



**Our Policies
2012 City of Port Phillip
Council Elections**

19 September 2012

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PREAMBLE

unChain is an incorporated community organisation dedicated to harnessing community involvement to make Port Phillip a better place in which to live, work and play. We are a non-political community group intent on delivering good outcomes for Port Phillip. We've already demonstrated that by better governance, expanded community consultation, and a Triangle Vision. We are going to build on that through Better Services, a Creative Community, a Diverse Community.

unChain Inc is supporting a candidate in each of the seven wards in the 2012 elections for the Port Phillip Council. All the unChain candidates are Independent. None are members of a political party.

Why does unChain support an Independent team of candidates in all wards for the forthcoming Council elections on 27 October 2012? Our ideal is a Council with a significant number of excellent community-based councillors who work together with a shared vision. Councillors with a community background and a range of expertise can best set policy directions so that the organisation can act in the interests of our residents and ratepayers. This document sets out many of these important local issues.

unChain believes it is better to have independent candidates because there are many issues that require co-operation between the State government and local government. Sometimes the State government and the Council share responsibility, sometimes the Council only has an advocacy role. At present we have a Liberal State government but there are state elections in just two years' time. A Council with a significant number of good Independent Councillors, who are not aligned with any one political party, will be more effective in working with either a Liberal or a Labor (or Green) State government.

This document identifies many of the issues where the Council has to work with the State government. These include new schools or child care centers for our growing population, proper planning for the proposed new suburbs at Fishermans Bend and Montague, sensible height controls in Port Melbourne and St Kilda Road, appropriate development of the St Kilda Triangle, flood control measures for the Elwood canal, and the redevelopment of the Balaclava railway station.

unChain is all about community! It is difficult for good Independent candidates to run effective campaigns in elections for the expanded Local Councils of the post-Kennett era. In contrast, members of the established political parties have their party's resources and experience to help in their campaigns for local elections. unChain tries to redress this power imbalance. We are residents who want to act together to support good Independent candidates for our Council. Our candidates have a range of views and skills. This document lays out our shared unChain vision for the City of Port Phillip.

WHY ELECT UNCHAIN COUNCILLORS?

We are lucky indeed to live in a democracy. Local government, formally structured and highly regulated, relies on citizens to participate, learn, take responsibility, and be involved in the process of decision making for the whole community.

unChain Inc (originally unChain St Kilda) is an incorporated body of people who live or work in Port Phillip. In 2007 we were brought together by our concerns about the then proposed overdevelopment of the St Kilda Triangle site. As it became clear that poor governance was the underlying factor creating issues arousing concern among the citizens of Port Phillip, we started to focus our efforts on the democratic process to achieve better community leadership from our future Council. The 2008 election resulted in two unChain candidates being elected to a new Council much more in line with community aspirations for respectful governance.

A culture of good governance requires committed and ethical leadership. In the case of local government, this leadership comes from locally elected councillors who form the Council. unChain supports as candidates, residents who are active in local bodies such as school councils, child care centres, and community groups. We support retired people, who have a wealth of skills and life experience to contribute and we support young people whose enthusiasm, insights and skills in new technologies would contribute to our community. Becoming a councillor requires a lot of work, and as a community group, unChain has taken responsibility to support quality candidates to try to ensure good governance of this special city so loved by so many of its residents.

In the 2008 Port Phillip Council elections, two unChain Councillors were elected, Serge Thomann in Catani Ward and Jane Touzeau in Point Ormond Ward. In the 2012 Council elections, unChain is supporting seven high-quality Independent candidates with genuine community links and the expertise to be outstanding Councillors.

When in office unChain Councillors want to be known for the following:
We are:

Responsive, skillful, dynamic, hard-working, service-orientated, transparent, supportive, responsible, inclusive, efficient, proud of our city, ethical, truthful and trustworthy.

We believe that Port Phillip is a great place to live, work and play.
We believe that our city should be:

Inclusive, diverse, sustainable, fair, productive and exciting.

To achieve this, we believe that the Council should:

- Maximize benefits for our community
- Ensure value for our rates and charges
- Deliver efficient services
- Support vulnerable people and promote diversity
- Achieve sustainable development
- Encourage business and employment

We, in the City of Port Phillip, face various threats in Port Melbourne, South Melbourne, Albert Park, Middle Park, St Kilda and Elwood. For example, we face the threat of a haphazard scatter of high-rise buildings, inadequate services and the loss of our precious public open spaces.

We do also have a host of opportunities for superb development. We are in the lucky position that we can have a growing diverse community, great buildings, first-rate schools, a twenty-first century public transport system, a vibrant arts and information technology sector, a safety net for those in need and much, much more.

Our glass is three quarters full. We just have to get it right. In this document we discuss the key issues under three headings:

- Better Service Delivery in our City
- A Really Liveable City
- A Creative City

1.0 BETTER DELIVERY OF COUNCIL SERVICES

1.1 The Roles of Councillors and the Council Organisation

- **The basic task for the new Council**
- **The appointment of a new CEO**
- **The role of Councillors**

A series of Ombudsman's Inquiries showed that the council before the 2008 election was dysfunctional. The basic task for the current Council in 2008-12 was to fix this fundamental problem. The Council therefore developed its Council Plan for 2009-13, framed around four strategic directions:

1. Engaging and Governing the City
2. Taking Action on Climate Change
3. Strengthening our Diverse and Inclusive Community
4. Enhancing Liveability.

The Council appointed a new CEO in 2009 who oversaw well managed and coherent change throughout the organisation. The task for the next Council 2012-2016 is to build on the work that has been done. An important aspect of this will be the appointment of a new CEO as the current CEO is retiring at the time of the 2012 election.

Appointment of a CEO is the most important decision a Council can make. The CEO is accountable to Council, and responsible to ensure advice provided to Council is sound. Staff, management of the organisation, and the realisation of the Council Plan are the responsibility of the CEO. The unChain Councillors will work to ensure that Port Phillip has a structure to provide open, honest and accountable governance, and that the Council is effectively delivering essential services to residents - cleaning beaches, maintaining parks, repairing footpaths, removing rubbish providing for public safety, helping those in need and so on.

Councils usually appoint CEOs from a comparatively small pool of applicants who have extensive experience in local government. In short-listing candidates for the new CEO, this Council should include experienced CEOs from the public and private sectors. The City of Port Phillip should seek widely in order to get the best possible person for the job.

The role of Councillors under the Local Government Act is similar to that of directors of public companies: to steer not row. The role of Councillors is threefold: to set strategic directions and budgets, to deal with major problems, and to support and oversee the CEO (and indirectly senior management) in implementing Council policy. In doing this, Councillors are available to the citizens of each ward for any issues that they may have. The main tools for setting the strategic directions for the municipality are the Council's strategic plans: the Council Plan, the strategic resource plan, the Municipal Strategic Statement and the municipal health plan. These long-term plans are converted into action through the annual budget and the annual business plan. Many services are delivered through contracts, and the period for contract renewal is a key point at which councillors can contribute to better outcomes under the succeeding contract.

It is the responsibility of Council, not the CEO and Council officers, to determine the Council's strategic directions through creation of the Council Plan. In some environments Councillors can be mere constitutional ornaments, rubber-stamping draft documents put to them by the bureaucracy. This has not been the case for the current Port Phillip City Council and unChain Councillors are committed to continue to determine the policy approach of the Council. UnChain supports the continuation of current Council practice of holding Council meetings in South Melbourne and Port Melbourne Town Halls on a regular basis as well as St Kilda Town Hall. Intelligent cooperation of Councillors and commitment to the community are the key to good leadership and to achieving coherence in the work of the organisation.

So what is the Council's track record in providing services for residents and ratepayers?

1.2 Council Rates

- **Has the Council been financially prudent?**
- **How do our rate increases compare to other Councils?**

In the last financial year Council raised over \$81 million in rates. It is the responsibility of the elected Councillors to ensure that the level of rates imposed on ratepayers is not too high and that ratepayers are getting good value for the rates that they are paying.

The Council's budget for 2012/13 demonstrates prudent financial management. Council has faced extraordinary outside events that imposed extra costs totalling millions of dollars. These were State government increases in the waste levy, the defined benefits superannuation fund and the

new national carbon price. As a result of the recommendations of the Royal Commission on Bushfires, in future local government will become the collection agent for the Fire Service Levy.

The Council has been financially prudent, and the result is that rate increases in Port Phillip have been lower than in other inner-city Councils. The Council has a financial hardship policy which provides for rates to be deferred on application, subject to a confidential assessment. In the next term of Council there must continue to be a focus on budgetary discipline and the efficient delivery of services to residents and ratepayers.

1.3 Council Services

- **What services does Council provide?**
- **Are residents satisfied?**

Council provides a wide range of services: infrastructure services, social and community services, and statutory requirements. Infrastructure services include road resurfacing and maintenance, maintaining reserves and ovals, waste collection pickups, hard and green waste collections and playground inspections. Social and community services include child care, aged services, library and cultural services, support for community housing. Other Council services include statutory planning applications, food and health inspections, parking and traffic, and animal management.

unChain Councillors are committed to ensuring that Council will deliver high quality services to the community. This is measured by quarterly surveys. The aim is an increase in the community's satisfaction with service levels.

The target for satisfaction with overall service performance is 70%. During this term of Council, respondents to the quarterly surveys have consistently rated Council above this target (78%). Respondents who had lived in Port Phillip for less than five years were more likely to rate Council's overall service performance as adequate or better (91%). Those who had lived in the area for more than 20 years were more likely to feel that the Council's service performance needs to be improved (31%). The overall conclusion is that Council and staff must aim to improve overall service performance to increase community satisfaction.

A snapshot of quarterly responses last year is:

- More than 72% felt satisfied with Council's engagement with the community
- More than 82% said that Council was a trustful, truthful, transparent, ethical, responsible organisation that makes informed decisions
- More than 96% felt that Port Phillip was an accepting place for people from diverse cultures and backgrounds
- More than 93% felt they have opportunities to participate in affordable local community events and activities

- More than 82% felt an increase in the community's sense of safety and security.
- More than 84% were satisfied with parks and open space
- More than 83% were satisfied with beach cleaning.

1.4 Social Infrastructure

- **What is required?**
- **How can it be funded?**

Planning for our cities is more than land use planning. It must include the other things that government and the community do, economically, socially, and environmentally.

In Port Phillip we need quality libraries, childcare centres, preschools, primary and secondary schools, maternal health care facilities, aged services and other community services. In some of these areas the Council has a direct role; in others it plays an advocacy role on behalf of its citizens.

Providing these social infrastructure facilities is crucial, not just to service the growing population of our inner-city, but also to attract a wider demographic mix. We have a diverse community, and an inclusive community is a healthy one.

The Council must be active in advocating more funding from the State government, and should pursue alternative funding sources. One possibility might be an infrastructure levy paid by developers, similar to the model used in the new outer suburbs. It will be more successful in this advocacy if the majority of the Councillors are Independent. Any State government is less likely to listen if lobbied by a Council dominated by members of the opposite political party.

1.5 Child Care and Early Education

- **What is Council doing in child-care?**
- **Should Council continue to provide child-care and family services?**

Many Councils do not fund child care; however the City of Port Phillip believes that it is important for Council to support child care and other family services to ensure that we have a diverse and flourishing community.

We have 17 schools, 16 kindergartens and 23 child care centres /kindergartens in Port Phillip. Some of our child care centres are council managed, some are community managed by volunteer parent groups, and some are privately operated. In its current term of office the Council has invested well over 15 million in improving childcare and family services. The construction of the new St Kilda Family and Children's Centre and the Liardet

St Hub will increase the availability of high quality childcare places and other family services in our municipality. unChain believes that the centralised waitlist needs to be reviewed with input from the kindergarten and Childcare sector to ensure Council is providing an equitable service to all residents. In addition the policy on allocation of places in Council-run centres should be reviewed to ensure if all other factors are equal (there are various other priorities required by legislation), residents have priority over non-resident commuters.

Thanks to the volunteering of community minded residents the community managed child care centres and kindergartens provide a valuable service within the City Of Port Phillip. unChain believes that council should provide equitable support to the community managed centres and kindergartens to ensure they continue to flourish. In addition, UnChain acknowledges that when reviewing any plans for expansion or changes to particular services Council should seek input from the Management committees and parents associated with these organisations.

The demand for child care and in particular kindergarten will continue to grow so Council should also explore innovative ways of encouraging more child care facilities to operate in the municipality. One suggestion has been that Council could examine the option of having Community Child Care companies (similar to the structure of Bendigo Community Bank).

1.6 Youth Services

- **What services to young people does Council provide?**
- **St Kilda Youth Services**

The City of Port Phillip is home to nearly 100,000 residents. The 2011 census data from the Australian Bureau of Statistics revealed that 12.5% of residents are aged between 10 and 24 years.

Council must continue to have a strong commitment to the young people in our municipality. The Youth Services Network meeting is an opportunity for services, educators and community members who have a stake in the welfare of young people to share information and to work more strategically across the sector. Council is also involved in several Youth Leadership and participation programs.

The City of Port Phillip supports St Kilda Youth Services (SKYS), which delivers a range of specialised programs for disadvantaged or at-risk youth within the City of Port Phillip and neighbouring areas. Programs are conducted at either group level or on a one-to-one basis where intensive support is required for such issues as poverty, lack of self-esteem, education, abuse or family breakdown. SKYS conducts its range of programs within local schools, other local venues or at either its St. Kilda office or at the Training Centre in Pickles St. UnChain believes the initiatives to support youth services

should continue and support should be given to SKYS to ensure its office accommodation is appropriate

1.7 Aged and Disability Services

- **Services to help people live at home**
- **The Linking Neighbours Program**
- **'Playgrounds' for the elderly**
- **Supporting aged-care facilities**

Council has an important role to play in Aged and Disability services. It funds an impressive range of programs but more can be done. The 2011 census data from the Australian Bureau of Statistics revealed that 10.1% of Port Phillip's population was aged 65 years or more.

Council provides services to help aged people living at home. This includes programs such as general home care, meals, home maintenance, respite care, shopping, and social support. Council should aspire to be a leader in innovation in aged services.

The Linking Neighbours Program is an important initiative that combines a Seniors Register and a friendly neighbourhoods program, reaching out to older people who may be isolated, have support needs or are vulnerable in some way. The program has expanded across the city. unChain believes that this program and others like it should continue to be supported.

Far-sighted Councils are beginning to provide "playgrounds" for the elderly, utilizing specially designed fitness equipment. The aim is to facilitate and enrich the everyday lives of senior citizens through sociable outdoor exercise and physical fitness, thus improving capacity to cope with everyday tasks, maintain mobility and coordination, increase social opportunities, and improve mental wellbeing. Senior citizens with good mobility and fitness hurt themselves less often, reduce medical costs, and function better in their everyday lives. Although the equipment range is designed for the elderly, it can be equally suited for children to play on. Installation can thus provide an intergenerational outdoor fitness oriented meeting place; fun for everyone!

Council can also help to provide aged care facilities for elderly residents who are no longer willing and able to live at home. Therefore Council has committed \$3 million towards a proposed aged care home to be managed by a partnership of community based aged care agencies.

1.8 Affordable Housing

- **Council support for Community Housing**
- **The Port Phillip Housing Association**
- **Building Community support for Community Housing**

The increasing cost of accommodation in our city is a major problem. unChain wants Port Phillip to continue to be a tolerant, diverse and exciting community – one that includes people who cannot afford high rents and house prices.

unChain believes that the mark of a civilized society is how we treat other people. We must have a safety net for those in need. There is a critical need for housing to meet the needs of low-income groups, people who are unemployed and disadvantaged and disabled members of the community.

The old St Kilda Council and the Port Phillip Council can be proud of their leadership in supporting the provision of affordable housing in this municipality. In particular, unChain supports community housing because of the model of delivery involved. It is localised, non-bureaucratic and allows for the leveraging of local COPP funds with State and Federal funds. This is a different model from public housing plonked down in neighborhoods by centralized State Housing Commissions.

The Port Phillip Housing Association has been outstandingly successful in providing community housing. unChain candidate Richard Roberts is on the executive of the Association. Over the last 5 years the Association has built 257 community housing dwellings valued at \$88.48 million for the less privileged in our society. Most of the funding has been provided by state and federal housing sources, leveraging up the modest contribution from the City of Port Phillip.

unChain will continue to strongly support these social housing endeavours. unChain believes that it is important to build community support for community housing. For example, Serge Thomann as a Councillor took a lead role in negotiating a satisfactory outcome between the Port Phillip Housing Association and concerned local residents over a new housing project in Vale Street, St Kilda. The result is that the project has been built with considerably greater local support than past projects and did not end up in VCAT. One of the problems community housing proposals face is residents objecting, often for misconceived reasons. Objectors quite often regret their initial objections. Council should facilitate the constitution of a group of ex-objector residents who can become advocates for community housing and share their thoughts, fears, and experiences with residents in streets where developments are proposed. This group should be independent of the Port Phillip Housing Association so that it has credibility with concerned residents.

1.9 Our Indigenous and Multicultural Communities

- **The Reconciliation Action Plan**
- **The Port Phillip Multicultural Forum**

unChain supports the vision to build bridges and relationships between Indigenous and non-Indigenous peoples in the wider community. unChain Councillors are proud of Council's recently launched Reconciliation Action Plan. They acknowledge and commit to continuing to support the work carried out in the community over many years by individuals and community organisations to address the effect of historic injustices, and celebrate indigenous community leadership.

An important part of Melbourne's liveability is our multicultural heritage. We know that 27.1% of our local population was born overseas and 16.6% are from a non-English speaking background. The Port Phillip Multicultural Forum draws its membership from this broad range of multicultural groups and agencies across the municipality. The committee advises the council on policies and plans that support our multicultural community. unChain Cr Serge Thomann has been the Chair of the Multicultural Forum for 4 years.

1.10 GLBTI Community

- **Council's Commitment**
- **The GLBTI Forum**

The Port Phillip Council provides a range of services to assist the Gay, Lesbian, Bi-Sexual, Transgender, Intersex (GLBTI) Community. Council is the major sponsor of the internationally renowned Pride March. It has a stated commitment to the promotion of a fair, just, tolerant and inclusive community. This policy dates back to 1996. It has four major themes:

- Establishment of the City of Port Phillip as a model council through its policies and strategies to promote inclusiveness of the GLBTI community.
- Funding support by Council for GLBTI cultural and community support programs.
- Provision by Council of facilities - performance/rehearsal space, events and office facilities.
- Access to Council services, particularly for people with HIV/Aids.

One of the reasons this is important is the over-representation of gay young people in the suicide statistics. Beyond Blue says that 40% of young males who commit suicide are gay. unChain believes that laws that govern straight people should be the same as those that apply to Gays. An important symbolic gesture would be for Port Phillip Council to follow the lead of other local governments and pass a motion of support for marriage equality.

There is also a GLBTI Forum that advises Council on policies and strategies to promote inclusiveness of GLBTI people in all areas of Council activity. In

respect to its own GLBTI staff, the Council has won the prestigious Diversity@Work Award.

1.11 Social cohesion and Inclusion Programs

- **What are social inclusion programs?**
- **Training Programs**
- **Refugee/migrant inclusion**

Social Cohesion is a key factor in social stability and harmony. It relates to social connectedness in a community. It is important for Council to help make Port Phillip a place that is welcoming to people from all backgrounds. Our community should involve and support artists, students, refugees, migrants and single parents.

We want to increase opportunities for residents who are less connected to community life through programs that offer training, volunteer and employment options. There are many residents who have experienced disadvantage, but are eager to find a way to turn their lives around and contribute to the community in a meaningful way.

Council should also actively identify the recently arrived culturally and language diverse in the City of Port Phillip and provide them with help and assistance for them to connect with their new community.

1.12 Public Safety

- **Increased police presence**
- **The Causes of Crime**
- **Closed Circuit Television**

One important aspect for liveability is the issue of public safety. While public safety is a fundamental right of all citizens, exactly what that means is subject to debate.

Unfortunately, our community has experienced many 'hot-spots' of street violence and assaults. There is a bi-partisan promise that the State government should recruit 1700 additional police officers. This offers the possibility of one or two new police stations in our 'hot-spots'. In the past there has been a police sub-station in Fitzroy Street. Since this is a major problem area for violence and other crimes, unChain believes that a police presence in Fitzroy Street and Port Melbourne could be helpful. Options might be increased foot patrols or a Port Phillip committed mobile command unit staffed by additional officers that can be strategically deployed. While not ideal, this would supplement the existing Chapel St station. These measures, and any additional options that would increase police visibility, should be explored with Victoria Police. Council could also conduct an audit of those streets which are

highly pedestrianised at night to ensure infrastructure (footpaths, lighting etc.) is adequate.

In addition to 'policing' it is also important to deal with the causes of crime. Investing in mental health, unemployment, homelessness and drug and alcohol services is a cost-effective way to reduce street violence and many other social problems.

There have also been calls for Closed Circuit Television (CCTV) in 'hot-spots' in Port Phillip. The Port Phillip Council has had an informal policy opposed to the use of CCTV, but unChain believes this should be evidence based.

In 2010 the Victorian Law Reform Commission published the 'Surveillance in Public Places' report. The report contains recommendations to modernise surveillance laws, and promote the responsible use of surveillance devices in public places. The recommendations strive to ensure that users of surveillance devices do not infringe the rights of the Victorian public. The recommendations in the report include:

- clarifying, modernising and strengthening the *Surveillance Devices Act 1999*
- prohibiting surveillance in public toilets and change rooms
- prohibiting a person recording an activity or conversation which they are part of without the consent of the other parties
- broadening the role of the Victorian Privacy Commissioner to include regulation of public place surveillance
- Creating two new causes of action (the right to sue) dealing with serious invasions of privacy.

unChain believes that the Council should research whether CCTV might be an appropriate way to increase public safety in the 'hot-spots' of Port Phillip.

1.13 Street Sex Workers

- **The current approach of Council**
- **Exit Programs**
- **Controls on Clients**

There is no easy answer to this endemic social issue. We would all agree that in the ideal world there would be no street prostitution. Every one of these workers has a tragic tale to tell. What can be done?

In Victoria, street sex work is an illegal activity, and the State government and the Victoria Police have responsibility for policing it. The Port Phillip Council can play an important supplementary role.

The current approach of the Council is one of harm minimisation and incorporates various strategies (relating to supply reduction, demand reduction and harm reduction). In 2011 the Council commissioned a study of the international approaches to dealing with the sex work industry. This

considered the impact on residents, health and wellbeing of workers and opportunities for pathways to exit.

There are two specific policies that unChain believe the Council should urge the State government to adopt. One is to help sex workers who want to exit the industry. The other is to strengthen the sanctions against the clients of street sex workers.

There are existing programs run by RhED (Resourcing Health and Education in the Sex Industry). RhED is a specialist service for the sex industry operating from Inkerman Street, St Kilda. It has a 'Risky Business' project that is specifically focused on the needs of street sex workers with regard to reducing sexual violence, and more generally toward the needs of the local community in reducing the impact of street sex work and injecting drug use. It has an exit program to help workers who want to get out of the sex industry, however limited funding means that only 15-20 people can participate in this program each year. The program has a waiting list and would be more effective if the State government provided more funding.

Another State government responsibility is controls on clients of street sex workers. In February 2011 new laws allowed the police to target the clients of sex workers. Police now have the power to ban 'gutter crawlers' from St Kilda's 'red-light' areas for up to 72 hours. In the past the police had to prove that the gutter crawler intended to 'pick up' a street sex worker. Under the new laws, police only have to have reasonable grounds to believe this in order to issue the ban, however the new laws are limited. It is time to strengthen the deterrence on gutter crawling by giving the police the power to issue on-the-spot fines through Port Phillip Local Law.

1.14 Controls on Gambling and Pokies

- **What is the problem?**
- **Council's Policy on responsible gambling**
- **Policy of the Municipal Association of Victoria**

The Productivity Commission has found that about 40% of the money Australians lose each year on pokies comes from problem gamblers. The social cost of problem gambling was estimated to be at least \$4.7 billion each year. The Commission doubted the community benefits that clubs claim to provide. While State governments collect substantial revenues from gambling, there is significant evidence that the cost to the community far exceeds the revenues collected. The costs include the additional medical services, the social services such as dealing with the impact on families, the costs of fraud and prosecutions etc.

It is the responsibility of the State government to regulate gambling. In Port Phillip in 2011 there were 384 electronic gaming machines, operated from 10

licensed venues and 18 TAB venues. In addition Crown Casino is close to the City of Port Phillip.

The State Government is making it more difficult for Victorians to keep pokies out of our pubs and clubs. In May 2010 the government auctioned licenses to operate 27,000 pokies machines outside Crown Casino from 2012, ending the Tattersalls-Tabcorp monopoly. There is a threat that pokies will be disproportionately concentrated in poorer suburbs and towns, where the consequences of addictive gambling are the most devastating. In our electorate we face a wave of applications for pokies, especially in South Melbourne. unChain does not support expansion of pokies venues in Port Phillip.

The City of Port Phillip has a policy on Responsible Gambling that has legal force because it is part of the Port Phillip Planning Scheme. The policy discourages the location of gaming machines in proximity to vulnerable communities. The problem is that the Gaming Commission and VCAT have over-ridden this policy in some cases. unChain supports the approach of the Municipal Association of Victoria to adopt the following recommendations from the Productivity Commission Inquiry Report on Gambling:

- a) Lower the bet limit to \$1 per "button push".
- b) Make shutdown periods for electronic gaming machines commence earlier and be of longer duration.
- c) Require better warnings and prominent information in venues.

1.15 Domestic Animal Management Policy

- **The review of the DAMP**
- **Off-lead facilities**
- **Animal Registration**

unChain is committed to ensuring that the Domestic Animal Management Policy of the City of Port Phillip

- reflects best practice for animal welfare and management
- recognises the principle of reciprocal obligation between the community and pet owners
- balances the rights and responsibilities of pet ownership within the community
- affirms the social benefits of responsible pet ownership to both individuals and the community at large

Members of the Reference Group believe that, despite large areas of public open space within COPP, current off-lead facilities are inadequate in terms of access and location. Their solution is to improve beach access; to develop innovative ways to provide safer places for dogs to run freely, including temporary fencing options as safety and amenity issues for the mutual benefit of dog-owners and the general public; to provide additional space during the annual Grand Prix disruption and lock-down of Albert Park; and to provide adequate water, poo-bags and council bins. It has also been submitted that

Council should extend off-leash access times to Middle Park Beach (between Kerferd Road and Langridge Street) and Elwood Beach (between the rock groyne and the beach access ramp near Normanby Road), which are currently restricted to early morning access during summer.

Registration of Cats and Dogs is compulsory but there is anecdotal evidence that registrations in COPP are significantly below the numbers of animals kept in the municipality. Unchain a review of strategies to encourage and enforce registration.

unChain Councillors will ensure that Council takes into account the concerns of the members of the Reference Group and will support adoption of best practice in domestic animal welfare and management.

1.16 Economic Development

- **Port Phillip Activity Centres Strategy**
- **Traders Associations**
- **The St Kilda Tourism Association**
- **The Esplanade Market**

The City of Port Phillip is a cluster of treasured “little villages” and each of them is an economic hub. The businesses rely on trade. Unfortunately the level of trade that can be generated by the resident population is not enough to sustain the villages. This was demonstrated in a recent report developed for Council about Acland St. We talk about the treasures of our villages but Council should do more to link economic development, structural investment and strategy.

unChain believes that a cohesive short and long term plan that looks at grass roots activities, including promotion of the ‘villages’ needs to be undertaken to drive commercial success of the villages, which will in turn drive benefits to the residents. Council will need to work out a funding program for this.

There is a City of Port Phillip Activity Centres Strategy, which was prepared in response to the directions within the State Government’s Metropolitan Strategy Melbourne 2030. An activity centre can loosely be described as a location that offers a well-located lifestyle with excellent public transport. In the context of Port Phillip they tend to be established shopping strips, however, activity centres are generally much more than just shopping – they contain a mix of residential housing, commercial activities, recreational activities and employment opportunities. The City of Port Phillip has four Major Activity Centres:

- Acland /Fitzroy Streets, St Kilda
- Bay Street, Port Melbourne
- Carlisle Street, Balaclava
- Clarendon Street (South Melbourne Central), South Melbourne

The Activity Centres Strategy provides guidelines for each of these centres, however in the light of recent announcement of new statewide planning

zones. These strategies will need to be reviewed. This gives us the opportunity to protect and grow our treasured “little villages”.

Fitzroy Street for example needs a lot of loving care. A streetscape plan was developed by Council in 2009 after 2 years of consultation, but not much has been implemented. The changes that have occurred on Fitzroy Street through the upgrade of the tram tracks have not been evaluated. Acland Street will go through major change in the next couple of years with the upgrade of the 96 tram terminus. With full consultation with traders and residents, this should be an opportunity for future years.

Council needs to address the economic and safety issues that arise from the social inclusion policies of the COPP that unChain totally supports. We do understand the current difficulties in retail just by checking the vacancy rates in all precincts. We only need to drive down Victoria Avenue, Bay Street, Acland Street, Clarendon Street and Fitzroy Street and count the vacancies to see the current difficulties retail industry is facing. We are in competition with other precincts like Chapel Street, Brunswick Street, etc and a plan needs to be developed to address this. For example, the plan could explore ways to alert landlords to the possibility of “pop up” shops to reduce the incidence of empty premises

An important role that Council can play is in assisting Traders Association. There have however been concerns about how this has been done, especially in South Melbourne. Successful Traders Associations need to demonstrate good governance practices to gain the support of other traders. Some traders have been reluctant to be involved, believing that they would receive little benefit.

Council should assist the four Traders Association to work together and find ways for those traders in strips outside the traders associations to engage. One possibility is to encourage them to join together to form a Port Phillip Business Group to get involved with municipality-wide business issues.

unChain Councillor Serge Thomann is the Council representative on the St Kilda Tourism Association. This was set up as an independent association to bring together local businesses to collectively promote St Kilda. The aim is not only to attract visitors but also to encourage Port Phillip residents to enjoy St Kilda. unChain Councillors support the Tourism Association and adequate Council funding for it until it becomes self-sustaining. unChain Councillors also support widening its coverage to other parts of the City so it becomes the St Kilda and Surrounds Tourism Association.

The St Kilda Esplanade Market is an important cultural asset. It must remain a makers’ market where artists and craftspeople sell quality arts and crafts. The Market does however face threats and challenges. The 2011-16 Strategic Plan provides a guide for the future of the market. It establishes key goals and explains how these will be realized over a five year period. The two priorities are to conduct a product audit of all stalls to ensure quality offerings and develop stronger advertising.

Council should also develop an Events Policy, in consultation with the Saint Kilda Tourism Association and all the Traders Associations to actively seek activities to take place in our city instead of just waiting to be approached by various organisations

1.17 Libraries and information services centres

Our libraries in the City of Port Phillip are well used and respected, but they need upgrades. The St Kilda Library is one of the most used in Victoria with over 750,000 loans last year. The current upgrade of the Emerald Hill Library needs to be completed so as to ensure a modern, viable and functional library is maintained in the precinct.

It is critical when refurbishing or building libraries, that we do not create a contemporary veneers around traditional ideas on library design, layout and collection. unChain's supports the following principles for refurbishment of our libraries

- Innovative visual merchandising solutions, which challenge or supplement the Dewey Decimal System, must be adopted if print is to compete with online and digital resources.
- Access to innovations in technology needs to be thoroughly explored – for both the public and staff.
- The overall design should be flexible. This includes service points, shelving and seating, allowing staff to reconfigure the library easily and without cost to reflect changes in usage and the impact of future technologies.
- The demand for print may have declined in some demographics; however the demand for space is constantly increasing, especially in densely populated areas. Libraries need to be a virtual community lounge, incorporating meeting spaces, social areas, while also lending themselves to independent and collaborative learning.
- Fusing libraries with other community services and perhaps a café or Art gallery to create a social 'hub' makes practical sense and can benefit all involved.

1.18 Digital communication

- **Engaging a city: Listening, communicating, deciding and executing**

To ensure that Council services and opportunities are relevant to the current and future needs of ratepayers, visitor and stakeholders, the City of Port Phillip will be a leader in creating a multi way connected community by using the advantages of social and electronic communication in conjunction with other strategies.

Enhanced two way communication gives residents quicker access to information, encourages feedback on services and needs, reaches both younger residents and those not as mobile and encourages people to connect with each other and Council officers.

By using emails, podcast, blogs, twitter, Facebook etc., the community will be able to connect with each other and receive and send information and views to Councillors and Officers. An example would be to arrange video chats between councillors and their constituents or a video link during question time at meetings.

These strategies will need to comply with best practice, government regulations for privacy, language diversity, disability access etc. and not totally replace printed material, surveys, focus groups and face to face communications.

unChain believes the Council should establish a 21st Century communications strategy to connect the community with each other and Council enhancing service delivery by the City of Port Phillip.

This strategy should include a plan to create easy access to computers in all council facilities and to provide training as required.

2.0 A REALLY LIVEABLE CITY

2.1 The Role of Council

- **The Council's Strategic Targets**
- **Changes to the Planning Zones – Activity Centre**
- **Changes to the Planning Zones - Business**
- **Changes to the Planning Zones - Residential**

unChain Councillors seek to deliver a healthy, community-driven local government. We want to preserve what is good, protect what is vulnerable, and support new developments that will lead to a beneficial future for the citizens of Port Phillip. The Council's strategic target is to enhance the liveability of our city. unChain Councillors endorse the four themes involved:

- To improve safety, convenience, and accessibility to our public places and create beautiful places, while protecting and valuing our heritage.
- To balance community and social planning with future developments and to use best-practice quality urban design to ensure sustainability, to protect our open and public spaces and to create a less car-dependent city.
- To protect and preserve our natural environment and care for our bays, foreshores and open spaces.
- To strive to ensure that major projects enhance liveability and balance development with community values.

Port Phillip City Council tries to promote first class design through its Design and Development Awards, which draw attention to the best designed and most sustainable built projects in the City.

Local government has the status of a “responsible authority” under the Planning and Environment Act. e.g. it must make decisions in compliance with the Act and the Local Planning Policy Framework.

The Minister has recently outlined the biggest changes to planning zones in 30 years. There will be six zones – an Activity Centre Zone, 3 new residential zones and the five existing business zones will be combined into two commercial zones (a Comprehensive Development Zone and a Mixed Use Zone). The details of how the new zoning will be applied in our municipality are not yet known. This will be a very important, albeit difficult, discussion for Council and the community in the next term of Council.

The Activity Centre zoning enables consolidated community services, shops, offices and housing. The housing will be generally higher density above retail and commercial developments. There is no centrally prescribed height limit, but the Council can specify one. The Council is required to develop a structure plan or design framework for each Activity Centre which specifies the preferred built form.

The residential zones aim to identify where more intensive developments can occur and where there should be stronger limits.

- The Residential Growth zone enables new housing growth and diversity. It is for medium density housing through a mixture of townhouses and apartments with underground car parking. It has a height limit of 12.5 metres but a higher or lower maximum building height can be set by Council.
- The General Residential zone preserves urban character while enabling modest housing growth and housing diversity. It consists of single dwellings and some medium density housing with a 9 metre height limit.
- The Neighbourhood Residential Zone restricts housing growth in areas identified for urban preservation. It consists of predominantly single dwellings with some dual occupancies.

It will be the responsibility of local government to work out, with the community, how to apply these zones. This will be a difficult task, but offers the opportunity to encourage good planning.

2.2 The Local Planning Policy Framework

- **The Local Planning Policy Framework (Amendment C62)**
- **The Impact of the new zones**

Council implemented a new Local Planning Policy Framework (Amendment C62) which the State government approved in 2011. Its aim is to encourage

appropriate development and to protect against inappropriate development. The Local Planning Policy Framework sets out the Municipal Strategic Statement and how it will be realised. The vision is to:

- Create attractive residential areas which are desirable places to live, and where the impacts of new land uses on residential amenity are minimised.
- Provide significant opportunities for housing growth within designated strategic locations which offer greatest accessibility to shops, services and public transport.
- Limit development within established residential areas to that which respects existing neighbourhood character and heritage values.
- Build on Port Phillip's competitive strengths to maximise job opportunities in a changing economy.
- Provide for a broader land use mix within Port Phillip's highly accessible Major Activity Centres.
- Support a vibrant, well managed local tourism industry.
- Facilitate the clustering and co-location of relevant community facilities and services in accessible community hubs across the city.
- Support the development of high quality open space network.
- Maximise public access to and enjoyment of the foreshore.
- Support the capital city function of the St Kilda and Port Melbourne Foreshore precincts.
- Ensure that the viable and efficient operation of the Port of Melbourne (and associated freight corridors) occurs in a sustainable manner.

The C62 amendment has already had an impact in that fewer applications for larger developments have been made in areas where they would conflict with existing neighbourhood character. However it is not yet clear how, or if, or where, the new zoning descriptions would relate to the zones in the Local Planning Policy Framework.

2.3 The St Kilda Triangle

- **The Council's vision and Changes to the Planning Scheme**
- **A Reference Group and Project Manager**
- **The Palais Theatre Requirements Study**
- **Linking the Triangle and the Foreshore**
- **A Design Competition**
- **Restoring Third Party Appeal Rights**

In 2001 the Council began the preparation of the St Kilda Foreshore Urban Design Framework (UDF). It promised a cultural and entertainment precinct at the Triangle with a refurbished Palais and significant public open space. Six years later in 2007 the previous Council approved a massive shopping mall, six nightclubs, a 'Sydney' style beer tavern and other licensed venues with a capacity of over 10,000 people. This was a betrayal of the promise in the UDF. Most Councillors on the previous Port Phillip Council supported the Babcock Brown Citta plans.

The current Council, elected in 2008, negotiated a commercial settlement to terminate that contract. The current Council also amended the Planning Scheme to control concentration of nightclubs and alcohol venues. It also began the process of consulting with the community concerning the future of the Triangle.

unChain Councillors support the Council's vision for the Triangle. The vision involves public open space, a creative arts focus, maintained views, improved beach access and is affordable proposal. It rejects domination by alcohol venues and large retail and/or commercial development. The vision is an early step on the path to amending the Planning Scheme to enable a well designed, well used space.

One way of progressing the project would be to appoint a Reference Group and an experienced Project Manager to guide the next steps, both in terms of design and possible 'partners'.

The Council commissioned a Palais Theatre Requirements Study (2012). The study assessed three possibilities for the Palais ranging in cost from \$26.5 million to \$130 million. Council should now assess the interest of the State government and potential lessees in upgrading the Palais.

unChain Councillors believe that a first order priority is to explore linking the Triangle and the foreshore. An inspired suggestion is to provide access via parkland over Jacka Boulevard. Council should assess the economic and technical feasibility of this.

There was a clear desire expressed in unChain organised forums in 2012 for an opportunity for clever designers to propose ideas, and for the community to be able to have an input. One way of achieving this would be to have a design competition with Council offering a non-trivial prize (say \$50,000).

Council should request the State government immediately to restore third party appeal rights on an interim basis pending an amended Planning Scheme.

There are various views about how Council's vision will be realised, but unChain Councillors believe that since there is widespread agreement in the community on what is wanted and not wanted for the site, a successful resolution of the Triangle that has widespread support can be achieved.

2.4 St Kilda Harbour

- **The Parks Victoria Concept Plan of 2008**
- **Stage One – a new marina**
- **A new pier**
- **The hardstand area**

The St Kilda harbour is a unique asset. The harbour has been associated with marine and recreational activities since the construction of the first pier in the 1850s. Any structures in the water are however the responsibility of either Parks Victoria or the Department of Sustainability and the Environment, not Council.

In the past 40 years, numerous schemes have been proposed for the development of the St Kilda harbour by various authorities. None were implemented because of unresolved technical and environmental questions, doubts about financial viability and concerns about significant amenity issues for the general public.

The Parks Victoria Concept Plan of 2008 proposes a staged redevelopment of the harbour to enable enhancement of boating activities, replacement of the ageing pier and growth in recreational activities. This Plan has not been formally adopted by the Council or the State government.

unChain supported the application by the Royal Melbourne Yacht Squadron for Stage One of the harbour development. This involves a new 250 berth floating marina, an extension to the southern breakwater, a floating northern wave attenuator and a northern rock spur linked to the existing breakwater.

unChain will vigorously advocate for the government to fund a new pier to replace the current one that has almost reached the end of its life. Over 2 million people walk along the pier each year. The pier and Kirby's kiosk are St Kilda icons. The Concept Plan for the harbour envisages a new pier with a swimming pool and access to the water for all abilities. The State government has committed \$200,000 for stainless steel sleeves to be built into the new southern breakwater to facilitate efficient and cost-effective installation of the replacement pier in the near future.

There are however problems with the next stages of the Parks Victoria Concept Plan, especially the creation of a massive hardstand area in the existing harbour. Stage 4 of the Plan envisages a hardstand area of approximately 8000 square metres. This is nearly eight times greater than the existing work yard in front of the RMYS building. This will extend about 120 metres into the existing harbour. The proposed hardstand would include repair bays, storage for racing yachts, travel lift and cranes and other buildings. unChain's concerns include the destruction of the present uninterrupted views, the impact on kite-boarding and various environmental issues. It would be an ugly visual intrusion that will spoil the visual sweep of the beach towards Port Melbourne. unChain will work with the RMYS on alternatives.

2.5 Carlisle Street Precinct

- **Carlisle Street Activity Centre Structure Plan**
- **Balaclava Station**

The Carlisle Street Activity Centre Structure Plan establishes the vision and strategies for the next 10 -15 years. It includes seven strategic directions which reflect the key priorities for the centre, and also defines strategies and actions relating to individual land use precincts. The seven directions are:

- 1- A Diverse Business and Activity Mix
- 2 - A Civic and Community 'Hub'
- 3 - Place Identity
- 4 - Street-Life and the Public Realm
- 5 - Managing New Development
- 6 - Sustainable Access and Movement
- 7 - Residential Opportunities

To create a less car-dominated city, the Council has adopted a new 40kph speed limit in Carlisle Street in the streets bordered by St Kilda Road, Inkerman Street, Hotham Street and Grosvenor Street

There are two important strategic opportunities in Carlisle Street. One is the Balaclava Station Project and the other is the Supermarket Renewal Project. It is important to get both of these right.

Council has actively lobbied for a significant upgrade of Balaclava Station. Public Transport Victoria (PTV) released a draft design for consultation in May. The \$13 million upgrade will include better waiting areas, accessible toilets, CCTV, better lighting and a two-tiered ramp which will be accessible for people with disabilities. There is, however, concern that the consultation process has not been adequate. Council put in a submission in May but PTV seems to have ignored some major concerns.

One concern is that the current plan proposes public toilets at the platform level. It would be better to have these at street level so that they will also be accessible for Carlisle Street shoppers. Another is that the original proposal for a lift has been abandoned. Instead there is a ramp that is four times the length of the current one in order to meet DDA compliance of a grade of 1:14 (currently 1:8). Given the length of the ramp, the upgrade should include a lift or at least provision for a future lift. Moreover, the current platform length and width is insufficient for present commuters and no extra space is proposed for expected future increase in patronage. There is not enough shelter for commuters in the event of rain. It is not clear what bicycle storage will be provided and this is important so that the station can function as a transport interchange for all modes of sustainable transport. Similarly to create a transport interchange, the PTV should commit to construction of a raised platform tram stop on Carlisle St outside the station.

Balaclava is an area with a growing population – including young parents with prams, older people, and more people generally using public transport. We

need proper access for all, with the right level of amenity and an elegant design. This will make Balaclava a really successful example of an urban village and contribute to the greater urban environment.

We will only get one chance at this station project and we want a design that is going to serve this community into the future. The PTV proposes to begin the upgrade of the station next year. Council should lobby the State government for significant improvements in the current proposal.

As with many other areas, the Council and the State government have to work together on this issue. A Council with a significant number of good independent Councillors will be more effective than one controlled by the State government's political opponents.

2.6 Port Melbourne Precinct

- **Tower proposal for Waterfront Place**
- **The draft UDF**
- **The Three Storey Restrictive Covenant**
- **What height and design controls are appropriate?**

The future of height controls in Port Melbourne and St Kilda Road is a significant issue for residents. In Port Melbourne, a decade ago, a set of height controls that balanced the interests of developers and the community was developed. As part of the overall Beacon Cove development there was a restrictive covenant imposing a three storey height limit on Waterfront Place and a commitment to provide various community services there.

In 2010 the then Minister for Planning, Justin Madden, received a proposal for a 28-storey tower in Port Melbourne consisting of a hotel, residential and retail precinct. The proponent was Action Hotels, a Kuwaiti firm which owns nine hotels in the Middle East and Australia. The proposal became known as "the sheik's tower". The Age's investigatory reporter wrote that 'A senior government source said that the sheik's development company had received a 'nod and a wink' that approval would be granted by the Department of Planning'. However the defeat of the Brumby government in the 2010 elections meant that this did not happen.

After the 2010 elections, the new State government returned authority over the site to the Port Phillip Council. The Council resolved to prepare a draft Urban Development Framework (UDF) for the Port Melbourne foreshore, and appointed a consultant to do this work, which included community consultation.

The council released the draft UDF for consultation which showed two building envelopes of 10 and 14 stories on the Waterfront Place site. There was a strong element of community opposition to this vision for the Port Melbourne waterfront. The two unChain Councillors on the 2008-12 Council, Serge Thomann and Jane Touzeau, did not support the two building

envelopes. Council resolved to undertake further strategic work and consultation. This will be continuing after the 2012 elections.

The Kuwaiti firm has now applied to the Supreme Court to have the three storey covenant removed. This means that it is important for the UDF process to finalise appropriate height and design elements for Waterfront Place. Council has limits on its powers, however, as any UDF must be approved by the State government.

What should be done with Waterfront Place? unChain believes that, since the existing restrictive covenant may be removed, the Council should ask the Minister to impose interim controls of three storeys on the Waterfront Place site. This will then allow a full and fair consideration of the appropriate height and design controls for the future through the process of developing an Urban Development Framework for the whole precinct. unChain believes that there were sound planning reasons for the existing three storey limit and that these considerations are still relevant. It is a gateway to Melbourne. It provides an important break between the high-rise Beacon Cove buildings and the high-rise buildings to the south of the site. However the UDF process may show that a higher limit is now appropriate if there are clearly demonstrated community benefits in return for the increase in permitted heights.

2.7 Webb Dock

- **The new Container Port**
- **Impact on Residential Amenity**

Port of Melbourne is Australia's busiest port, and in April 2012 the government announced a \$1.2 billion project to build a new container port at Webb Dock. The port is expected to be completed in 2016, followed by the proposed development of a new container port at Hastings in the 2020s.

This raises issues for residents in Port Melbourne as well as other nearby municipalities. There will be containers and cranes that change views. There will be increased noise and traffic on the roads and water, impacts on water quality and water run off. The port will operate 24 hours a day and therefore it poses significant concerns for local residents.

Council has no direct authority over Webb Dock, which is entirely controlled by the Port of Melbourne Corporation. Council has an important advocacy role in ensuring that the development of Webb Dock is not at the expense of residential amenity of neighbours. The government has announced that there will be an additional \$10 million for buffering and beautification works to protect the amenity of local residents.

Any development must be justified and well-planned. unChain believes that there should be a thorough environmental impact assessment before any re-development of Webb Dock. This assessment should include the possibility

for a rail link to Webb Dock and additional feeder roads to the West Gate Bridge to take the pressure off our residential streets.

2.8 Fishermans Bend and Montague Precinct

- **A new suburb of 60,000 residents**
- **The State government's plan**
- **The Council's plan**

The State government plans to redevelop 240 hectares of land at Fishermans Bend, near the West Gate Bridge. This is more than twice the size of Docklands. The project will transform a light-industrial area into a suburb providing housing for 60,000 new residents and work for 25,000 people.

There will be four new suburbs: stage one at South Melbourne called Montague, and the next three in Port Melbourne called Lorimer, Plummer and Fennell. It is understood that the State government is considering the use of the residential density of Southbank (360 dwellings per hectare) as its guide.

The area was rezoned in mid-2012 as a Capital City Zone to provide for medium to high density development, and a mix of other high value land uses. Places Victoria, the new Urban Renewal Authority will oversee a 20-year plan for the project and the City of Port Phillip must be actively involved in the Authority.

Planners should learn from the successes and failures of Southbank and Docklands. We should aim to build a community at Fishermans Bend, not just houses and apartments. There should be a high-density precinct, but this does not necessarily mean high rise buildings. Fishermans Bend should aim to provide affordable housing, with a mix of housing tenures and a mix of people. Community infrastructure such as child-care centres, schools, parks, transport links and health services must be included from the outset.

Just before the State government announced its plans for Fishermans Bend, the Port Phillip Council released its own strategic plan for the Montague Precinct. The Council and the State government must work together on each of the four stages of Fishermans Bend. Clearly this would be easier if the Council had a significant number of good community-based independent Councillors, rather than one that could be seen to be dominated by members of either major political party. The threat is that the State government may not co-operate with local government, or even take the precinct away from the Council entirely. The State government should take advantage of the expertise, knowledge and passion we have for our own community. For example the Council's Montague Plan involves:

- Significant new residential development opportunities with business / commercial uses, particularly at lower / street levels.
- Maintaining and growing the cluster of creative industries in the Precinct.
- A retail cluster along Buckhurst Street.

- A 'hub' of community services / infrastructure, including a library, school, meeting spaces and maternal health and child care.
- A high quality public realm, including pedestrian focused streets and a well-defined open space network including:
- Four new strategically located parks designed for passive and active recreation.
- A 'shared zone' along Buckhurst Street, adjacent the retail and community hub.
- Improved light rail stops and associated pedestrian access
- New, integrated bike riding and pedestrian paths and links
- Creation of the 'missing link' to connect linear open space (high line style park along the light rail corridor) from Southbank to the foreshore / Station Pier.

The State government has begun planning for the community infrastructure needed for Fishermans Bend. For example, education authorities are studying potential 'vertical' school sites next to Murphy reserve and in the Montague precinct. Transport authorities are considering a tram bridge across the Yarra, linking Fishermans Bend and Docklands, connections to existing tramlines in Port Melbourne and South Melbourne and a light rail loop. All of this would be more effective with active Council co-operation.

2.9 South Melbourne Market

- **Roofing the Market**
- **Access to the Market**
- **The Strategic Plan**
- **Governance of the SMM**

The South Melbourne Market (SMM) is a wonderful community facility. Council owns and manages the market, which is located on Crown Land. It is clear that the community wants the market to flourish, however the market is facing serious issues including high rents, competition from new supermarkets, parking availability, tenure of stallholders and its strategic direction.

unChain supports the construction of a roof over the existing market car park based on Environmentally Sustainable Design principles. This includes water collection and re-use as the market is the biggest water user in the city. It could also house solar panels to provide power for the market and unChain supports the plan proposed by LIVE (Locals Into Victoria's Environment) to set up a cooperative that would manage the solar aspect of the roof.

It is difficult to get access to the market from Southbank and St Kilda Road. These areas are seeing rapid expansion of residential accommodation and their natural shopping centre is South Melbourne, including the market. But access, particularly pedestrian access, is difficult. Kingsway, City Road and City Link separate surrounding neighbourhoods from the market and local

shopping. unChain will encourage the state government to fund pedestrian overpasses or underpasses to link Southbank and St Kilda Road to South Melbourne. As well, unChain believes that busy weekend times at the market require better traffic management.

The complete strategic plan for the market has not been made available by the Council to the citizens of Port Phillip, based on an argument that it is “commercial in-confidence”. unChain does not accept this argument. The headquarters of Woolworths, Coles or Aldi with their hundreds of supermarkets across the country are hardly going to spend time poring over the strategic plan of a market where they have one supermarket. In any event, unChain strongly believes that an essential element of the strategic direction of SMM should be to avoid directly competing with the major supermarket chains.

As the complete Strategic Plan is not available to the citizens of Port Phillip it is somewhat difficult to comment on it. unChain is however concerned that based on the developments at SMM over recent years the “general direction” of the SMM is the wrong one. People primarily want the market to supply them with essential daily fresh produce at reasonable prices in a vibrant “market atmosphere”. Although there have been some new produce stalls introduced, “higher end fashion” areas have also been introduced. This takes away from the area available for fresh daily produce which then can limit competition in fresh produce, and so lead to higher market prices. This is not what market users want. An unChain led Council will review the SMM Strategic Plan to take into account market user wants, and to position the market so that it is not a direct competitor of either supermarket chains or fashion chains.

unChain Councillors will also review the governance of the SMM. Currently there are two bodies in charge of the market, the SMM Committee and the Council. This needs to be reviewed and possibly changed. Structure of the SMM Committee should also be reviewed.

unChain supports the recent measures of the SMM Committee to improve the tenure of stall holders. unChain considers that providing stallholders with an improved level of security of tenure will in turn encourage a higher level of investment by stallholders in their businesses, so enhancing the viability of the Market.

2.10 St Kilda Junction and St Kilda Road Precinct

- **The Threat**
- **Developing Controls for St Kilda Rd North**
- **The Gap – Controls for St Kilda Rd South**
- **A Community Arts Centre**

The St Kilda Road precinct is an iconic part of inner Melbourne. There were however many applications for high rise buildings in the precinct which exposed the reality that the existing planning controls had become outdated.

Council succeeded in 2011 in getting the Minister's support to impose interim controls for St Kilda Rd north of the Junction. Council now has the opportunity to develop contemporary and relevant height and design controls. The interim controls last until 2013 and Council is engaged in extensive detailed work with consultants on built form, community needs and infrastructure to be able to provide comprehensive rationale for future height controls.

However there is a gap in the controls being developed. The current process only covers St Kilda Rd north. These do not apply to St Kilda Rd south of the Junction. Thus the Minister called in and approved a proposal for a 26 storey tower at 3 St Kilda Rd because there were no cogent planning controls for this neighbourhood. In August 2012 VCAT approved a controversial 18-storey 'Lego' tower at 2 St Kilda Rd. This shows that there is a planning 'void' and that the Council must urgently develop appropriate planning controls for the Junction and St Kilda Rd south. There should be an urban design framework to protect from inappropriate development. In the period while these are developed, the Council should ask the Minister to impose interim controls.

In addition the St Kilda Junction is one of Melbourne's worst traffic sewers. Council should develop a streetscape plan to improve one of the key gateways to St Kilda and the city.

Beyond this, we have an opportunity to improve the quality of life in the St Kilda Junction and St Kilda Road Precinct beyond new planning controls. For example unChain believes that infrastructure such as a community arts centre would encourage social connection in the precinct.

2.11 The St Kilda Precinct

- **Traffic, streetscapes and safety**
- **The St Kilda Life Saving Club**
- **The Peanut Farm reserve**
- **Junction Oval**
- **The Luna Park Interchange**

There are many important issues to address in Acland and Fitzroy Streets and their surrounds. These include:

- Reviewing the traffic flow and congestion problems in Fitzroy Street and evaluating the Copenhagen style bike lane.
- Upgrading the residential part of Acland Street, including upgrading the heavily used footpaths.
- Redeveloping the Blessington Street precinct on both sides of Barkly Street to make it more pedestrian/resident/consumer friendly.
- Improving the streetscape and safety of Greeves Street.
- Finding a solution for the dilapidated St Kilda Life Saving Club building. This includes a financial contribution from the State government through Lifesaving Victoria.
- Developing a master plan for the Peanut Farm Reserve, including potentially building more artist studios on the Shakespeare Grove Studio site. This would include upgrading the Peanut Farm sporting facilities and sporting ground and installation of disabled toilets in Veg out community gardens.
- Developing a master plan for the Junction Oval. The lease of the Junction Oval to the Melbourne Cricket Club expires in 2013. Cricket Victoria is interested to develop a state of the art cricket facility there. The St Kilda Cricket Club is the oldest cricket club in the world at the one location. Cr Serge Thomann was instrumental in getting the SK Cricket Club listed on the Victorian Heritage Register. unChain will ensure that any development of the Junction Oval includes the community and that the SK Cricket Club remains on the site.
- Working with Yarra Trams to beautify the Luna Park interchange, which is one of the busiest tram stops in Melbourne.
- Beautification of the Catani Gardens playground to make it more welcoming for all children

2.12 Climate Change and Rising Sea Levels

- **The Impact of Climate Change**
- **Action at the Local Level**
- **The Association of Bayside Municipalities**

There is consensus among scientists that there will be major changes in our physical environment over the coming years because of changes in our climate caused by human activities like coal fired power stations. The power to influence these changes is largely in the hands of international treaties, the Federal government and the State governments. What can we do at the local level?

Impact of climate change will affect everyone, and the more people who understand and take some degree of responsibility for reducing their own consumption and emissions, the better the chance that higher levels of government will make more responsible decisions. There are significant precautionary actions that the Port Phillip Council could be taking, and significant opportunities to find ways to better communicate issues. The scientists and engineers know the threats that climate change pose, but they

admit they don't know how to communicate. Local government could make a valuable contribution by experimenting and documenting communication and processes designed to expand community understanding and participation in this vital issue.

In our municipality we confront the possibility of rising sea levels causing flooding. CSIRO oceanographer Dr John Church in his book *Understanding Sea-level in Rise and Variability* has brought together the work of over 90 researchers. He explains that there may be major changes in sea level brought about by the melting of the ice caps, thermal expansion and run off from aquifers. The Bruun rule says that for every centimeter the sea level rises, there is a good chance of the shoreline retreating by up to a meter. Scientists say it is possible that over this century the sea level could rise by a meter. This would mean that the ocean could swallow 50 to 100 metres of coastline. During the lifetimes of children now going to primary school, large areas of Elwood, St Kilda, Middle Park and Port Melbourne could be affected. No one can be sure what the rise in sea level will be, or how quickly it might happen, as it depends on what action mankind takes to mitigate global warming. Change will not necessarily happen gradually and slowly, it is possible that there could be sudden changes. The precautionary principle must apply.

According to CSIRO studies the average sea level in Port Phillip Bay has already risen over 3cm during the 1990s with a rise of no less than 0.8m predicted by 2100. Therefore the Port Phillip Council will plan for the possibility of a sea level rise of not less than 0.8m by the end of this century and allow for the combined effects of tides, storm surges, coastal processes and location conditions, such as topography and geology when assessing risk and impacts associated with climate change.

There are four important actions at the local level:

1. The Port Phillip Planning Scheme
2. The Coastal Hazard Vulnerability Assessment (CHVA)
3. The Council's Climate Adaptation Strategy and Community Climate Plan
4. The Greenhouse Plan: A Low Carbon City

Council is involved in the Association of Bayside Municipalities (ABM - all local governments around Port Phillip Bay). The major project is to gain Federal funding to do a "3rd pass assessment" of Port Phillip Bay, which will bring together studies on sea level rise with studies on overland flooding. This will then inform the best strategic work all councils can do to mitigate storm, flood and sea level rise damage.

2.13 Elwood Canal

- **The Causes of the flooding**
- **Council Action**
- **Flood Management Plan**

Flash flooding of the Elwood canal is a major local issue that requires joint action by the State government, Melbourne Water, Port Phillip Council and neighbouring Councils. In February 2011 we suffered a major flood. (2010/11 was the wettest 2-year period on record). There have been similar floods in previous decades, and various interventions, especially the Head St diversion, have reduced incidences of flooding in Elwood.

Much of Elwood was formerly a swamp, a massive low lying sponge soaking up runoff from the 40km² Elster Creek catchment. Most of the catchment area is in Glen Eira, and also in Bayside and Kingston. When there is a major downpour, and especially when that rain falls close to high tide, the volume of water is not able to exit the canal, the lower reaches of which are tidal, until the tide in Port Phillip Bay falls. In the period around high tide, water backs up around the canal, around the drainage entry points into the canal, and around Melbourne Water's Byron Street main drain.

The Council can improve maintenance, and in fact has re-arranged the street and drain cleaning practices to address minor flooding issues. Drains are being inspected by underground cameras to detect damage that will then be repaired. A better equipped drainage team will ensure pipes and drainage pits are inspected and thoroughly cleaned. Water sensitive urban design measures are being incorporated as practicable in normal road, gutter and park infrastructure repairs. A Flood Management Plan has been developed together with Melbourne Water and will be kept alive by the incorporation and completion of annual actions.

But these measures alone will not be sufficient. We must also have the co-operation of the State government and neighbouring Councils. Councillor Touzeau has been active in getting Council to promote the Flood Management Plan, in advocating for community education about flooding and working with neighbouring Councils to develop a long-term strategy.

A professional interest network has been set up within the councils in the Elster Creek catchment.

A significant issue is to reduce the flow of water by various water sensitive urban design measures, such as diversion of water into wetlands and other sites throughout the catchment. These, and other engineering solutions, would require support from Melbourne Water and the state government. Melbourne Water is carrying out a major study on the Elster Creek catchment. Once completed, its findings will provide specific projects for advocacy and guide future work of all stakeholders to alleviate flooding in the catchment.

The Council, local residents and traders and the community group LIVE, have organised a series of meetings and forums on the issue of flooding. unChain councillors will ensure council works with all stakeholders to keep the Port Phillip Flood Management Plan the living document it is intended to be.

2.14 Protecting our Parks and Beaches

- **Water Quality: the Ten Year Plan**
- **Beach Cleaning**
- **Marina Reserve**
- **Sandridge Beach**
- **Middle Park Beach**
- **Elwood Beach**
- **Albert Park**

As Melbourne grows there will be more and more pressure on our parks and our beaches. The Port Phillip Council must be vigilant in protecting our 'green' lungs and our 'yellow' lungs.

The water quality of Port Phillip Bay is a major concern. This is primarily the responsibility of the State government but bayside councils can play an important role. The main determinant of the quality of our Port Phillip beaches is the outflow from the Yarra River. In the 1970s and 1980s there were major attempts to save the river. It is now time for another co-ordinated clean up. Too often we find the Environment Protection Authority warning against swimming at our beaches.

unChain strongly supports the proposal of the Committee of Melbourne for a ten-year plan to make Port Phillip the cleanest urban waterway in the southern hemisphere by 2022. The proposal is for a partnership of federal, state and local government representatives and authorities like Environment Victoria, Parks Victoria and the Port of Melbourne. The plan would involve a 'bay infrastructure plan' to be prepared and rolled out over the next 10 years. The plan would cover issues including pollution, sewage systems, stormwater management, boat sewage discharges, and the health of the bay's ecosystems and wildlife.

The cleaning of our beaches is another concern. Port Phillip should be proud of its beaches, but beach cleaning is a significant cost. The State government pays only one-third of the cost of beach cleaning, the ratepayers of Port Phillip fund two-thirds. Since our inner-city beaches are a statewide asset, unChain believes that the State government should raise its contribution to one-half. Port Phillip can also be proud of the team of volunteers who work with the Port Phillip Baykeeper to collect and audit litter and conduct environmental surveys of our beaches.

The development of the Marina Reserve in St Kilda shows how parkland can be developed. There has been extensive community consultation about developing the reserve for a range of foreshore users, including providing

skating facilities for young people. By reducing the size of the bitumen car park, we can more than compensate for the loss of green parkland for new skating and playground facilities. Parks should be for people not cars!

Council has upgraded the Sandridge Beach foreshore. The upgrade includes new public lighting, a children's playground, new picnic tables and upgraded barbeque facilities. The installation of lighting has improved the safety and security of the area.

The Middle Park Beach Landscape works have improved the use of the foreshore for passive recreation through the inclusion of picnic tables, seating, exercise equipment, beach showers and water refill stations.

Beach renourishment (as recently carried out at Elwood Beach in partnership with DSE) is important as a first line of defence for coastal infrastructure as sea levels rise. Along the southern section Elwood Foreshore, the City of Port Phillip is also investing to enhance the area with upgrades to the Bay Trail bicycle path, upgrades to the remaining sections of the car park and treating storm water and collecting pollutants to prevent them entering Port Phillip Bay.

Albert Park is a precious resource in our municipality. It is managed by Parks Victoria, and other state bodies are responsible for different segments in or beside Albert Park. These include the VicTrack land along Canterbury Rd, MSAC, the new Athletics Centre, and a potential pedestrian overpass over Queens Rd. Council needs to deal with various state government bodies on all of these issues. One particularly vexing issue is the Grand Prix at Albert Park.

2.15 The Grand Prix in Albert Park

- **Impact on Residents and Park users**
- **Financial Cost**
- **Council's Position**

unChain believes that our largest park is not the appropriate site for a Grand Prix. The original contract was entered into by the Kennett government and subsequently extended by the Bracks and Brumby governments until 2015. The Baillieu government has refused to guarantee its future after this contract expires in 2015. What should be done?

The Grand Prix has a significant impact on local residents, schools and traders. There is disruption for months to park users, especially with respect to community sporting facilities. This disruption gets worse every year as more and more park users are displaced.

There is also a significant financial cost to the Victorian taxpayer. There have been conflicting opinions on whether the Grand Prix delivers value for money when economic and tourism benefits are considered. This debate has been

put to rest by an independent expert report by Ernst & Young. This found that Victoria is at least \$11 million worse off each year. The Victorian taxpayer pays \$50 million, but benefits of the Grand Prix are worth only \$39 million at most. In a time of climate change and peak oil, the level of unnecessary consumption motor racing represents is irresponsible.

Are there not better ways for the State government to spend over \$50 million dollars each year? How many schools, hospitals, aged care facilities and flood interventions could be built with this money?

Albert Park is managed by Parks Victoria, a state government authority. Although Council has just an advocacy role, in this and many other issues concerning Albert Park, it can still play an important role in the park's future. It is time to wave the chequered flag on the Grand Prix at Albert Park.

2.16 Canterbury Road Urban Forest

- **VicTrack land**
- **Protection of the Urban Forest**

The Council must protect the Canterbury Road Urban Forest between the Albert Park light rail and Canterbury Road, Middle Park. The land is owned by VicTrack but the Council maintains and protects it.

VicTrack was considering rezoning the land for residential purposes. The Council did not support this based on an ecological report, views from Park Victoria and the Department of Sustainability and Environment and submissions from residents opposing the alienation of more public lands. VicTrack decided therefore to withdraw their proposal.

unChain believes the Canterbury Road Urban forest should remain an urban forest. The Council and VicTrack must agree on appropriate future management options for the site. This could involve the protection of the ecology and public open space values of the site through appropriate planning controls and management arrangements. It also could involve Council purchasing the land from VicTrack.

2.17 Public Transport

- **The Problem with our transport system**
- **Victorian Public Transport Development Authority**
- **Central City Rail Tunnel**
- **Extending Stage One to the St Kilda Junction**

unChain stands for an improved public transport system in Port Phillip. The prominent public transport advocate Dr Paul Mees has said:

'Multi-modal network planning is the key to public transport success in dispersed urban regions, and that this is only possible with a public agency in charge of tactical-level functions.'

In his book *Transport for Suburbia: beyond the Automobile Age*, Mees compared Melbourne with Toronto. Melbourne's transport system was determined by a political decision in 1911 to allow trams, trains and buses to operate as separate silos. The result was that services were poorly co-ordinated, the bureaucracy was bloated and the public transport sector lacked a long-term vision and lobbying power. For example a study by the Public Transport Users Association in 2010 found that only 38 per cent of trains met a connecting bus. In contrast the Toronto Transport Commission, established in 1921, had control over all forms of public transport except taxis and therefore Toronto was able to plan for a comprehensive and interconnected public transport system. This is the model which has been successful in Vancouver, London, Zurich, and Perth.

The State government has now established an independent Victorian Public Transport Development Authority to administer trams, buses and trains. We now have the capacity to get a modern public transport system in Melbourne.

What would a twenty-first century public transport system look like? To make a real impact on traffic congestion, petrol consumption and transport emissions, our public transport system needs to be upgraded to provide every suburb across Melbourne with a time-competitive alternative to driving, for most of their trips. unChain supports the program of the Public Transport Users Association aptly titled 'Every 10 minutes to everywhere'.

A key issue for the future of the public transport system is whether Melbourne needs a new central city rail tunnel. The Department of Transport says that the present system cannot be expanded because there is a capacity crisis on the City Loop. The Eddington Report therefore proposed to spend \$8.5 billion on a new central rail tunnel. With proposed underground stops connecting to Melbourne Central and Flinders Street, it would give people from all lines an easy interchange point to access new stations in North Melbourne, Parkville, and St Kilda Road. The continuation of the tunnel linking to the Caulfield/Dandenong rail corridor has been identified as a potential longer-term initiative.

Melbourne must not repeat the mistakes of the 1970s when the equivalent of \$5 billion was spent on building the City Loop. Because the loop used up all the available funds, Melbourne has not built any new rail lines. (See <http://mams.rmit.edu.au/ccdyb1pnnt1f.pdf>). Melbourne needs three new rail lines in addition to the rail tunnel.

unChain believes that the rail tunnel is needed but that the first stage should not stop at the Domain interchange. It should be extended to St Kilda Junction.

2.18 Traffic Congestion: Cars, Trucks, Pedestrians and Bicycles

- **Pedestrian access**
- **Bicycle routes**

As Melbourne grows, we will experience more traffic on our inner city streets. The Bureau of Infrastructure, Transport and Regional Economics has estimated that the avoidable cost of traffic congestion in Australian capital cities will rise to \$20 billion a year by 2020. What can we do?

As discussed above, part of the solution is to develop a modern public transport system so that there is an alternative for commuters and other road users. We must optimize the role of public transport.

We must also ensure that heavy traffic does not create a series of separate islands of residents. Council should support constructing a pedestrian bridge or an underpass across Kingsway at Sturt Street to link South Melbourne and Southbank. A pedestrian bridge over Queens Road, linking the St Kilda Road residential areas to Albert Park and South Melbourne, is being investigated.

The city of Port Phillip is unique in its charm, and was largely planned and developed prior to the invention of cars. People can still walk to many useful or beautiful destinations. But our arterial roads are dominated by motor vehicle traffic, which degrades the walking and cycling environment. unChain supports measures to provide pedestrian and cycling routes that are attractive, continuous and of high amenity. We support provision of bike parking in local shopping strips and encouragement of cycling as a healthy environmentally friendly activity.

3.0 CREATIVE CITY:

3.1 What is a 'Creative City'?

Human creativity is the ultimate economic resource. All around the world, policy makers are becoming aware of the importance of the creative city to the economic development of their nations.

John Howkins' *The Creative Economy* and Richard Florida's *The rise of the Creative Class* created the concept of the Creative City. Florida says we need forums for allowing citizens to put creative ideas into the public arena, challenging the ideas and incorporating them into public policy, adding to the intellectual 'buzz' of a city, attracting more people to come and live here. The things that attract creative people are

- a clean environment
- a tolerant society
- high levels of education and skills
- a rich and accessible arts environment

We should build on our heritage in the arts, our education facilities, our lifestyles and the opportunities for jobs in new technologies. We want to encourage people like scientists, architects, engineers, teachers and artists in all their forms to live and work in Port Phillip.

3.2 Promoting the Arts

- **The Objective**
- **A Snapshot of Council's Actions**
- **Port Phillip Cultural Foundation**

We are blessed in the City of Port Phillip with a flourishing Arts community. Arts matter! It is important that our local government supports all types of the Arts in our community.

The Port Phillip Council believes that arts and cultural activity benefits the whole community. The Council is committed to these principles:

- **Benefits of arts and culture:** Cultural engagement produces social, health and economic benefits for Port Phillip's residents and communities.
- **Access and Cultural Participation:** Council actively seeks to remove barriers for all people to participate in a diverse and exciting range of arts, culture and heritage experiences.
- **Resources and Support:** Port Phillip values and respects artists at all stages of their careers and supports a diversity of art forms, established, contemporary and cutting edge, which all contribute to the City's cultural heritage (including live music, filmmaking, literature, visual arts, performance and new media).
- **Reputation and Leadership:** Port Phillip has a reputation as a place of cultural and heritage significance that should be enhanced through targeted, well-managed arts and cultural programs.
- **Sustainability and Responsiveness:** Council encourages arts practices, programs and facilities which are environmentally sustainable

A snapshot of the actions of the Council in promoting the arts and cultural activity would include:

- Providing affordable facilities for artists and cultural organisations.
- Providing opportunities for marginalised individuals through community cultural development (CCD) projects generated across Council.
- Creating opportunities through our Heritage and Library website for the online publication of community research.
- Focusing on Indigenous arts through, for example, the Yalukit Willam Ngargee festival.
- Supporting the Cabaret Festival and the Midsumma Festival
- Supporting cultural precincts at Gasworks Arts Park, in Emerald Hill and St Kilda.
- Pursuing opportunities to locate arts organisations and creative businesses in the city.

- Promoting the musical, filmmaking and festivals heritage of Port Phillip.
- Strengthening the role and reputation of our major festivals in showcasing aspiring artists, musicians and filmmakers.
- Supporting small, local events through the Local Festivals Fund.
- Maintaining the municipal art collection, which reflects the diversity and creative energy of the City of Port Phillip and its communities.
- Supporting the Rupert Bunny Foundation with its biennial visual art projects.
- Supporting cultural activities in Council facilities, including: Gasworks Arts Park and Linden Centre for Contemporary Arts.
- Helping the Esplanade Market, which contributes to the vitality of the St Kilda cultural precinct.
- Supporting local history societies and community groups, including the Cultural Heritage Reference Committee.

There are many more opportunities in the future. Some of these are:

- Linden gallery could become more inclusive and more engaged with the Port Phillip community.
- Theatre Works could become another cluster for the arts in addition to its existing theatre role.
- Improvements to the auditorium at the South Melbourne Town Hall could make it more user friendly, such as additional stage lighting for community events and the Cabaret Festival.
- Council could support the future role of the Astor Theatre as a classic film venue.
- Circus Oz is vacating its premises in Port Melbourne. Council could play an advocacy role in the future of the site such as encouraging a Local Arts Council to be established there.

unChain believes that the city should consider a Port Phillip Cultural Foundation. The Foundation's role would be to provide additional funding to various Port Phillip-based arts and cultural organizations through money raised from local residents and businesses. Two of the biggest philanthropic organizations, the Scanlon Foundation and the Victor Smorgon Charitable Fund, are already supporting in principal the Port Phillip Cultural Foundation.

3.3 Live Music

- **The Importance of Live Music**
- **Live Music Working Group**
- **Planning and Licensing Restrictions**
- **Accords between venues and residents**
- **Enforcement Policy**
- **Backpackers**

Live music is a vital part of the Creative City. There are many important issues concerning the live music scene. These range from protecting the amenity of local residents to encouraging young musicians. Council should support new acts / bands and help them to develop their career and support provision of advice and mentoring by connecting various members of the music business. unChain has been advocating since 2010 for Port Phillip Council to set up a Live Music Working Group. The task of the Group would be to identify issues impacting live music in Port Phillip and to provide advice to Council on these issues. The Council should seek expressions of interest from the community to join the working group. Nominees should have an interest in the local live music scene or local community issues as well as relevant experience or qualifications. The end result should be a win-win for local residents and musicians.

Some of the key tasks of the Live Music Working Group would be:

- the creation of a Live Music Compact (an informal written agreement) that would look into the economic, regulatory and cultural factors impacting the live music industry
- supporting a 'help desk' for live music that would provide specialist advice on planning matters, particularly for new live music operators
- Reviewing Council's local laws and Council's processes for managing noise and amenity complaints and providing a more transparent process.
- Developing a code of conduct for the live music industry and seeking commitment from experienced operators to train new and inexperienced operators.
- Considering 'safe' locations for venues and the provision of loading zones for musicians close to live music venues.
- Advocating to the State Government to implement the Voluntary Live Music Practice Guide and release the Inner City Entertainment Precinct report.
- Recognizing the “agent of change” principle to protect live music venues but also safeguard new residents – as developers are obliged to implement proper urban design and sound attenuation.
- Advocating to the State Government for changes in the Planning Laws to make mandatory implementation of some of these changes.

Part of the heritage of the City of Port Phillip is the recreation and leisure industry in St Kilda, Port Melbourne, and South Melbourne. The problem of alcohol-fuelled violence in Melbourne has however led to restrictions on

licensed venues. The State government should target its liquor licensing restrictions at the type of venues that cause problems and recognise that well-run venues make a positive contribution to liveability. Small venues should not be required to comply with requirements for crowd controllers, CCTV etc. that are aimed at large venues. Council should advocate for appropriate categories to be included in the liquor licensing framework.

Council should also distinguish between live music venues and 'doof doof' venues. Live music does not cause the same noise and amenity problems as the sound generated by DJs which is by nature loud and penetrating. DJ systems typically use multiple 18" sub woofer Bass speakers (sometimes 4 or more). These move so much air that there are even water-cooled models available to keep the moving parts cool. This air movement is what causes the repetitive thud that doesn't set off noise limiters, but rattles crockery in homes streets away.

As Paul Kelly has said publicly:

'The venues most affected by one size fits all licensing laws are precisely those venues that encourage local culture and responsible use of alcohol. They are the venues that people go to hear homegrown music. Places where people know and look out for each other; where musicians and songwriters learn their craft; where ideas are exchanged. You might say they are community art centres. Melbourne's independent music scene has a world-wide reputation – rich, diverse and fertile. Don't kill it legislators. Don't destroy what makes Melbourne unique.'

unChain Councillor Serge Thomann was responsible for an important step in the right direction. This is to begin regular meetings of the owners of the live music venues so that the Council, the local music industry and the community together can encourage a good live music scene in our neighbourhoods without an adverse impact on residential amenity. This has been successfully applied in meetings between local residents and the licensees of the Prince of Wales and Greyhound Hotels. This model should be applied to other venues and precincts. Indeed the Licensing Commission has begun to promote formal accords between venues and neighbouring residents.

Accords between venues and local residents may see venues agreeing to pay for double glazing and soundproofing for local residents. They may also mean that venues protect local residents from noise around closing time by playing quiet music in the last half hour or giving Lollipops to patrons as they leave (as one venue currently does). There are a multitude of such measures that can be developed to promote both local amenity and live music.

Venues have to comply with requirements under EPA noise regulations, liquor licensing and planning requirement but there have been complaints about over-zealous enforcement by Council officers. Councilors cannot be involved in enforcement decisions, however they can require development of a formal enforcement policy that aim to ensure only appropriate enforcement.

Ultimately it would be the responsibility of the CEO to see that the Council policy on enforcement action is being implemented appropriately.

Backpackers create a specific noise and alcohol issue in Port Phillip. Backpackers play an important role in the local economy but some backpacker premises create massive problems for local residents. Council can refuse permits for inappropriate new backpacker buildings, even where the applicant pretends that this is not the intended use. Council can act if a building is being used to accommodate more than 10 people in contravention of health regulations. However Council has limited power if one or two apartments in a block are rented by a small number of noisy backpackers. For this type of issue Council could seek to develop an accord with real estate agents to deal with the situation.

3.4 The St Kilda Festival

- **Improving the Festival**
- **The Threats to the Festival**
- **State government subsidy**

The St Kilda Festival was started thirty years ago, largely aimed at dispelling the disreputable reputation St Kilda had at that time. The Festival today is a large peaceful, joyous celebration, with over three hundred thousand citizens freely flowing in the large natural amphitheatre of the Upper Esplanade, St Kilda beach and Catani Gardens on Festival Sunday.

The current Council has taken significant steps to improve the festival from the perspective of local residents. Measures have included improved cleaning up, earlier finishing times, noise control, a wider range of activities to make the festival more family-friendly, controls on drunkenness, and resident participation in decision-making. It is important that these improvements in management continue and there be increasing local content.

The Festival is under threat because it has limited funding. The State government contributes only \$100,000 to the Festival out of a total cost of \$1.5 million. This would be a generous contribution if the festival were only a local celebration as was its original purpose; however a review of the festival stated that:

‘What began as a two-day celebration of local culture designed to help shift the public perception of St Kilda, has since become a week-long event with multiple programmatic offerings culminating in Australia’s largest outdoor cultural event.’

Over its thirty-year life, the festival has grown into an event of State significance. It is therefore appropriate for the State government make a significant contribution.

It is relevant to compare the level of State government contributions to the Grand Prix. If the State government were to contribute to the St Kilda Festival

only 1% of its contribution to the Grand Prix, this would amount to over \$500,000, sufficient to fund most, if not all, of the recommendations in the Review Report for the future of the Festival.

unChain believes there should be a substantial increase in the level of State government contributions to the St Kilda festival. unChain also believes that the right sponsor(s) will be able to offset a significant proportion of the costs of the Festival. If however, in this post/ongoing “GFC” environment, finding significant sponsorship proves problematic, the Council would have to consider other models. This would be done in full consultation with music industry representatives, musicians and operators, residents, various bodies like the traders associations and the SK Tourism Association.

3.5 The Emerald Hill Arts and Community Hub

- **The Master Plan**
- **The Australian National Academy of Music**

The South Melbourne Town Hall has a grand civic history. It is vital to maintain a civic role and community access to this building. Current tenants include Multicultural Arts Victoria (MAV) and the Australian National Academy of Music (ANAM). These two organisations provide an extraordinary cultural input into our city. unChain supports the master plan for a civic and cultural precinct surrounding the South Melbourne Town Hall.

The Master Plan involves:

- Creating a vibrant and accessible South Melbourne Town Hall
- A dynamic and engaging Town Hall forecourt
- Refurbishing and expanding the Emerald Hill Library & Heritage Centre
- 222 Bank Street forming the core of a new arts focus and activity
- Public realm improvements

The ANAM lease was a peppercorn arrangement to enable the Academy to develop. When the lease expires in 2017, unChain believes that the lease should be continued on reasonable terms owing to the remarkable contribution the Academy makes to music and to the local community. Ideally ANAM should pay a commercial rent, but this may not be feasible. Additional access to the SM Town Hall auditorium will need to be given to the local community, even if ANAM is retained as the key tenant.

3.6 Schools and the Creative City

- **Sale of school sites by Labor and Liberal governments**
- **The need for new schools**
- **Albert Park College**
- **Elwood College**
- **What is being done?**

The Creative City needs an educated population, however the population growth in the inner city is creating a critical shortage of and the State government has delayed building new primary schools. Melbourne University Planning Professor Kevin O'Connor has said that:

'There's going to be a huge shortfall of schools in inner Melbourne. It's unlikely there is capacity for existing primary schools to grow much more ... We've been closing schools and selling school sites, and urban growth has gone on unabated without consideration for social infrastructure'.

Foolishly, successive governments have closed schools and sold the sites. Architect Charles Webb constructed the Dorcas Street Primary School in 1880. It was closed in 1996. The JH Boyd Girls School site was sold in 2005. Now we need new schools to service our growing population.

There are six government primary schools in Port Phillip with a total enrolment in 2011 of 2624 students. This was a growth in enrolment of 15% since 2009 and the growth will continue. There will be an additional 4000 primary school students in inner Melbourne by 2016. Southbank and Port Melbourne will be under the greatest pressure from their soaring school populations. In particular, the Port Melbourne Primary School numbers have swollen from 122 in 2002 to 548 in 2012 and an expected 784 in 2015.

Work on a new primary school needs to start now to cater for population growth in Port Melbourne, Fisherman's Bend, St Kilda Road, South Melbourne and Southbank. unChain Councillors will work with the State government and the Department of Education and Early Childhood Development to make sure that this happens.

What about secondary schools? Albert Park College has successfully opened. The school is currently zoned up to Fitzroy Street but the growing number of children in the area means there is a threat that the zone boundaries may be reduced. One solution may be to find a Year 9 campus so that the school can maximize the current site. UnChain councillors will support the school council in looking for solutions to maximize the schools potential for enrolments.

The State government has not adequately funded Elwood College to date. This must be remedied as Elwood College has the potential to increase student numbers which will address the growing demand for places in the next few years.

There is also a need for a new secondary school to be open and operating within 5 years. Unless this is built, some Port Phillip schoolchildren will not have access to a local secondary school.

The state government has announced there will be a new P-12 school at Fishermans Bend and is conducting a feasibility study for an additional primary school in the Port Melbourne area. Swinburne University has decided to vacate its Prahran campus and the government is also investigating a new high school at that site.

unChain believes the Council must be active in advocating for more funding from the State government for high quality schools in our municipality. The Council will be more successful in this advocacy if the majority of the Councillors are independent. Any State government is less likely to listen if lobbied by a Council dominated by members of the opposite political party.

3.7 Entrepreneurship, Employment and the Creative City

- **Digital and IT services**
- **'Business supportive' Council policies**
- **Efficient Council Services**
- **Limits to Land Values**
- **Business Clusters**
- **A university campus in Fishermans Bend**
- **Council's Economic Development Unit**

In addition to the strong arts heritage in Port Phillip, we have a massive opportunity to take advantage of the growth in New Economy businesses e.g. digital and IT services, design, biotech etc. In the digital and IT services sector alone, IBM has estimated that industries that embrace digital and IT services to transform their businesses will grow the Australian economy by more than \$1 trillion by 2050. The National Broadband Network that will give us high speed broadband will underpin this. It is so essential to encourage the development of New Economy businesses in Port Phillip to ensure that Port Phillip is not only a great place to live but also to work. Manufacturing in Victoria and Australia is declining and Australia is becoming far too dependent on the export of minerals from the Pilbara. It is so essential for the future employment of our young that we vigorously support the development of New Economy businesses. An exciting inner city area like Port Phillip has the ingredients to transform our economy.

How then can the City of Port Phillip encourage the growth of this New Economy in the City? One way is to attract new 'creative' industries to the old industrial areas of South Melbourne and to the new Fishermans Bend suburb. Planners are anticipating not only 60,000 new residents but also 25,000 new workers may be able to be accommodated in these areas. But how can creative industries best be encouraged given the rising land values and the limits of Council's planning tools? How can Council encourage businesses such as architects' offices, film production companies, advertising firms, IT

and bio-tech start-ups etc to be located in the many boutique office spaces in the lanes, heritage buildings and in architecturally designed new buildings?

Firstly, unChain strongly advocates that Council needs to become much more “business supportive” in its approach. Council policies need to be reviewed to ensure that they do not needlessly restrict the growth of businesses in the city. Residential amenity is important but so is the need to support businesses and the employment opportunities that they bring. Also, unChain supports the adoption of a process at Council whereby prior to the adoption of new Council policies an employment and business impact assessment is undertaken and reported on so that Council and citizens are aware of the likely impacts of such policy adoption on the provision of employment opportunities in the City, whether positive or negative. In some instances, Council may adopt policies that give priority to residential amenity over employment growth but at least with such an impact assessment process in place as part of policy formulation, Councillors will know the extent of the “balance” being pursued when adopting policies.

A second major element of an “employment friendly” Council is to ensure that the Council provides services efficiently and cost effectively. To grow, business needs an efficient and low cost environment for basic services e.g. rates, cleaning, water, power, planning approvals, accessible and affordable parking. unChain has outlined policies that it will pursue in this arena and these policies should assist in ensuring this essential ingredient to employment growth is available.

Thirdly, Council needs to ensure that its policies are designed to limit as much as possible excessive growth in land values. New Economy businesses are generally started by the young and so to keep on attracting a continuous stream of young people into an area to fuel this entrepreneurial expansion, the cost of living in an area needs to remain reasonable. Research shows that cities or regions that become too “gentrified” and expensive to live in cease to attract this essential new young talent. Accordingly, Council needs to ensure that it has policies in place that will not overly restrict lower cost housing coming on stream in the City. The City must ensure that the “not in my backyard” or “nimby” factor does not overwhelm the planning process and so restrict the development of new affordable housing stock for the young entrepreneurs to live in.

unChain would like to encourage start up small businesses to establish within Port Phillip and believes the Council should establish a competitive grants process to support small business. This would encourage residents to establish their business within easy distance from their home and also create vibrant new businesses within Port Phillip. This process could be modelled on the grant process established by the Melbourne City Council.

unChain also wishes to see the Council support “clustering” within the City. Research shows that strong benefits come from encouraging businesses within a particular sector to “cluster together”. This clustering allows for the quick cross fertilisation of ideas and innovation. If an area develops a

reputation for delivering products and services from a number of businesses within the area then customers will favour that area when seeking to acquire the products and services. In addition, the availability of employment in a particular sector in number of businesses in the one area encourages entrepreneurship as the entrepreneur is more willing to take a risk with a start-up if he or she knows that they are likely to be able to find alternative employment in the area if their start-up fails to survive. Accordingly, unChain will ensure that the Council undertakes research to identify the New Economy business sectors that are most likely to be successful within the City and therefore maximise employment growth and then have the Council adopt proactive policies that will encourage those sectors to cluster in the City.

Another important driver of a Creative City would be to encourage the location of a university in the new Fishermans Bend precinct. In our City we currently have limited post-secondary education. There is the Australian Academy of Design, and the Melbourne University-supported Australian National Academy of Music. Melbourne University's Victorian College of the Arts is in close proximity. As Swinburne University has announced that it intends to vacate its Prahran campus, relocating its world-ranking School of Design, Fishermans Bend presents the opportunity to build a university campus with a focus on areas such as IT and design. The location of tertiary facilities enlivens an area. It brings talented young people together. Combined with a clustering policy it is likely to incubate New Economy businesses in the City.

The Council has pursued a policy of encouraging the development of business associations within particular areas of the City. It has backed this support up with the striking of a levy on businesses in a particular area to meet the costs of the Business Association where the local business community supports such a levy. The arrangements that have worked best are ones where there is a differential levy e.g. a "high street" retailer who directly benefits from marketing pursued by the Business Association pays a higher proportional levy than a business who might have an office in the area but supplies products or services to overseas locations. unChain supports the development of Business Associations across the City whether voluntary or supported by a levy where there is a clear majority of businesses in support of the levy system proposed. unChain believe that a differential levy system is likely to be the most appropriate and acceptable system to support Business Associations.

An essential element for the implementation of all of the above policies to encourage New Economy businesses to Port Phillip is to ensure that the Council has an effective Economic Development unit in place. unChain believes that a review of the Council's current Economic Development unit is warranted. Further, a clear strategic vision needs to be developed that will provide a framework for the Council policies that are to be pursued over future years to encourage New Economy businesses to locate in the city and so encourage employment growth. As part of this process, the future resourcing and manning levels required within the Economic Development unit need to be identified.

CONCLUSION: 'WHAT IS TO BE DONE?'

We face huge threats and opportunities in our inner city Melbourne. Our current political system is not doing well enough. Short-term opportunists control our political parties. Self-interested developers dominate a shadow planning system. We do not have enough resources for our social and physical infrastructure. We face the threat of badly planned development in Southbank, Port Melbourne, South Melbourne, Middle Park, Albert Park, St Kilda and Elwood.

But we also have a host of opportunities. As citizens, we all have a responsibility to better understand and participate in our democratic institutions, including local government. We can have great buildings, an exciting community, first-rate schools, a twenty-first century public transport system, a vibrant arts and information technology sector, a safety net for those in need and much, much more.

We are lucky. We can have a people-friendly medium density growth of our city, provided we get it right.

Port Melbourne, South Melbourne, Middle Park, Albert Park, St Kilda and Elwood are great places to live. An energetic and thoughtful Port Phillip Council can provide the leadership to achieve

- Better Service Delivery
- A Really Liveable City
- A Creative City

The way to get this is to have Independent unChain Councilors on the City of Port Phillip Council. Together we can get it right. After all, we are all about community.