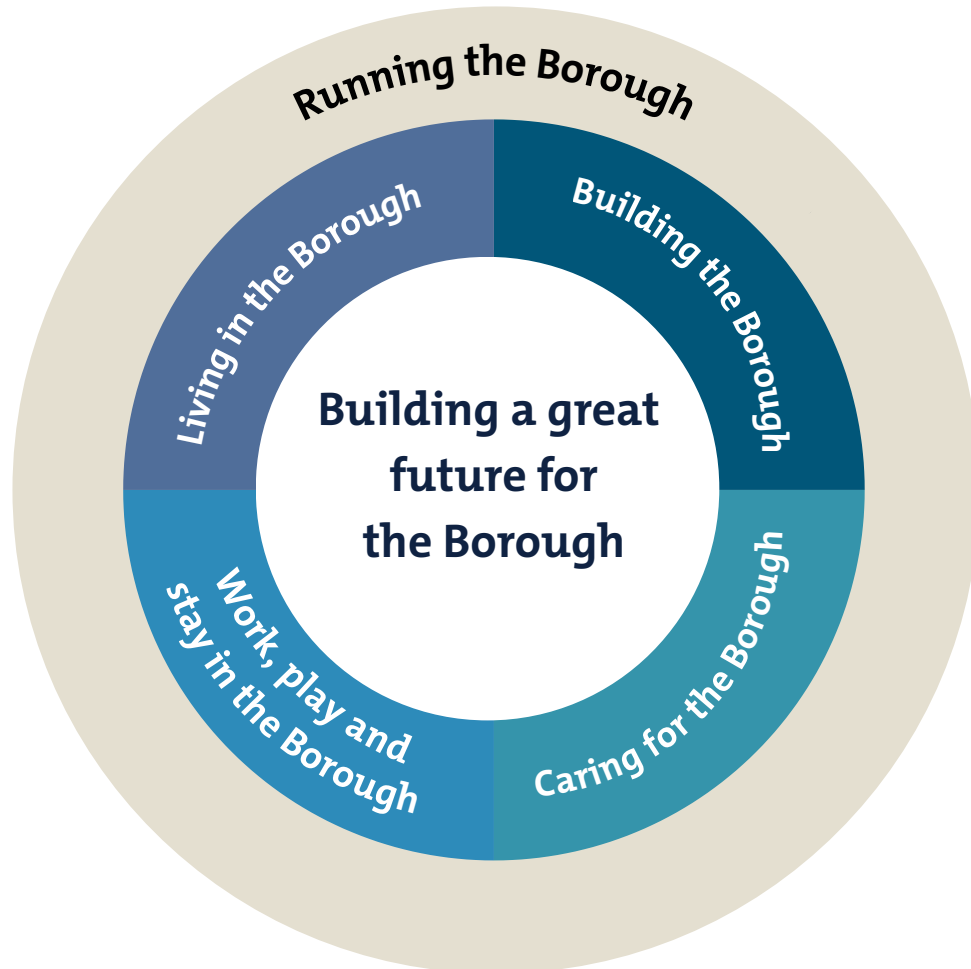
## Built, Maritime and Military Heritage

The Borough's historic buildings, coastal villages and landmarks are central to our identity. We protect and preserve them with care and responsibility.

## Strategic Direction

We want to work with our community to ensure that the Borough remains a special and restorative place to live, visit, work and play.

To do so, we're focusing on four strategic objectives:



## Guiding Principles

Over the next four years, the Council will be guided by a series of principles which describe how we work together to deliver for our community:

### Inclusive engagement:

Ensuring all community members have a voice in the decision making process.

### Continuous Improvement:

Striving for improvement in all Council operations and services.

### Liveability:

Striving to ensure people can enjoy active, safe, healthy and rewarding lives at all ages.

### Sustainability:

Promoting practices that protect and enhance the natural environment.

# Theme 1. Living in the Borough



Community Leadership



Our Community



Our environment



Local Economy

## 1. Promote and improve the health and wellbeing of all community members.

1.1. Promoting practices that protect and enhance the natural environment

1.2. Implementing the Municipal Public Health and Wellbeing Strategy

1.3. Implement Access and Inclusion Plan 2025-2029

1.4. Acknowledge and promote the high level of volunteerism in the Borough

1.5. Help families access early years services and programs in their neighbourhood

1.6. Make better use of existing places to encourage social connection, and support people of all ages and backgrounds to live a healthy and fulfilling life

## 2. Implement priorities of the Victorian Population Health Strategies

2.1. Mitigate the effects of climate change on health

2.2. Play a key role in emergency planning and recovery

2.3. Support initiatives that stop family violence and help those affected

## 3. Make our streets and shopping strips welcoming, vibrant, and attractive.

3.1. Increase schedule of street cleaning

3.2. Implement upgrades to make our public spaces greener with a focus on expanding the Borough's tree canopy

3.3. Implement policies to keep streets and public spaces clean, reduce waste, litter and graffiti

### Monitoring Success: Living in the Borough

- More of our community members feel connected to community life
- More places are accessible and support health and development
- Our streets are cleaner and greener

## Theme 2. Building the Borough



Our environment



Our Community



Built, Maritime & Military heritage

### 4. Provide and maintain infrastructure that responds to the current and future needs of the Borough.

4.1. Ensure coastal assets are climate resilient and mitigation processes are in place

4.2. Renew/replace public amenities, reflecting the Toilet Strategy

4.3. Subject to the receipt of grants, develop the Bike Park

4.4. Rejuvenate caravan parks

4.5. Complete Royal Park oval upgrades

4.6. Develop and implement a playground strategy

4.7. Ensure Plan for Victoria is implemented with minimal impact on the Borough's character

4.8. Make council buildings energy efficient

4.9. Revitalise South Hesse Street

### 5. Protecting heritage and character

5.1. Support the establishment of the Museums Advisory Group

5.2. Assess the needs for a Heritage Review of Borough precincts and take action if necessary

5.3. Continue conservation works at the Point Lonsdale Lighthouse Reserve and review Committee of Management status

5.4. Restore the Town Hall in stages

5.5. Ensure key objectives of the Bellarine Peninsula Statement of Planning Policy are integrated into the Queenscliffe Planning Scheme

## Theme 2. Building the Borough

### 6. Maintain and enhance our public open spaces

6.1. Urban Design and Public Realm Asset advisory group is established and making recommendations to Council

### 7. Ensure our transport network is reliable and serves our community's needs.

7.1. Implement the Active Transport Strategy

7.2. Complete the missing link of the Rail Trail along Murray Road (subject to Govt grants)

7.3. Advocate to the State Government for improved local and regional transport

#### Monitoring Success: Building in the Borough

- Active transport networks are better connected and accessible
- Assets are well maintained and support community life
- Heritage values at Point Lonsdale Lighthouse Reserve are preserved
- Local Planning Policy protects heritage and local character

## Theme 3. Work, play and stay in the Borough



Our Community



Community Leadership



Local Economy

### 8. Promote the Borough as a premier tourist destination

8.1. Work with traders and the community to attract local, national and overseas visitors

### 9. Enhance our community with events and festivals

9.1. Support local community and cultural groups to deliver annual events that contribute to our vibrant community

9.2. Support local trader groups and associations to deliver events that boost our local community and economy

9.3. Support new creative projects that enhance community connectedness

9.4. Identify opportunities with private enterprise, businesses and other stakeholders to support the arts and creative industries

### 10. Make it easier for local businesses to thrive

10.1. Improve permit and planning processes and timelines

#### Monitoring Success: Work, Play and Stay in the Borough

- Our activity centres are more vibrant
- There are more events and creative activity

## Theme 4. Running the Borough



Our Community



Community Leadership



Local Economy

### **11. Ensure all decisions are financially sound, sustainable, transparent and accountable to the community**

11.1. Appoint a financial sustainability committee

11.2. Ensure clear, consistent, and accessible communication on decision making, projects, and governance

11.3. Maximise technology systems, processes and data to improve service delivery, increase efficiency and enhance decision making

### **12. Ensure we deliver services that are fit for purpose and provide value to the community**

12.1. Deliver and support sustainable waste management

12.2. Deliver a program of service reviews to ensure service mix and levels are responsive to community needs and sustainable

12.3. Continue with consultation and engagement to understand the needs of different community groups in relation to services

12.4. Conduct an efficiency review of Council operations

### **13. Build respectful relationships with Wadawurrung Traditional Owners**

13.1. Work in partnership to include culturally responsive practices across our services and programs

13.2. Advance the goals of reconciliation specified by State and Federal Governments

#### **14. Manage Council's land and building assets effectively, maximising value to the local community**

14.1. Consideration of creative use of assets and opportunities to generate new revenue

14.2. Identify and maintain Council assets

14.3. Implement an Asset Plan, and asset renewal and maintenance programs

14.4. Adopt a Coastal and Marine Management Plan

#### **15. Make it easier to contact and engage with Council**

15.1. Increase the frequency and accessibility of Council communications

15.2. Ensure customer service is easy, consistent, and responsive

15.3. Appoint Advisory Committees to offer strategic advice to inform Council's future focused decision making

15.4. Deliver Community Forums on targeted issues

15.5. Improve website navigation, including access to projects and initiatives

#### **16. Advocacy that champions Borough people, places, and projects**

16.1. All work complies with legislative requirements

16.2. Strengthen strategic partnerships with all levels of government

16.3. Encourage our community to drive key advocacy priorities

#### **Monitoring Success: Running the Borough**

- More people have trust and confidence in Council
- More people are satisfied with core Council services.
- More people engage with Council
- Council maintains financial sustainability

## Theme 5. Caring for the Borough



Our Community



Our environment

**17. Manage and enhance our coastal areas and public open spaces so that they are safe, accessible, enjoyable and resilient to the impacts of climate impacts**

17.1. Build our environmental resilience to climate change through adaptation and mitigation

17.2. Engage the community to help protect and improve natural landscapes, ecosystems and biodiversity

17.3. Prioritise weed management and environmentally appropriate vegetation restoration

**18. Continue campaign to transfer Ballara into public ownership**

18.1. Support advocacy efforts to secure community access to Ballara

18.2. Secure protections for environmental significant open space in Point Lonsdale

### Monitoring Success: Caring for the Borough

- Areas of high biodiversity have effective weed management
- Community has access to the Ballara



**Borough of Queenscliffe**  
Queenscliff & Point Lonsdale, Victoria, Australia

50 Learmonth Street  
Queenscliff Victoria  
03 5258 1377  
[Info@queenscliffe.vic.gov.au](mailto:Info@queenscliffe.vic.gov.au)