

Bayside City Council
ANNUAL REPORT

2010
~2011

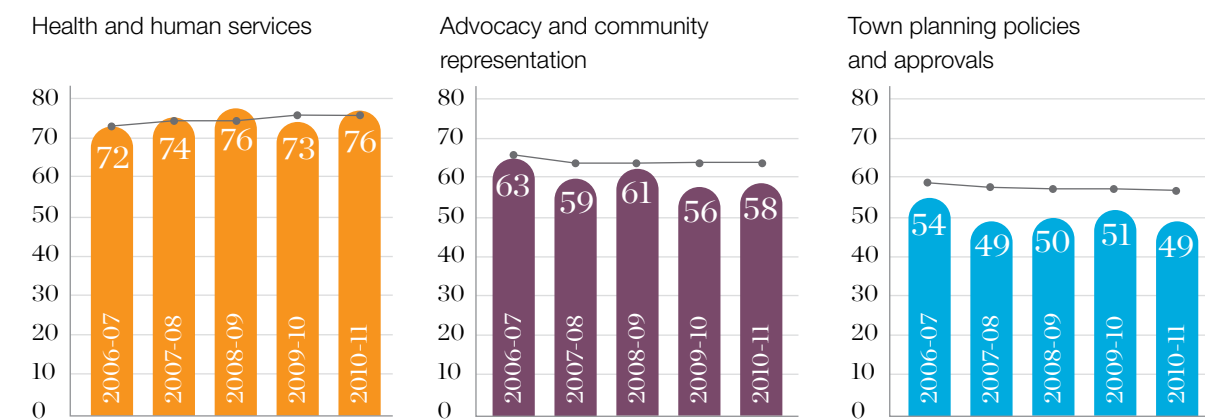
Our City by
the Bay *our*
Bayside



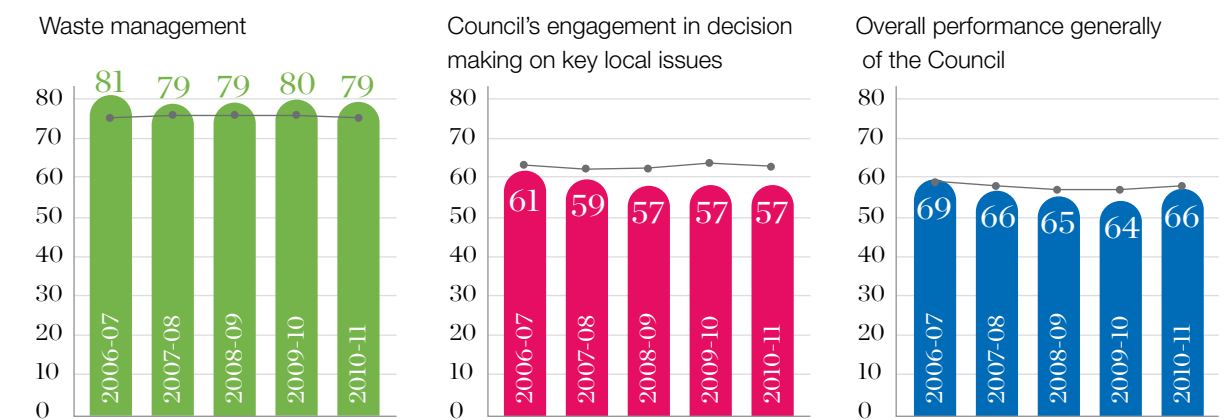
A summary of 2010/11

Commitment 1	Commitment 2	Commitment 3	Commitment 4	Commitment 5	Commitment 6
KEY RESULT			KEY RESULT		
Lifestage wellbeing of our community Refer to Page 65	Advocacy for and with our community Refer to Page 78	Managing our built environment Refer to Page 88	Natural environment, open space and biodiversity Refer to Page 100	Community engagement and having real conversations Refer to Page 114	Stewardship, governance and leadership Refer to Page 124
ACHIEVEMENTS			ACHIEVEMENTS		
The Bayside Delivered Meals Centre was launched in December 2010. Supported by a volunteer network, the service this year provided 60,760 meals to 3,101 vulnerable aged residents and those with disabilities.	In a campaign to raise awareness of the significant implications for trees as a result of the Electrical Safety (Electric Line Clearance) Regulations 2010, Bayside expressed its opposition to Energy Safe Victoria due to the significant impact on the appearance of trees within our municipality.	This year Bayside City Council hosted the 2010 Bayside Built Environment Awards. The awards recognise the ability to complement design with the urban and natural environment of Bayside and showcase the expertise of builders and architects.	Bayside City Council adopted a greenhouse gas reporting framework as the basis for carbon accounting. This new framework will enable Council to accurately report greenhouse gas emissions on a regular basis.	The community was invited to share its views on managing change in Bayside through a series of engagement opportunities as part of the <i>Bayside Our City's Future</i> program.	Two Business Excellence projects focussed on leadership and strategy and planning were completed this year. Outcomes achieved through the delivery of project initiatives will assist in creating a culture of excellence at Bayside.
CHALLENGES			CHALLENGES		
Failure by State Government to review its formula for allocating funds to the Home and Community Care program.	Gaining approval by the Minister for Planning for proposed amendments to the Bayside Planning Scheme.	Inability to convince the Victorian Government of the need for greater local controls on planning.	Ensuring the safety of people accessing the coastal area near cliff faces and eroding areas.	The need to integrate consultation practices for all major projects.	Addressing continued debt levels of \$17 million.
WHAT BAYSIDE IS DOING TO ADDRESS CHALLENGES			WHAT BAYSIDE IS DOING TO ADDRESS CHALLENGES		
Continue to lobby for equitable funding allocation for HACC services.	Advocating to the Victorian Government to improve processing of planning scheme amendments.	Bayside will continue to advocate to the Victorian Government over local concerns about planning issues.	Delivering a number of measures including revegetation works, the closure and replacement of some access ways.	All major projects must now complete a community engagement assessment using the community engagement framework.	Implementing a program to reduce debt through long term financial planning, while addressing the need to maintain Council assets.
THE FUTURE			THE FUTURE		
Bayside contains an ageing population with a high proportion of people aged over 85 years. Providing services to this group will require greater resources as time unfolds.	Develop and implement a community and school recycling and resource recovery education program.	Complete the review of the Bayside Planning Scheme which includes the review of the Municipal Strategic Statement (MSS) and Local Planning Policy.	Develop a climate change strategy for Bayside.	Review <i>Council's Community Engagement Framework 2009</i> and develop a suite of products that outline appropriate tools for engagement opportunities within the community.	Develop an IT disaster recovery plan.

COMMUNITY SATISFACTION*



COMMUNITY SATISFACTION*



PROGRESS TOWARD TARGET

- ➔ Of the 11 planned activities aligned to this commitment, 81% were complete or tracking within 90% of target.
- ✓ Of the 9 planned activities aligned to this commitment, 100% were complete or tracking within 90% of target.
- ➔ Of the 13 planned activities aligned to this commitment, 92% were complete or tracking within 90% of target.

✓ Target achieved
 ➔ Progressing to achieve target
 ✗ Not achieved

PROGRESS TOWARD TARGET

- ➔ Of the 17 planned activities aligned to this commitment, 82% were complete or tracking within 90% of target.
- ✓ Of the 9 planned activities aligned to this commitment, 82% were complete or tracking within 90% of target.
- ➔ Of the 13 planned activities aligned to this commitment, 92% were complete or tracking within 90% of target.

* 2011 Department of Planning and Community Development (DPCD) Annual Local Government Community Satisfaction Survey results (indexed mean score)



Our home *Our*
Bayside

Contents

A summary of 2010/2011	3	Statutory reporting and corporate information	134
About the annual report	6	Corporate governance	134
Council's purpose	9	Victorian Local Government Indicators	134
A message from the Mayor	10	Victorian Auditor General's Office (VAGO) Financial Performance Indicators	136
A message from the Chief Executive	14	Council and committee meetings	138
Financial summary	18	Local Laws	144
Calendar of events 2010/2011	22	Audit Committee	145
Awards and recognition	24	Information available for inspection	151
Part One - Overview of Bayside	27	Freedom of information	152
Our community	29	Information privacy	152
Our Council	35	Whistleblowers Protection Act	153
Our organisation	45	Report against the Domestic Animal Management Plan	154
Part Two - Performance against Council Plan 2009-2013	60	Charter of Human Rights and Responsibilities Act 2006	155
Strategic planning framework	62	Legislation that impacts on Council	156
Reporting on Council Plan 2009 - 2013		National Competition Policy	157
Commitment 1	64	Best Value report	158
Lifestage wellbeing of our people		Part Three - Financial report	160
Commitment 2	78	Part Four - Global Reporting Initiative (GRI)	235
Advocacy for and with our community		Glossary	240
Commitment 3	88	Index	242
Managing our built environment			
Commitment 4	100		
Natural environment, open space and biodiversity			
Commitment 5	114		
Community engagement and having real conversations			
Commitment 6	124		
Stewardship, governance and leadership			

About the annual report

PURPOSE OF THIS REPORT

Bayside City Council's annual report is an important part of Council's commitment to open and accountable governance. The report informs our community and other stakeholders—including residents, ratepayers, businesses, visitors, prospective staff members, government agencies and other interested groups—and reflects Council's commitment to making Bayside a better place.

The theme of this year's annual report is 'Our City by the Bay, our Bayside'. This theme represents our idyllic coastal location by the bay and recognises members of our community and council staff who work together to make Bayside a better place.

The scope of this report incorporates all operational activities, including partnership projects, completed in the 2010/2011 financial year. The previous annual report was published in October 2010. This current annual report shows Council's highlights and achievements, along with the issues and challenges faced between July 2010 to June 2011. It informs the Bayside community of Council's performance against the six commitments set out in *Council Plan 2009–2013* and the *2010/2011 Annual Budget*.

This report includes issues that impact on the sustainability our municipality and organisation and provides details of the elected Council, the organisation, and Council's financial and sustainability performance. The report also includes statutory reporting and legislative information.

THE STRUCTURE OF THIS REPORT

This report is divided into four sections. The first section provides an overview of Bayside City Council and the community we serve (see page 27). The second section provides highlights of our performance against the six commitments set out in *Council Plan 2009–2013* (see page 60). The third section provides detailed financial performance and performance against our key strategic activities (See page 160). The fourth section provides details on our performance against global indicators (see page 235).

SUSTAINABILITY REPORTING

The Global Reporting Initiative (GRI) is a network-based organisation that provides a globally used and comprehensive sustainability reporting framework. The framework is used to demonstrate organisational commitment to sustainable development, compare sustainability performance over time and measure performance in respect to laws, norms, standards and voluntary initiatives. The framework sets out the principles and performance measures that report on economic, environmental and social performance.

This is the first year Bayside has reported against the principles and performance measures of the GRI. See page 235 for the GRI index.

How to read this annual report

The following symbols identify the four main sections of the annual report and its subsections.



PART ONE – OVERVIEW OF BAYSIDE

Our community
Our Council
Our organisation



PART TWO – PERFORMANCE AGAINST COUNCIL PLAN 2009–2013

Commitment 1 – Lifestage wellbeing of our people
Commitment 2 – Advocacy for and with our community
Commitment 3 – Managing our built environment
Commitment 4 – Natural environment, open space and biodiversity
Commitment 5 – Community engagement and having real conversations
Commitment 6 – Stewardship, governance and leadership



PART THREE – FINANCIAL REPORT

Financial report



PART FOUR – GRI INDEX

GRI index

HOW TO OBTAIN EXTRA COPIES

Additional copies of this report can be obtained by:

- logging onto Council's website www.bayside.vic.gov.au and selecting the publications section
- telephoning Council on (03) 9599 4444
- visiting Council's Corporate Centre or any one of Council's library branches (see back cover for locations)
- sending an email to enquiries@bayside.vic.gov.au
- writing to Bayside City Council at PO Box 27, Sandringham 3191.

FEEDBACK

Bayside City Council welcomes your ideas about this report. If you would like more information on any matters contained in this report or want to provide feedback on how Council's reporting can be improved, please telephone Council's Governance Department on 9599 4444 or email enquiries@bayside.vic.gov.au

The
purpose
of

Bayside City Council

is to work with our

community to make

*Bayside a
better place.*

Looking out over Half Moon Bay, Black Rock

Council's purpose

This statement of purpose was developed by the Council elected in November 2008.

By setting out its commitments and establishing what needs to be done to address these, Council, together with the community, will make Bayside a better place.

Bayside City Council Corporate Centre is located at 76 Royal Avenue, Sandringham.

Our organisation aims to:

- build and participate in partnerships
- demonstrate leadership to empower the community to achieve its aspirations
- adapt to challenges and changes in our internal and external environments
- advocate and influence decision makers
- strive for organisational excellence and professionalism
- respond in a strategic manner
- actively engage people
- deliver a range of appropriate and well-planned services.

We will continue to be accountable, strive for continuous improvement, and commit to being open and transparent.

SHARED VALUES

As an organisation, we share a set of values and behaviours that provide a work environment in which every staff member is treated with respect. We provide opportunities for staff members to contribute to the success of the organisation while realising their own potential. This means we harness the unique skills and abilities that each individual brings to the organisation.

Through projects and focus groups, staff have developed shared values and behaviours. The organisational values of Bayside City Council are:

- respect
- creativity
- accountability
- adaptability
- achievement
- connected

The staff of Bayside have embraced these values and live them daily.

“

As an organisation we share a set of values and behaviours in which every staff member is treated with respect.

”



A message from the Mayor

“
As Mayor of Bayside, I am delighted to present this year’s annual report, which is a testament to the hard work of the elected Council and the organisation.
”

I am proud and honoured that my fellow councillors elected me as the Mayor of Bayside for the 2010 to 2011 term. This is my third term as Mayor and it has been a privilege to work with a group of dedicated, committed and enthusiastic councillors with a common goal “to work with our community to make Bayside a better place”.

Looking back over the year, my fellow councillors and I have witnessed many improvements for our community. Council has worked steadily to implement our Council Plan, which was adopted in June 2009. I would like to highlight just some of our achievements over the past 12 months.

JULY 2010 – COMMUNITY PLAN CONSULTATION KICK STARTS

Council started a comprehensive community engagement program for the development of the *Bayside 2020 Community Plan*. Crs Hayes, Frederico and Cooper-Shaw were appointed by Council to interact with community to gain an understanding what the community wants for its future. The Community Plan process also provided the opportunity for the community to be more engaged with Council to make Bayside even better.

AUGUST 2010 – DONALD MACDONALD RESERVE JUNIOR SKATE PARK OPENS

As part of Council’s on-going commitment to the young people of our city, we opened a junior skate park facility at Donald MacDonal Reserve. The park provides recreational opportunities for children and young people in the Black Rock and Beaumaris areas. This facility also complemented the launch of Bayside’s *Youth Strategy and Action Plan 2010–2013*, which identified opportunities to develop and coordinate services to help support our 17,500 young people.

SEPTEMBER 2010 – PRESENTATION BALL FOR PEOPLE WITH DISABILITIES AND FUNDING TO MAKE BEACH ROAD A SAFE PLACE

Council played a major role in coordinating a very special event for people with a disability to be part of a presentation ball. Thirty-four individuals with disabilities were presented to the Mayor of the day, Councillor Clifford Hayes, and the debutantes danced the night away.

Council received \$1.5 million in funding from the Victorian Government towards safety improvements along Beach Road and assisted in the development of a road corridor safety strategy for Beach Road. Beach Road cycling and the ‘no stopping zone’ issue has been very controversial across Bayside and Council was committed to ensuring the interests of all users of Beach Road were represented in the strategy.

OCTOBER 2010 – RECOGNISING BEST DESIGNS IN BAYSIDE

The Built Environment Awards were held in October to recognise outstanding design of built form which complements the urban and natural environment of Bayside. The winning designs recognised designers and architects whose work showed sensitivity to Bayside’s neighbourhood character, streetscape quality, local identity, heritage values, public places and the natural environment. My fellow Councillors Long and Cooper-Shaw were appointed to the judging panel together with six external judges.

NOVEMBER 2010 – TAKE THE GOOD AND THE BAD

Council was appalled and shocked at the tree vandalism which occurred on the Beaumaris foreshore (opposite Keys Street in the Moysey Gardens). Our community nurtures our natural environment along the foreshore and it was disheartening to see the destruction of our native vegetation.

On a brighter note Council launched its new state-of-the-art Meals Distribution Centre at the converted building at 232 Dendy Street, Brighton. This centre will provide approximately 60,000 meals a year to be delivered to over 500 residents. The meals are delivered by our wonderful, dedicated and caring team of 100 volunteers. Without our volunteers it would be difficult to provide this important service to vulnerable aged residents and those with disabilities.

DECEMBER 2010 – BEST EVER CAROLS IN THE PARK

One of my first duties as Mayor was to host the 2010 Bayside Carols in the Park. The event attracted more than 17,000 residents and visitors who enjoyed two hours of top class entertainment and magnificent fireworks. This event continues to grow each year.

JANUARY 2011 – AUSTRALIA DAY

In January, we celebrated Australia Day. I spent a delightful day at Landcox Park recognising the work of some of our citizens. We were fortunate to have Ms Stella Axarlis, AM as our Australia Day Ambassador to address the 300 residents and visitors at the open-air ceremony. It is also a day when 61 residents from 15 different countries choose to become Australian citizens and a day we acknowledge outstanding contribution to the community through our Australia Day awards.

FEBRUARY 2011 – BAYSIDE COASTAL TRAIL

To celebrate the rich cultural history of the Bayside foreshore Council launched the Bayside Coastal Trail. The trail features more than 90 new signs along the entire 17km of foreshore between Brighton and Beaumaris, celebrating the lives and artworks of notable Australian artists and tells stories of the Boonerwung people. The Coastal Trail now comprises the Art Trail, Indigenous Trail, Environment Trail and History Trail. I was delighted the Minister for Tourism and local member, the Hon. Lousie Asher MP, assisted me in officially opening the Bayside Coast Trail.

MARCH 2011 – BRIGHT ‘N’ SANDY FOOD & WINE FESTIVAL

The annual Bright ‘n’ Sandy Food & Wine Festival was held once again and more than 17,000 people enjoyed magnificent food supplied by local producers and were entertained by some amazing food demonstrations.

APRIL 2011 – OPEN SPACE STRATEGY OPEN FOR COMMENT

The draft *Open Space Strategy* was released for public comment and feedback. The draft strategy is a long term plan to guide the planning, management and development of Bayside’s open space for the next decade. The strategy includes recommendations and actions necessary to ensure Bayside’s open spaces are protected and enhanced long into the future.

A message from the Mayor (continued)

By 2026 an estimated
11,000
 additional residents are expected to be living in Bayside.

MAY 2011 – CELEBRATING NEW GALLERY OPENING

I had the great pleasure of officially opening The Gallery at the Bayside Arts & Cultural Centre. The new state-of-the-art gallery space has been a long held aspiration of the Bayside arts community and this facility is the result of more than ten years planning by Council and a capital investment of \$900,000. I would like to acknowledge the hard work and dedication of the Cultural Advisory Committee who were the driving force behind this great space.

JUNE 2011 – 2011/2012 BUDGET ADOPTED

Council adopted its \$93.5 million 2011/2012 Budget. This is a responsible financial plan that builds on Council's priorities for the future. The Budget will progress the preservation and enhancement of our valued assets and ensure the provision of amenities and delivery of good services that go towards meeting the needs of our community. Included in the 2011/2012 Budget is our \$16.2 million capital works program, which includes expenditure for new and upgrade projects including community buildings and better roads.

OTHER ACHIEVEMENTS

This year Council embarked on a comprehensive community engagement program to explore issues relating to the future of Bayside. By 2026 an estimated 11,000 additional residents are expected to be living in Bayside. With this increasing population, and a population that is ageing, Council needs to continue to strategically plan for the future and ask the community to be part of this process. Consultation explored issues such as activity centres, housing, employment, open space, environment, transport and planning scheme implementation.

As a local government, we have advocated strongly with the Victorian Government on important local concerns such as changes to our planning scheme, in particular for protection of our residential amenity and height controls which reflect the aspirations of our local community and the character of our built environment. We will continue our best efforts to reach agreement with the state government on these important issues.

Council also played a strong advocacy role in the issues surrounding New Street railway gates to try resolve this in the best interest of the community.

We continued to foster our relationship with our local federal and state members of parliament with a view to seek out future funding opportunities.

A THANK YOU TO STAFF

Finally, I would like to thank Council's staff, the Chief Executive Officer and the Executive Management Team for their valuable contribution to Bayside. Their professionalism and dedication has been instrumental in enabling Council to achieve so much for our community during the year.

I would also like to thank my fellow councillors for their trust in me during my term as Mayor.

We will continue to work to make Bayside a better community in which to live, work and play.

I commend this report to our community and others interested in the activities of the Bayside City Council.



Cr Alex del Porto
 Mayor



17,000
 people attended the
Bright 'n' Sandy Food & Wine Festival.

A message from the Chief Executive

“
This year Bayside City Council has delivered a number of significant projects to help make Bayside a better place.
 ”



The key challenge for Council is to balance a wide range of social, political, environmental, and financial demands and to deliver many important works and services to our community.

The local government environment continues to evolve. The impact of cost shifting on council from state and federal governments has continued to escalate, resulting in challenges to the continuity of Council services.

The past year has seen important changes in the way local governments are overseen and regulated by the Victorian government. At the same time, our community challenges us to improve and be innovative. This annual report gives an indication of the complexity we face and the work undertaken by Bayside staff as we pursue excellence in the services we provide.

Looking at each of our Council Plan commitments, we can see progress on every front.

LIFESTAGE WELLBEING OF OUR COMMUNITY

Bayside is considered by other state and federal levels of government to have lower levels of need for funding, relative to many others. This relative lack of external funding and cost shifting has a significant effect on our services to the community but we continue to press the case for appropriate recognition of service needs. This year Council fully funded development of our new Delivered Meals Distribution Centre in Brighton. This new facility will enable Council to provide accessible and high quality aged and disability delivered meals services for many years to come. This service also relies heavily upon the dedicated army of caring volunteers that assist us in delivering meals.

ADVOCACY FOR AND WITH OUR COMMUNITY

Local governments have a responsibility to represent their communities to state and federal government. This year, council maintained its role as a strong advocate for important local issues such as improving safety for all users of Beach Road. In partnership with VicRoads, Council has prepared a draft *Beach Road Corridor Strategy* and we continue to trial a 'no-stopping' zone along Beach Road. We have also played an important advocacy role in the New Street railway gates, lobbying the previous state government and the current state government to ensure an outcome in the best interest of the local community.

MANAGING OUR BUILT ENVIRONMENT

Council has continued to replace and upgrade its deteriorating infrastructure and this year has invested more than \$14.3 million in capital works. Council will continue to manage its financial position in a responsible manner as the custodian of \$1.9 billion worth of roads, footpaths, parks and buildings. The recent refurbishment of the *Brighton Town Hall Arts and Culture Centre* into a wonderful gallery space for community art, has been one of the highlights of Council's 2010/2011 capital works program.

NATURAL ENVIRONMENT, OPEN SPACE AND BIODIVERSITY

Bayside is home to some of the best foreshore on Port Phillip Bay. Managing and responding to climate change at a local level continues to be one of the major issues facing this Council. It is important that we take a leadership role in education and awareness on reducing water and greenhouse gases. This year Council has worked to improve its reporting on sustainability through the development of a greenhouse gas reporting framework and the inclusion of the Global Reporting Initiative (GRI) Indicators in our annual report. These two initiatives demonstrate Bayside City Council's commitment to managing the sustainability of our city. We also develop a much sought after Open Space Strategy which will provide a clear direction for our highly valued open space throughout Bayside.

COMMUNITY ENGAGEMENT AND HAVING REAL CONVERSATIONS

The Bayside Community Engagement Framework helps guide levels of engagement with the community to ensure Council makes informed decisions. The framework has been integrated into both low and high impact projects. High impact projects undertaken this year include engaging with the community on the Bayside 2020 Community Plan and on proposed approaches to future planning through the *Bayside Our City's Future* program (see page 93). The *Community Engagement Framework* provided robust process to have real conversations with the community and also ensured the engagement activities recognise the diversity of the community including culture, gender, age and ability.

STEWARDSHIP, GOVERNANCE AND LEADERSHIP

A number of changes were made to our organisational structure this year. These changes will ensure we continue to focus on key priority areas for Council including continuous improvement and reporting. In support of our strong strategic focus on corporate planning and performance, the performance reporting function of Council is now consolidated with the governance area forming the Governance and Performance Reporting department. The Organisational Development Department was formed enabling a strong focus on organisational improvement across the organisation.

We have continued to deliver on annual initiatives including 90 per cent of the annual action plan items complete by 30 June 2011.

BAYSIDE IN GOOD FINANCIAL SHAPE FOR YEARS AHEAD

Council's Long Term Financial Strategy and Long Term Financial Plan have remained our key reference documents for annual budgeting. The strategy and plan assist Council with planning the delivery of short and long-term operational services and capital projects. It is a robust tool that is reviewed annually to ensure relevance and appropriateness in a changing economic and political environment.

A message from the Chief Executive (continued)

Council ended the year in a positive position. The operating surplus was \$7.2 million, which is close to our budget of \$7.3 million. Council budgets to generate a surplus each year to fund its capital works program and reduce long-term debt in line with the objectives of the long term financial plan.

Bayside is in good shape. Our performance against key financial indicators is within or above the Local Government sector standard, providing reassurance that Council's financial position is strong and improving. For the tenth year in a row, Council has achieved an unqualified audit from the Victorian Auditor General's Office.

FUTURE CHALLENGES

As we look ahead to 2011/2012, Council's financial performance is sound and good management of the community's assets continues to be a high priority. Council's Long Term Financial Strategy and Long Term Financial Plan provide the framework for Council's financial direction.

COUNCILLORS AND STAFF

I would like to take this opportunity to thank our elected councillors for their leadership, service and commitment to the City and in particular the leadership of the two mayors through 2010/2011, Cr Clifford Hayes and Cr. Alex del Porto.

I would also like to thank our staff and the Executive Management Team who work hard to deliver services and projects to the Bayside community. Council is a service organisation and our staff are the essence of local government's contribution to community. Our staff has continued to embrace and support the organisation's shared values and behaviours and has embraced the continuous improvement framework to provide enhanced services to the community and organisation.

As Chief Executive Officer, it is a privilege to work with both a committed organisation and a dedicated Council.

Adrian Robb
Chief Executive Officer

The 2010-2011 operating surplus was **\$7.2 million.**



Bayside
is home to some of the **best**
foreshore on
Port Phillip Bay.

Little Nippers at the beach, Black Rock

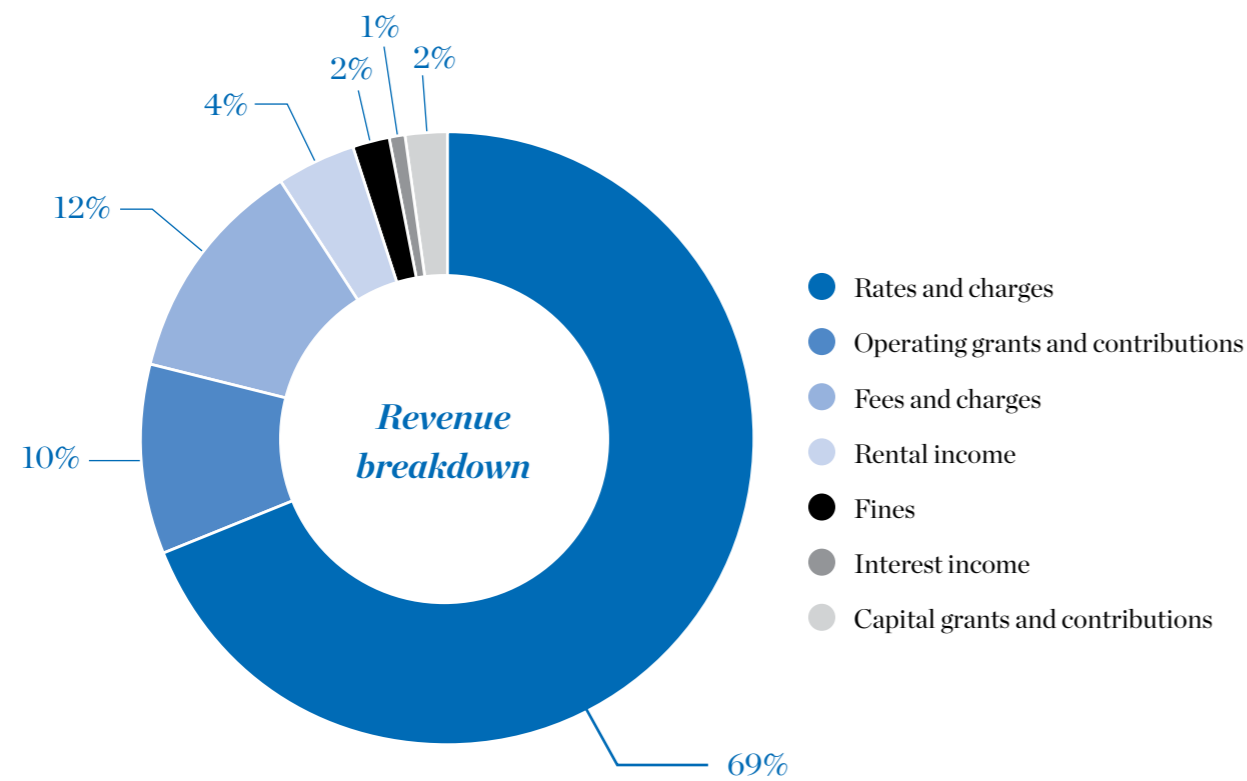
Financial summary

Our focus this year was on continuing to meet the community's needs, closing the infrastructure gap and reducing debt. Through prudent financial management, Council has continued to meet the ongoing provision of services to residents while delivering a capital works program of \$14.3 million.

The following information provides a high level summary of how Council has performed financially during the 2010/2011 financial year. Further detail can be found in the financial reporting section on page 160.

WHERE DOES THE MONEY COME FROM?

Compared to most Council's, Bayside is heavily dependent upon rate revenues for its income. This relates to the largely residential suburban nature of land use in our city. The following chart indicates Council's revenue streams.



EXTERNAL FUNDING

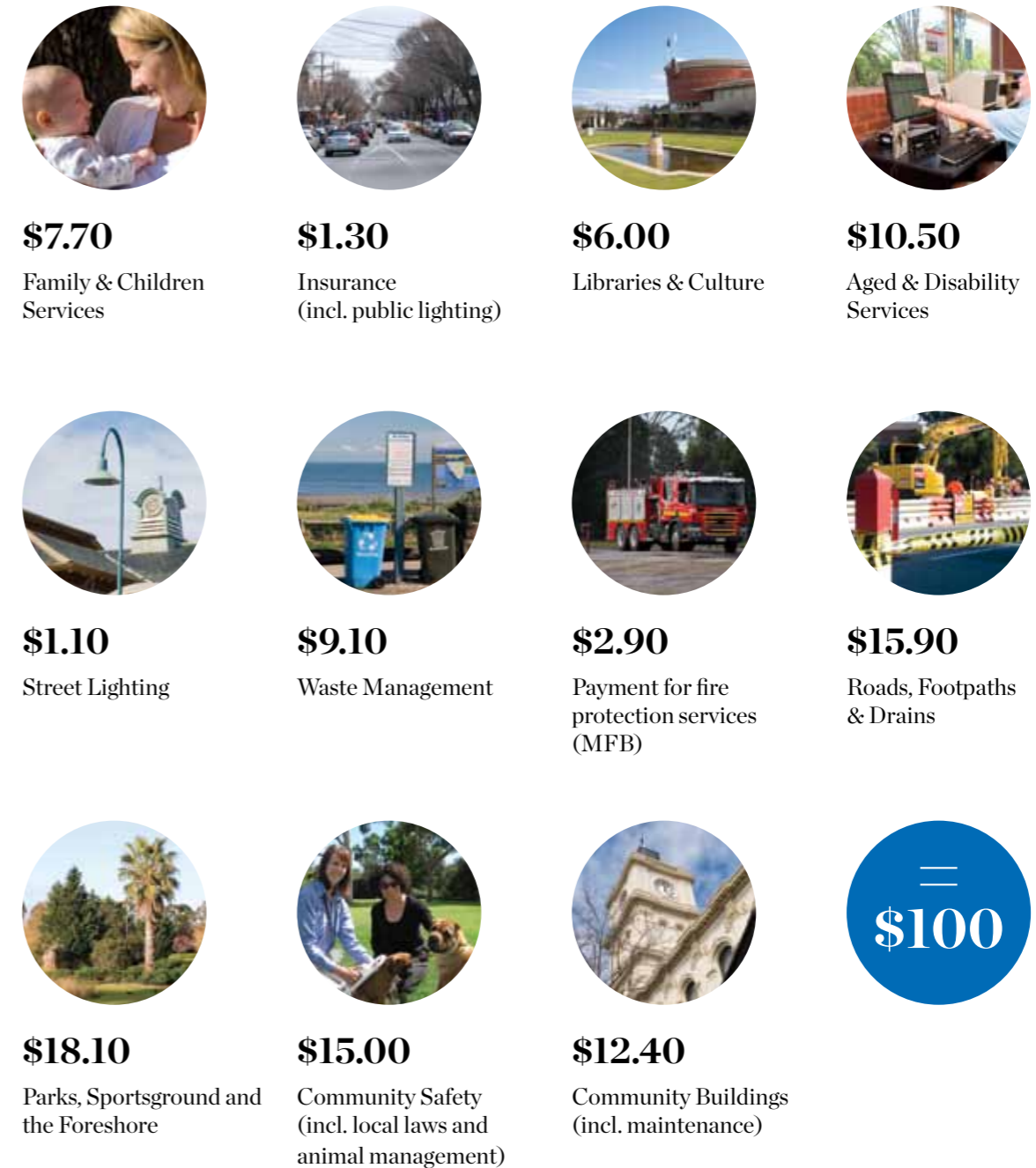
During 2010/2011, Bayside City Council received \$10.3 million in federal and state government funding. This was a reduction from the \$10.9 million received in 2009/2010. Examples of funding received this financial year include:

- \$4.8 million received for aged and disability services such as the Delivered Meals Service, Bayside buddies and general home care
- \$0.4 million in funding for family day care, childcare and vacation care
- \$0.5 million received for maintaining library services at Brighton, Beaumaris, Hampton and Sandringham.

The full amount of grants received is reported within Note 4 of the Financial Report on page 191.

WHERE DOES THE MONEY GO?

Rates and charges collected by Council help fund more than 100 services and programs provided to the community. For every \$100 of expenditure, Council delivers the following services:



Financial summary

INCOME STATEMENT

The income statement identifies income and expenses for 2010/2011. As at 30 June 2011, Council's operating result was \$7.2 million. This result is close to the budget of \$7.3 million. The full income statement can be found on page 166.

BALANCE SHEET

The balance sheet identifies what Council owns as assets, what it owes as liabilities and its net worth position (equity). The balance sheet can be found on page 167.

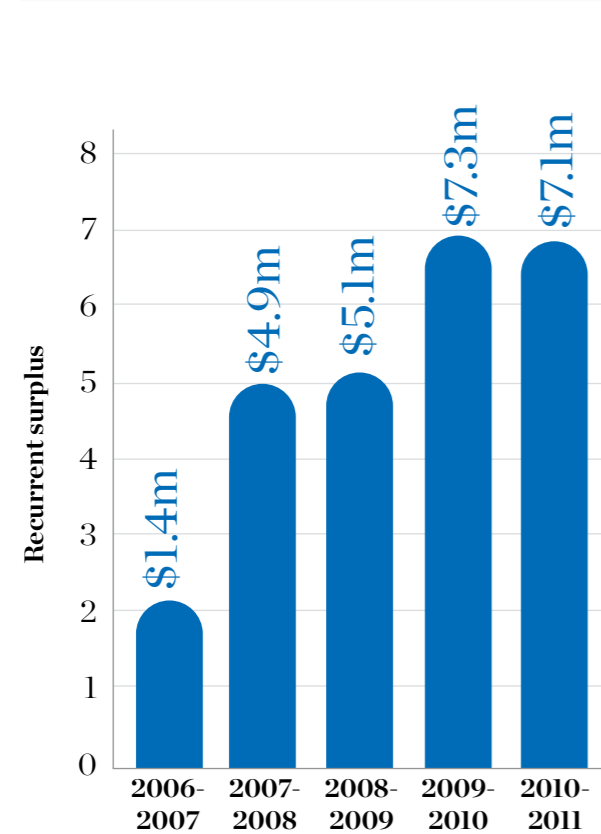
CASH FLOW STATEMENT

This statement provides a summary of Council's cash receipts (inflows) and cash payments (outflows) during the year. The closing cash balance as at 30 June 2011 was \$22.4 million. This represents a \$4.5 million increase from 2009/2010, primarily due to delayed timing of capital works expenditure. The full cash flow statement can be found on page 168.

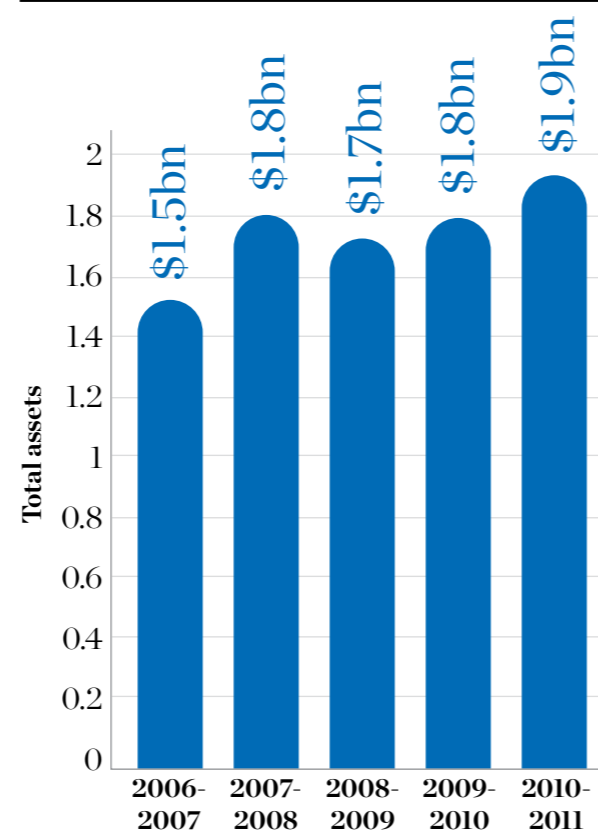
CAPITAL WORKS STATEMENT

The capital works statement identifies costs of creating or acquiring property, infrastructure or equipment assets. Bayside City Council spent \$14.3 million on capital works in 2010/2011. The increase in expenditure in the preceding two years to 2010/2011 was primarily due to the completion of the Corporate Centre. A detailed list of capital works projects completed this year can be found on page 169.

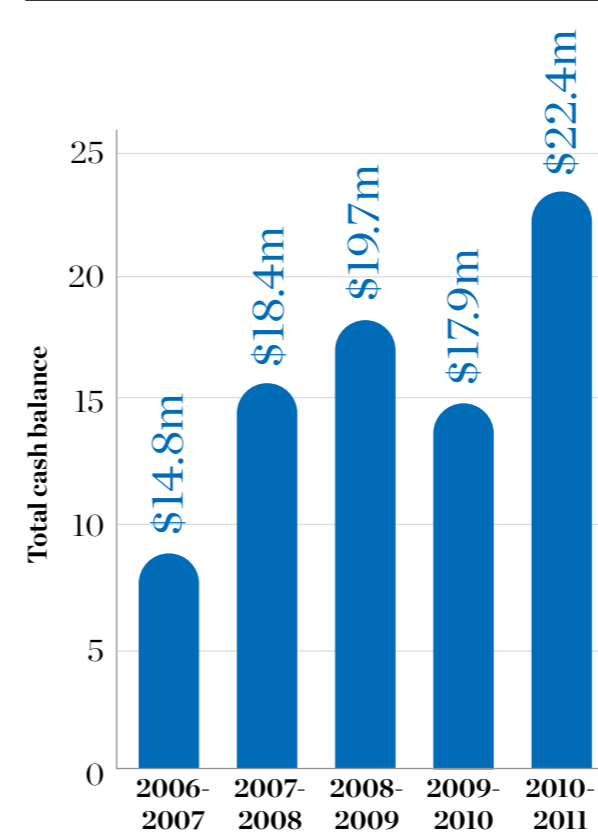
RECURRENT RESULT



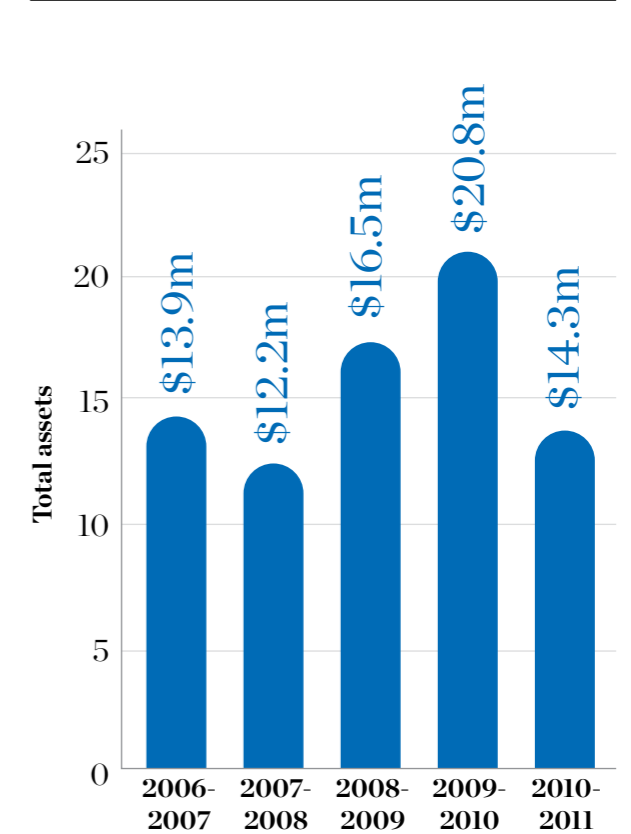
TOTAL ASSETS



CASH AND INVESTMENTS



CAPITAL WORKS PROGRAMS



Calendar of events 2010/2011

JULY

ZING Arts Exhibition	C
South Eastern Order of Australian Association Reception	O
Bayside Business Network Women's Luncheons	O
FReeZA Event – Battle of the Bands	O

AUGUST

Runners World Sandy Point Half	C
Vintage Car Day	C
Citizenship Ceremony	O
Bayside Film Festival	O

SEPTEMBER

Annual Community Grants Cheque Presentation Night	O
Bayside Business Network Breakfas	O

OCTOBER

St George Melbourne Marathon 2010	C
Around the Bay in a Day	C
Pink Lady Art Exhibition	C
Sandringham Village Fair and Farmers Market	C
Celebrate Mental Health Walk and Festival	S
Citizenship Ceremony	O
Seniors Festival	O
Bayside Built Environment Awards	O
Bayside Business Network Women's Luncheons	O
FReeZA Event – Art Exhibition Celebration Expressions of Young Artists	O
Children's Week Activities	O

NOVEMBER

Sandringham Hospital Fundraiser	C
Tri Series	C
Victoria Golf Club – JB Were Masters	C
Great Scout Fete	C
Beaumaris Art Group Twilight Artists Market	C
Church Street VIP Community Shopping Night	S
Remembrance Day Service	O
Annual Civic Service	O
Presentation Ball and Dinner Dance	O
ZING Arts Exhibition	C
Citizenship Ceremony	O
Artist Seminar Series – Akira Isogawa	O

DECEMBER

Chanuka at Landcox Park	C
The Coreban Great Melbourne Paddle	C
Red Bull Beach Football	C
Bayside Children's Picnic	O
ISAF World Cup – Sandringham Yacht Club	S
Breakwater to Beacon – Windsurfing Race	C
Bayside Christmas Carols in the Park	O
LW Sharpie Nationals Black Rock Yacht Club	C
Rotary xmas lunch	O



Bayside Carols in the Park.

JANUARY

International Dragon Boats	S
Gatorade Triathlon Series	C
Australian Unity Great Australia Day Swim	S
Australia Day Ceremony	O

FEBRUARY

Rotary of North Brighton Annual BBQ	C
SHQ Summer Stand up Paddle Series	C
Start to Finish – Splash and Dash	C
Go Try it Kids Triathlon	C
Archibeau	C
Pier to Plate	S
Cerberus Swim	C
Super Sprint Corporate Triathlon	C
Hampton Primary School Twilight Carnival	C
Tri Series	C
Citizenship Ceremony	O
FReeZA Event – St. Kilda Festival	C

MARCH

Bright n Sandy Food & Wine Festival	O
SHQ Summer Stand up Paddle Series	C
Point to Point swim	C
BRH Art Show	C
Tri Series	C
Church Street Sunday FunDay	S
Bayside Business Network Breakfast	O

O = Events provided by Council
S = Council sponsored events
C = Community events

APRIL

Martin Street Festival	S
St Mary's Cross Country Event	C
Event Relay for Life	C
Put your foot down walk	C
SHQ Summer Stand up Paddle Series	C
Brighton by the Sea 9km Handicap Run	C
140th Arrival Anniversary of HMVS Cerberus	S
Citizenship Ceremony	O
Resonance Music Series (April – June)	O
Bayside Business Network Women's Luncheons	O
National Youth Week	C

MAY

Pink Cargo Bike Ride	C
Community Open Day – Arts & Culture Centre	C
Bayside Farmers Market	O
Reconciliation Week – Flag Raising Ceremony	O



Flag Raising Ceremony.

Community open day – The Gallery at Bayside Arts and Cultural Centre	O
Bayside Literary Festival	O
Community open day – The Gallery at Bayside Arts and Cultural Centre	O
Volunteers Week	O

JUNE

Ask the Experts	C
Bayside Farmers Market	C
Fred Hollows Church Street Charity Walk	C
Citizenship Ceremony	O
Bayside Business Network Breakfast	O

Awards and recognition

AUSTRALIA DAY AWARDS

Council recognised the major contribution of individuals to the community through the Australia Day Awards, presented on 26 January 2011 at Landcox Park, East Brighton. The recipients of the awards were:

AUSTRALIA DAY – CITIZEN OF THE YEAR AWARD

Presented to Mr Malcolm Parks

(for his significant and outstanding contribution to the Bayside area through a range of welfare and community organisations over the past 40 years.)

AUSTRALIA DAY – YOUNG CITIZEN OF THE YEAR AWARD

Presented to Miss Zoe Stewart

(for her active and tireless contribution to the community, in particular improving opportunities and services for young people.)

AUSTRALIA DAY – COMMUNITY EVENT OF THE YEAR AWARD

Presented to the Presentation Ball and Dinner Dance Celebration – coordinated by Central Bayside Community Health Services, Scope and Bayside and Kingston City Councils.

(for the provision of a presentation ball and dinner dance for people with disabilities.)

AUSTRALIA DAY – ENVIRONMENTAL AWARD FOR AN INDIVIDUAL

Presented to Mrs Moira Longden

(for her leadership of the Friends of Watkins Bay Group for more than 15 years and her tireless efforts to educate and inspire members of the community to protect habitat for birds, removal of weeds, beach protection and restoration through re-vegetation.)

AUSTRALIA DAY – ENVIRONMENTAL AWARD FOR A NOT-FOR-PROFIT COMMUNITY ORGANISATION

Presented to Hampton Community Centre for its Sustainable Community Recycling and Worm Farming Project

(for environmental initiatives introduced in daily work practices to reduce its carbon footprint).

COUNCIL RECOGNISED

Recognition of Council's achievements in 2010/2011 included:

- Bayside Film Festival recognised with a commendation in the 2011 Awards for Excellence in Community Participation by Local Government Professionals (LGPro)
- Bronze Award received for Bayside City Council 2009/10 Annual Report at the Australasian Annual Reporting Awards.

GOING THE EXTRA MILE

In response to community needs, emergencies and environmental challenges, this year Council delivered a number of projects above and beyond the services and initiatives planned for the financial year. The following list recognises the departments involved in some of these projects:

STAFF RESPONSE TO FLOOD EMERGENCY

In February 2011, heavy rains caused flash flooding in Bayside. Along with other emergency services, Bayside staff responded to many requests for assistance from the community. More than 360 requests for services were raised during and through the weeks following the floods, many of these for drainage pit and pipe inspections. The City Works Department worked tirelessly to respond to these requests by undertaking inspections, cleaning drains and identifying future capital works priorities.

NEW MEALS DELIVERY SERVICES

In December 2010, Bayside City Council opened its new Delivered Meals Centre. Supported by a volunteer network of more than 125 people, the service provides meals to vulnerable aged residents and those with disabilities. Staff within the Aged and Disability Services and City Works Departments are commended for the delivery of this important service to our community.

Recognising years of service

Bayside City Council is proud of the dedication of staff and the contribution they make to the health and wellbeing of our community. A number of staff members have dedicated significant years of service to the organisation.

Staff who have reached milestones this year were:

40 YEARS

Megan Walton

30 YEARS

Colleen Delahunty

Elias Triantafyllidis

20 YEARS

Peter Gheller

Karen Parkinson

Pauline Smith

10 YEARS

Jennifer Bowdern

Donna Bentley

Anne-Margaret Cahill

Michelle Filimaua

Robert Fooks

Nilgun (Nikki) Karabolat (Sacaner)

Margaret Little

Helena Ng Manhun

Sonja Newton

Helen Quinton

Kerrie Robinson

Paul Truong

Jan Warren

Leanne Wines

Helen Capper

Yvonne Apostolou

5 YEARS

Grant Michell Srinivasarao Abburi

Kathleen Cleary Dale Kelly

Anita Dowsett Narelle King

Colin Biesse Alicia Gavin

Margaret Knott Karen Kerr

Alison Clarke Fleur Turner

Geoffrey Barden Claire Hayes

Karl Chett Joan Andrews

Margaret King Lauren Jones

Bernadette Brown Paula Clancy

Jurgen Dietzsch Lisa Gordon

Christine Wan Debra Thomson

Magdalene Giannopoulos Fiona Ronalds

Barbara Wood Meredith Murnane

Liebe Shannon Anura Seneviratne-Epa

Debbi Nixon Lisa Papadopoulos

Phillip Webb Alysha MacDonald

Gokhan Yucel Leanne Stray

Fiona Dodge Rebecca Wade (Goodinson)

Mary-France Smith Wendy Bigaignon

James Yerondais Nanette Robson

Graham Sanderson Margaret Gardner

Jodi Ormsby Jaebok Lee

Helen Lloyd Elpi Mimlias

Our volunteers

Volunteers make a valuable contribution to our community. Council relies on more than 200 volunteers to help in the delivery of our services, events and environmental initiatives.

This year to coincide with National Volunteer Week, Bayside City Council officially celebrated the opening of our new Delivered Meals Distribution Centre, and the engagement of 125 volunteers who deliver these meals to the community each day. Volunteers were formally recognised at the event.

In addition to our meals volunteers, Bayside also has 12 volunteers working at the Black Rock Activity Centre (assisting in the provision of activities for older people), 35 volunteers working with our home library service, volunteers assisting with the organisation of infant immunisation sessions and volunteers providing a transportation service to assist vulnerable people get to medical appointments. Council volunteers and other volunteers work within our community every day to make Bayside a better place.

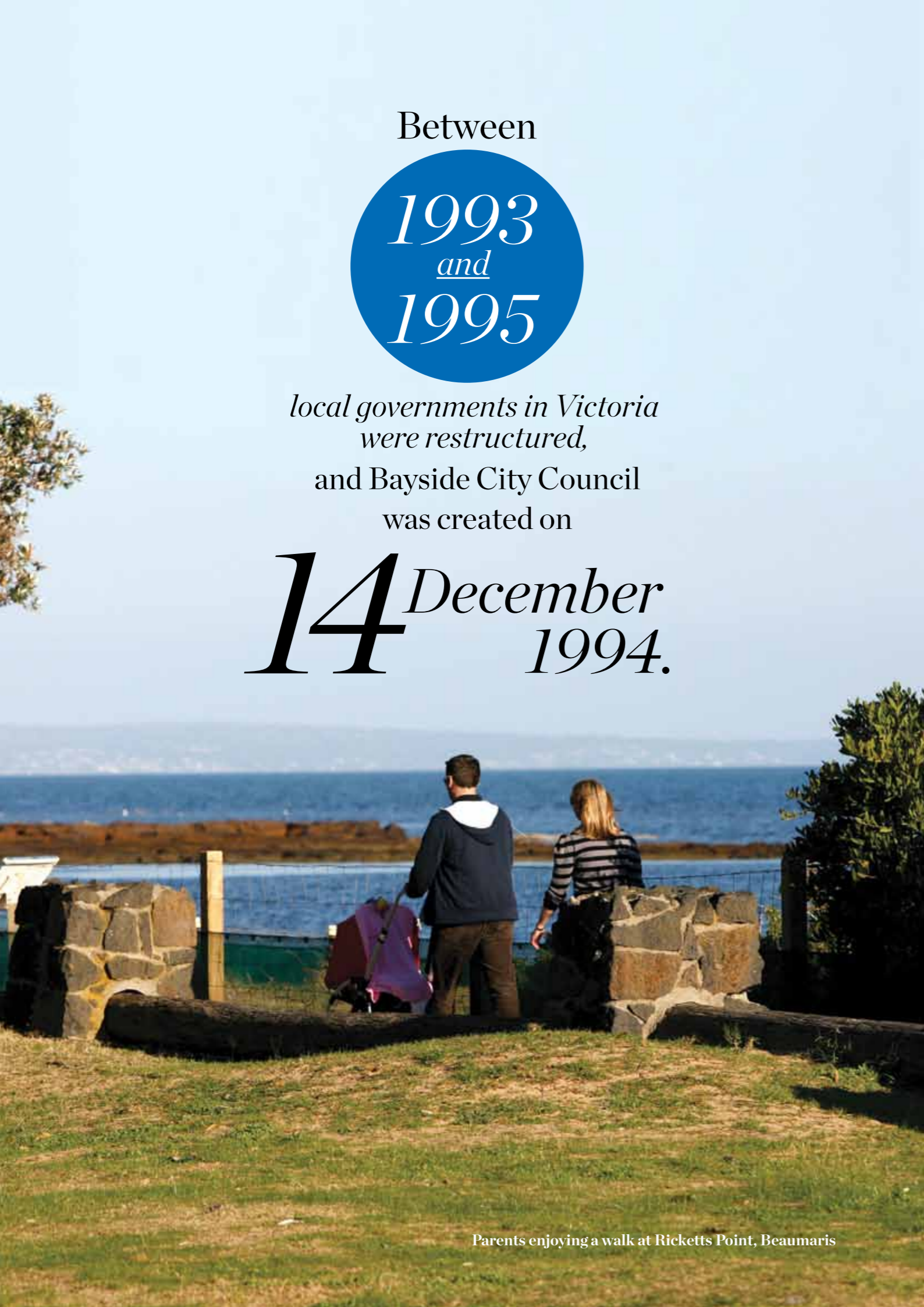
RECOGNISING MEMBERS OF OUR COMMUNITY

An important role is played by people and community organisations in Bayside. Council formally recognised these contributions with a number of civic receptions including:

- the Australia Day Awards
- a Remembrance Day ceremony
- the Inter Church Council – Annual Civic Service.



Between
1993
and
1995
local governments in Victoria
were restructured,
 and Bayside City Council
 was created on
14 December
1994.



Parents enjoying a walk at Ricketts Point, Beaumaris

The City of Bayside

Bayside City Council was created on 14 December 1994 and the city comprises the former Cities of Brighton and Sandringham and parts of the former Cities of Mordialloc and Moorabbin.

The first election of Bayside City Council was held on 15 March 1997. Since this time, Council elections have been held in the years 2000, 2003, 2005 and in November 2008.

Bayside City Council currently consists of one three-councillor ward and two wards with two councillors each.

THE AREA

The City of Bayside covers an area of 37 square kilometres, with its northern boundary eight kilometres from the Melbourne CBD. The coastline of Port Phillip Bay forms the western boundary of Bayside, while the Nepean Highway and the Melbourne to Frankston railway line form most of the eastern boundary.

The City of Bayside is adjoined by the Cities of Port Phillip, Glen Eira and Kingston. Bayside encompasses all or part of the suburbs of Beaumaris, Black Rock, Brighton, Brighton East, Cheltenham, Hampton, Hampton East, Highett and Sandringham.

Bayside is characterised by quality residential areas and is also home to a variety of businesses.

Residents and visitors alike enjoy Bayside's numerous parks, reserves, foreshore, local retail centres, excellent sporting and recreational grounds and buildings, heritage buildings and sites, art galleries and local festivals.

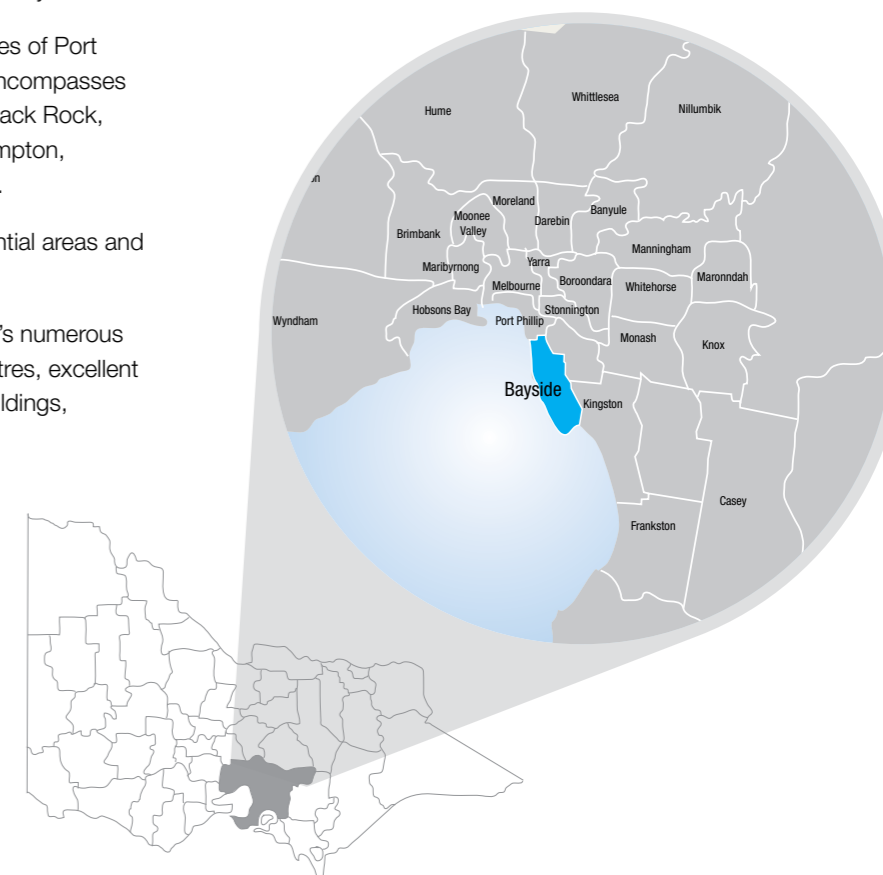
Bayside's coastline stretches for 17 kilometres from Head Street, Brighton, in the north to Charman Road, Beaumaris in the south. It features many attractions, such as Ricketts Point Marine Sanctuary, the Artists Walking Trail, Red Bluff Cliffs, the bathing boxes at Dendy Street beach, and Middle Brighton Sea Baths.

BAYSIDE'S HISTORY

The area now known as Bayside was originally inhabited by the Boonerwung people of the Kulin nation. The coastal land from Brighton to Mordialloc is the traditional country of the Ngaruk Willum clan of the Boonerwung people.

European settlement dates from 1841 when Henry Dendy purchased his 'special survey' area from the government. This area encompasses modern day Brighton, Brighton East, Bentleigh and McKinnon. The Brighton area was subdivided and sold in the 1850s, with growth from the 1860s prompted by the opening of the railway line.

Development of areas further south along the coastline followed in the late 1800s, aided by improved access. Substantial growth took place during the inter-war and post-war periods, with areas furthest from the railway line such as Brighton East and Beaumaris characterised by post-war housing development.



“The average age of Bayside residents is **41**”

Bayside estimated resident population, as at 30 June 2009:

2010
97,300

2005
90,778

2000
87,800

Local residents enjoying a sunny morning at Ricketts Point, Beaumaris.



Our community

The People

In the past decade, the population of the City of Bayside has steadily increased from 87,800 in the year 2000 to nearly 97,300 in 2010.

Of the nine Bayside suburbs, Brighton, Brighton East, Beaumaris and Hampton have the largest populations, according to the 2006 Census of Population and Housing.

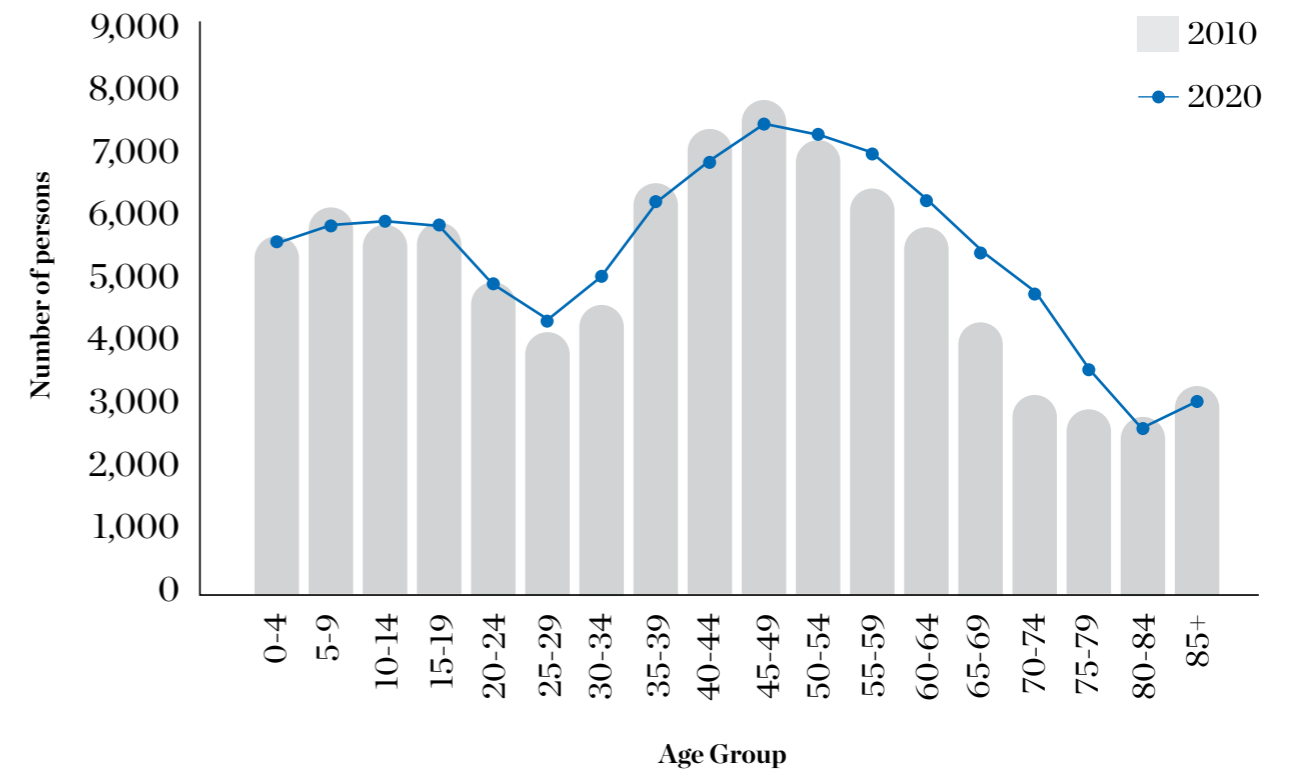
At the time of the 2006 Census, children aged up to 14 years represented 19 per cent of Bayside’s population and young people aged from 15 to 24 years represented 12 per cent. Older residents aged 55 years and over accounted for 29 per cent of the population.

The average age of Bayside residents was 41 years, with 40 per cent of the population aged from 25 to 54 years. Across the suburbs of Bayside, the populations of Hampton East, Hampton and Highett had a younger median age of 38 to 39 years, while Black Rock, Beaumaris and Brighton had a median age of 43 to 44 years.

Seven in ten of Bayside’s 33,000 households are family households, mostly couples without children and couples with children under 15 years of age. Single people households comprised one quarter of all Bayside households in 2006, many being older people aged from 55 to 84 years.

Over the next ten years, Bayside is forecast to experience substantial growth among those aged from 65 to 74 years, as the baby boomer generation ages.

FORECAST CHANGES IN THE AGE PROFILE OF BAYSIDE



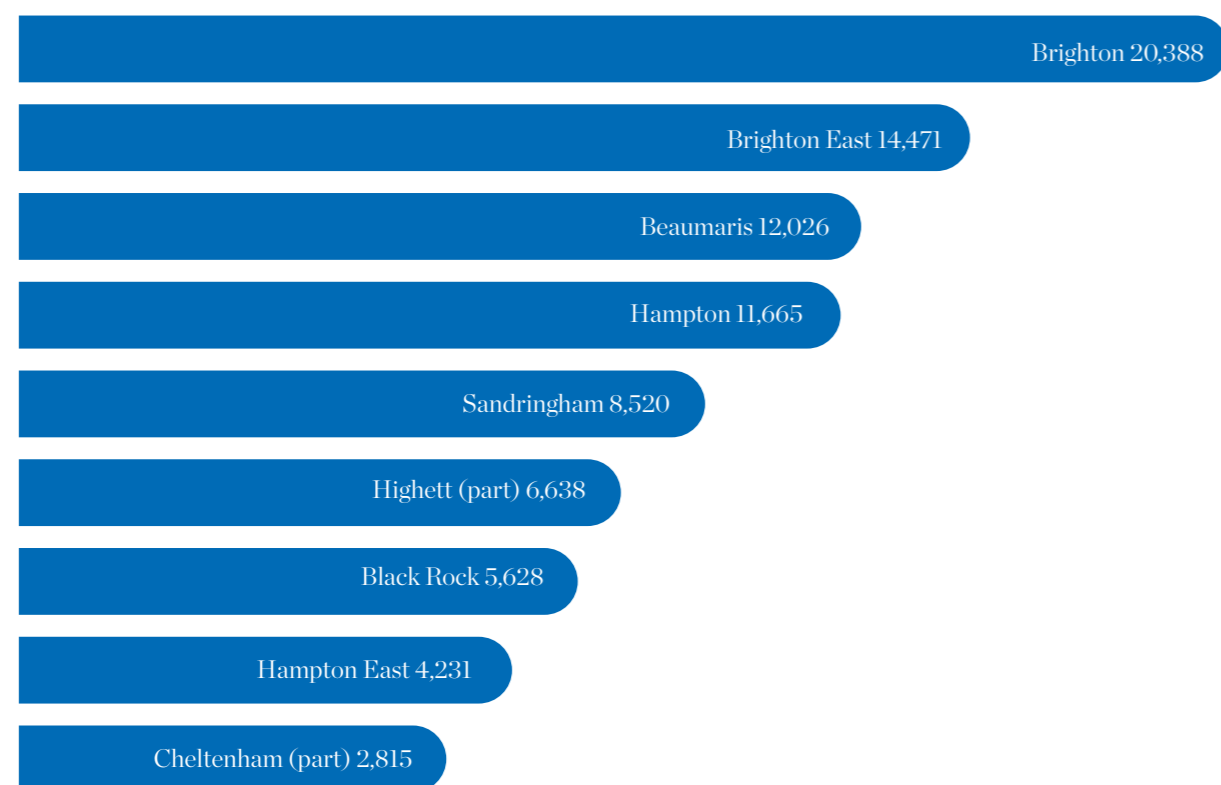
The People

While the number of dwellings will gradually increase, the number of people in each dwelling will continue to decrease due to the growing number of couples and individuals living alone. The fastest growing suburbs in the next decade are expected to be Highett and Hampton East.

Bayside's residents are mostly Australian born (72 per cent) with the main overseas countries of birth being the United Kingdom, New Zealand and South Africa. The main non-English languages spoken in Bayside's homes are Greek, Italian and Russian. In the last ten years, there has been a growing population of Russian and Mandarin speaking residents.

The fastest growing suburbs in the next decade are expected to be *Highett and Hampton East.*

POPULATION OF BAYSIDE SUBURBS



Source: i.d. consulting, 2008, *City of Bayside Community Profile*, Melbourne, accessed 16 August 2011, <www.bayside.vic.gov.au/statistics>

Bayside is a relatively affluent area, according to the Australian Bureau of Statistics Index of Relative Socio-Economic Disadvantage (2006). Bayside is ranked third highest of all 31 metropolitan Melbourne municipalities on the index, meaning it is one of the least disadvantaged. However, Bayside does have scattered pockets or neighbourhoods experiencing disadvantage, which are masked by the area's affluence. Many of these disadvantaged neighbourhoods have higher proportions of public housing or households in housing stress. Of Bayside's suburbs, Beaumaris is the least disadvantaged and Hampton East is the most disadvantaged.

The index reported that 3,534 people living in Bayside, or 4 per cent of the population needed day to day assistance because of a disability, long-term health condition or old age. A further 8,083 people, or 12 per cent of the population were carers providing unpaid assistance to a person with a disability, long term illness or the aged.

Bayside is home to 30 schools, providing education to approximately 16,000 children across 33 campuses. There are 20 primary state schools, five secondary state schools and five independent schools located within Bayside.

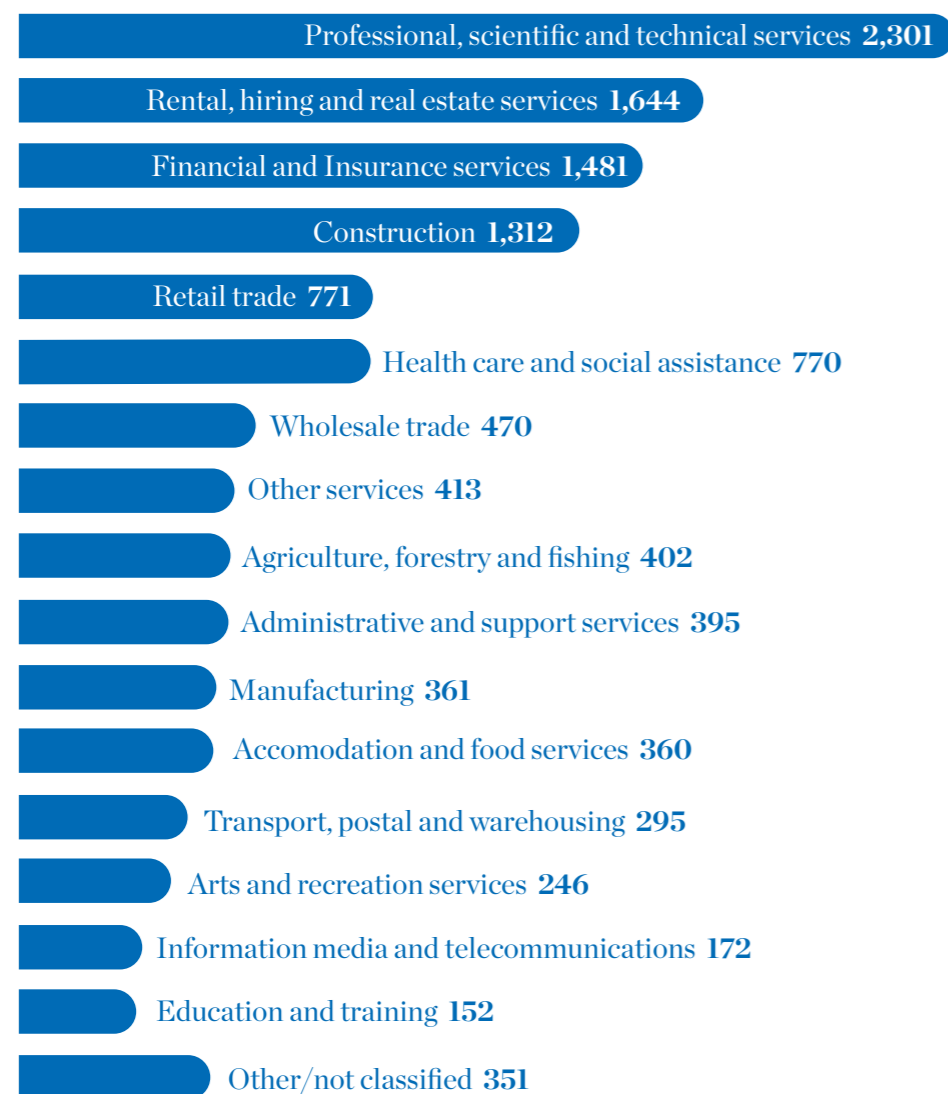


Older residents aged 55 years and over account for **29 per cent** of the population.

The People

Bayside has nearly 12,000 registered businesses. The largest category of business in Bayside is professional, scientific and technical services. In 2006, 24,000 residents and non-residents were working in Bayside.

BUSINESSES IN BAYSIDE



Source: Australian Bureau of Statistics, *Counts of Australian Businesses, including Entries and Exits, June 2007 - June 2009*, Catalogue No. 8165.0, Canberra.

More Bayside people worked at home (7 per cent) compared with workers across metropolitan Melbourne (4 per cent). Only one-quarter of employed residents both lived and worked in Bayside. Just over two thirds or 68 per cent of employed Bayside residents worked outside the municipality, mostly in the cities of Melbourne, Kingston and Port Phillip. Nearly two-thirds (65 per cent) used a private vehicle to travel to work, while 12 per cent used public transport.

The role of Council

The *Victorian Constitution Act 1975* provides for a “system of Local Government consisting of democratically elected councils having the functions and powers the Parliament considers necessary to ensure the peace, order and good government of each municipal district”.

Through the *Local Government Act 1989*, the legal status, purpose and objectives of councils are formalised and a range of functions and powers are provided and duties imposed. The elected council is responsible for these functions and powers including establishing the strategic direction of the municipality.

Council has a number of roles including:

- taking into account the diverse needs of the local community in decision making
- providing leadership by establishing strategic objectives and monitoring achievements
- ensuring that resources are managed in a responsible and accountable manner
- advocating the interests of the local community to other communities and governments
- fostering community cohesion and encouraging active participation in civic life.

Policies and procedures are developed and certain responsibilities are delegated to the Chief Executive Officer who in turn may delegate to other Council officers to enable the function of Council to be undertaken in an accountable, efficient and effective manner.

THE ROLE OF COUNCILLORS

Councillors have a critical role in ensuring responsible and accountable governance. As elected community representatives, our councillors are involved in determining priorities and policies and establishing the strategic direction of the city.

Councillors are bound by Council’s *Code of Conduct* under the provisions of the *Local Government Act 1989*. The code outlines the legislative requirements and expectations of councillors when representing Council and in their dealings with the community, Council staff and each other.

To ensure commitment to the Code, all councillors have signed a *Statement of Commitment to the Code of Conduct for Councillors*.

The Code of Conduct together with the *Local Government Act 1989* and Council’s Governance Local Law Number 1 are the three most important documents for councillors to rely on in undertaking their role.

WARD MAPS

In 2008 Bayside underwent an electoral representation review by the Victorian Electoral Commission. As a result of that review Bayside was restructured into three multi member wards.

Bayside City Council has two wards each consisting of two councillors and one ward consisting of three councillors (effective November 2008).

Council Wards



NORTHERN WARD

The Northern Ward of the City of Bayside includes the suburbs of Gardenvale, Brighton North, Brighton Middle Brighton and Brighton East.

NORTHERN WARD STATISTICS

- Number of voters = 20,113
- Number of properties = 12,010
- Square kilometres = 9.618
- Number of councillors = 2

CENTRAL WARD

The Central Ward includes the suburbs of East Brighton, Brighton Beach, Hampton, Sandringham, Hampton East, Cheltenham, Highett and part of Middle Brighton.

CENTRAL WARD STATISTICS

- Number of voters = 27,983
- Number of properties = 16,652
- Square kilometres = 14.747
- Number of councillors = 3

SOUTHERN WARD

The Southern Ward includes the suburbs of Beaumaris, Black Rock and part of Sandringham and Cheltenham.

SOUTHERN WARD STATISTICS

- Number of voters = 19,606
- Number of properties = 10,987
- Square kilometres = 12.595
- Number of councillors = 2

COUNCILLOR PROFILES

As a result of the elections held in November 2008, the following councillors represent the Bayside community today.

Southern Ward
Two Councillors

Central Ward
Three Councillors

Northern Ward
Two Councillors

Councillor profiles

Cr Alex del Porto

(Northern Ward)

Alex is a member of the Australian Institute of Company Directors. He lives in East Brighton with his wife Donna and has four grown up children.

Elected to Council in March 1997

Elected as Mayor on 2 December 2010 to 1 December 2011

M 0407-390-641

T 9599-4302 (Mayoral Office)

E adelporto@bayside.vic.gov.au



A Bayside councillor since 1997, Councillor Alex del Porto was Mayor of the city in 1998/1999 and 2004 and was elected for a third term in December 2010. Cr del Porto was Chairman of the Approvals and Planning Committee for the 2009/2010 year.

Alex has a Bachelor of Arts and a Master of Arts from Melbourne University and post graduate qualifications in secondary education from Australian Catholic University. He is a teacher in the private school sector and took 12 months leave from teaching to undertake the role of Mayor for 2010/2011.

Cr del Porto was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Audit Committee	2 December 2010 – 30 June 2011
Bayside Sister Cities Association	2 December 2010 – 30 June 2011
Communications Committee	2 December 2010 – 30 June 2011
Cultural Advisory Committee	1 July 2010 – 30 June 2011
Sandringham Family Leisure Centre Advisory Committee	1 July 2010 – 30 June 2011

Cr del Porto was also appointed as Council's representative to the following external organisation:

ORGANISATION	TERM
Inner South Metropolitan Mayor's Forum	2 December 2010 – 30 June 2011

Councillor profiles

Cr Clifford Hayes

(Northern Ward)

Clifford has worked in the film and television industry for over thirty years and has also been involved in agriculture, starting and managing a small vineyard. Clifford is the father of two adult children.

Elected to Council in November 2005

Elected as Mayor on 1 December 2009, to 1 December 2010

M 0407-689-033

T 9598-2046

E cliffordhayes@bayside.vic.gov.au



Councillor Clifford Hayes grew up and went to school in Brighton. His continuing concerns are the threat of high-rise development in Bayside and the lack of infrastructure in the face of increasing population pressure. Clifford supports local parks, reserves and trees, preserving our open space and living environment for all to enjoy.

Cr Hayes was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Audit Committee	1 July 2010 – 30 June 2011
Bayside Environmental Advisory Group	1 July 2010 – 30 June 2011
Bayside Major Activity Centres Project	1 July 2010 – 2 December 2010
Bayside Sister Cities Association	1 July 2010 - 2 December 2010
Communications Committee	1 July 2010 – 2 December 2010
Eco Living Centre Working Group	1 July 2010 – 30 June 2011
Housing Strategy / Social Housing Strategy Working Group	1 July 2010 – 2 December 2010
Municipal Strategic Statement Review Steering Committee	1 July 2010 – 30 June 2011
Community Plan Reference Group	1 July 2010 – 30 June 2011
Open Space Steering Committee	1 July 2010 – 30 June 2011

Cr Hayes was also appointed as Council's representative to the following external organisations:

ORGANISATION	TERM
Inner South Metropolitan Mayor's Forum	1 July 2010 – 2 December 2010
MAV Strategic Environment Advisory Group	1 July 2010 – 30 June 2011

Councillor profiles

Cr Felicity Frederico (Central Ward)

Councillor Felicity Frederico is a lifetime resident of Bayside where she lives with her young family.

Elected to Council in November 2008

M 0428-323-771
T 9598-2046
E ffrederico@bayside.vic.gov.au



Felicity is involved with various community committees and organisations including Hampton Primary School, the Hampton Bendigo Bank Steering Committee. She currently chairs a subcommittee for Stand Up Paddle Victoria and is organising a charity paddle across the bay for Sandringham Hospital. She is also team manager of the Hampton Rovers U12s inaugural MSJFL Girls Football League.

In addition to representing Bayside City Council on various committees, in 2010 Felicity shared the role of Ambassador for Women in Local Government in Bayside with Cr Cooper-Shaw. She is a strong advocate for promoting and encouraging women into elected representative local government roles and is concerned that, historically, Bayside City Council has one of the lowest rates of elected female representation rates at councillor and Mayor level in metropolitan Melbourne.

She is passionate about the community, in particular the inter-relationships and foundations it provides for our well-being. She believes proactive listening and talking with the community is one of the critical roles of a councillor.

Felicity's core passions include stringent financial control, sustainable and efficient practices, healthy and active communities, developing Bayside as the place of choice, ensuring the communication loop is timely, relevant and accessible to all residents and ratepayers, and having a positive connected and engaged community.

Felicity has a strong marketing background spanning more than two decades. She has tertiary qualifications in both Tourism and Marketing. Felicity has worked for large multi-national and medium sized companies. She currently works as a business advisor with a speciality in developing and implementing marketing solutions for small to medium sized businesses.

Cr Frederico was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Audit Committee	1 July 2010 – 2 December 2010
Bayside Major Activities Centre Project Group	1 July 2010 – 2 December 2010
Bayside Tourism Network	1 July 2010 – 30 June 2011
Communications Committee	1 July 2010 – 30 June 2011
Housing Strategy / Social Housing Strategy Working Group	1 July 2010 – 2 December 2010
Community Plan Reference Group	1 July 2010 – 30 June 2011
Open Space Steering Committee	1 July 2010 – 30 June 2011
Eco Living Centre Working Group (substitute rep)	1 July 2010 – 30 June 2011

Councillor profiles

Cr James Long BM JP (Central Ward)

James is the recipient of The Bravery Medal (Australian Honours Year 2000) and the Australian Defence Force Medal (Year 2008).

Elected to Council November 2005

M 0400-828-688
T 9598-2046
E jlong@bayside.vic.gov.au



Councillor James Long was the Mayor of Bayside City Council in 2008-2009. He was re-elected in the November 2008 elections as a councillor now representing the Central Ward.

Cr Long is an East Brighton resident who graduated from Deakin University with a Bachelor of Arts (Multidiscipline).

Cr Long is also:

- current National President of the Australian Bravery Association
- a Justice of the Peace
- Past president, Past Assistant Governor and Past District Governor within the Rotary District of 9800
- A foundation director of Melbourne City Opera Company where he currently volunteers in marketing, design, publications and front of house for the company
- Council's delegate for the Municipal Association of Victoria 2010-2011.

Cr Long was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Built Environment Awards Judging Panel	1 July 2010 – 30 June 2011

Cr Long was also appointed as Council's representative to the following external organisations:

ORGANISATION	TERM
Municipal Association of Victoria	1 July 2010 – 30 June 2011
Metropolitan Waste Management Group	2 December 2010 – 30 June 2011

Councillor profiles

Cr Louise Cooper-Shaw

(Central Ward)

With her husband Chris, Councillor Louise Cooper-Shaw has raised their two teenage daughters in the area and acknowledges the unique family environment that Bayside offers.



Elected to Council in November 2008

Elected as Deputy Mayor in December 2010

M 0427-516-906

T 9598-2046

E lcooper-shaw@bayside.vic.gov.au

Louise has postgraduate qualifications in psychology, criminology, business and commerce. Professionally, she consults to businesses on leadership and cultural change and lectures in degree and MBA programs at Monash University and elsewhere. She has considerable international work experience and enjoys the challenge of working in culturally diverse environments.

Louise is enthusiastic about embracing this vital community leadership role and is committed to community consultation. Her focus is an expectation of strong governance in the interests of the broader

community supported by open and easily accessible communication. A key priority for Louise is retaining and enhancing community assets and preservation of the historical fabric of the area while encouraging sympathetic, innovative development.

Cr Cooper-Shaw was appointed as Chairperson of the Planning Committee in December 2010.

Cr Cooper-Shaw was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Bayside Business Network and Economic Development Annual Summit	1 July 2010 – 30 June 2011
Built Environment Awards Judging Panel	1 July 2010 – 30 June 2011
Eco Living Centre Working Group	1 July 2010 – 30 June 2011
Community Plan Reference Group	1 July 2010 – 30 June 2011
Municipal Strategic Statement Review Steering Committee	1 July 2010 – 30 June 2011

Councillor profiles

Cr Michael Norris

(Southern Ward)

Michael has served on the committees of a playgroup, community centre, school and local amenity society and led campaigns for Bayside's natural heritage.



Elected to Council in November 2005

M 0400-178-199

T 9598-2046

E mnorris@bayside.vic.gov.au

Councillor Michael Norris has Masters Degrees from Cambridge and London Universities. During his career as a consultant and researcher, he has advised on inter-governmental relations, equal opportunities, community/government partnerships, human resource management, and spending on services for older people.

He has also dealt with issues such as the economics of deepening ports, management statistics, spatial planning, natural environment policies and the reorganisation of the electricity industry.

Michael has served on the committees of a playgroup, community centre, school and local amenity society and led campaigns for Bayside's natural heritage. He still volunteers his time to help care for Bayside's heathlands, foreshore and wildlife.

A Bayside councillor since 2005, Michael has been Deputy Mayor and was President of the Association of Bayside Municipalities in 2009/2010.

He sees governance and looking to the future, especially managing our response to climate change, as by far the most important issues for coming years.

Cr Norris was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Bayside Major Activities Centre Project	1 July 2010 – 2 December 2010
Black Rock Activity Centre Strategy Group	1 July 2010 – 2 December 2010
Black Rock House Committee of Management	1 July 2010 – 30 June 2011
Housing Strategy / Social Housing Strategy Working Group	1 July 2010 – 2 December 2010
Municipal Strategic Statement Review Steering Committee	2 December 2010 – 30 June 2011
Open Space Steering Committee	1 July 2010 – 30 June 2011

Cr Norris was also appointed as Council's representative to the following external organisations:

ORGANISATION	TERM
Association of Bayside Municipalities	1 July 2010 – 30 June 2011
Victorian Local Governance Association	1 July 2010 – 30 June 2011
Victorian Local Sustainability Network	1 July 2010 – 2 December 2010

Councillor profiles

Cr Simon Russell JP (Southern Ward)

Simon is committed to local charities, having worked over many years with Bayside service clubs, the Salvation Army and other local welfare organisations.



Elected to Council in November 2008

M 0417-396-077
T 9598-2046
E srussell@bayside.vic.gov.au

Councillor Simon Russell has lived and worked in Bayside for most of his life. He has served the community for nearly 13 years as a councillor including four years on the former City of Sandringham Council which included a 12 month term as Mayor.

Simon was first elected to Bayside City Council in 1997 and was re-elected in 2000. He was Mayor of the city in 2001. Cr Russell was again elected as a Bayside councillor in 2008 for a four year term and continues to serve the residents of the Southern Ward.

Simon is committed to local charities, having worked over many years with Bayside service clubs, the Salvation Army and other local welfare organisations. He has represented members of the community on a range of advisory and steering committees and is a strong advocate for causes that benefit the residents of the City of Bayside.

Simon is a Justice of the Peace. He and his wife Linda have three adult children and are now proud grandparents.

Cr Russell was a member of the following advisory committees and working groups during 2010/2011:

GROUP	TERM
Black Rock Activity Centre Strategy	1 July 2010 – 2 December 2010
Municipal Public Health Plan Steering Group	1 July 2010 – 2 December 2010
Municipal Strategic Statement Review Steering Committee	1 July 2010 – 2 December 2010
Sandringham Family Leisure Centre Advisory Committee	1 July 2010 – 30 June 2011

Cr Russell was also appointed as Council's representative to the following external organisation:

ORGANISATION	TERM
Metropolitan Transport Forum	1 July 2010 – 30 June 2011

Organisation structure

Bayside City Council's organisation structure comprises four service oriented divisions, which report through directors to the Chief Executive Officer.

These divisions comprise Council's major operational activities including services to the community and the business and governance functions necessary for an effective and publically accountable body.

The Organisational Development, and Communications and Customer Service Departments report directly to the Chief Executive Officer.

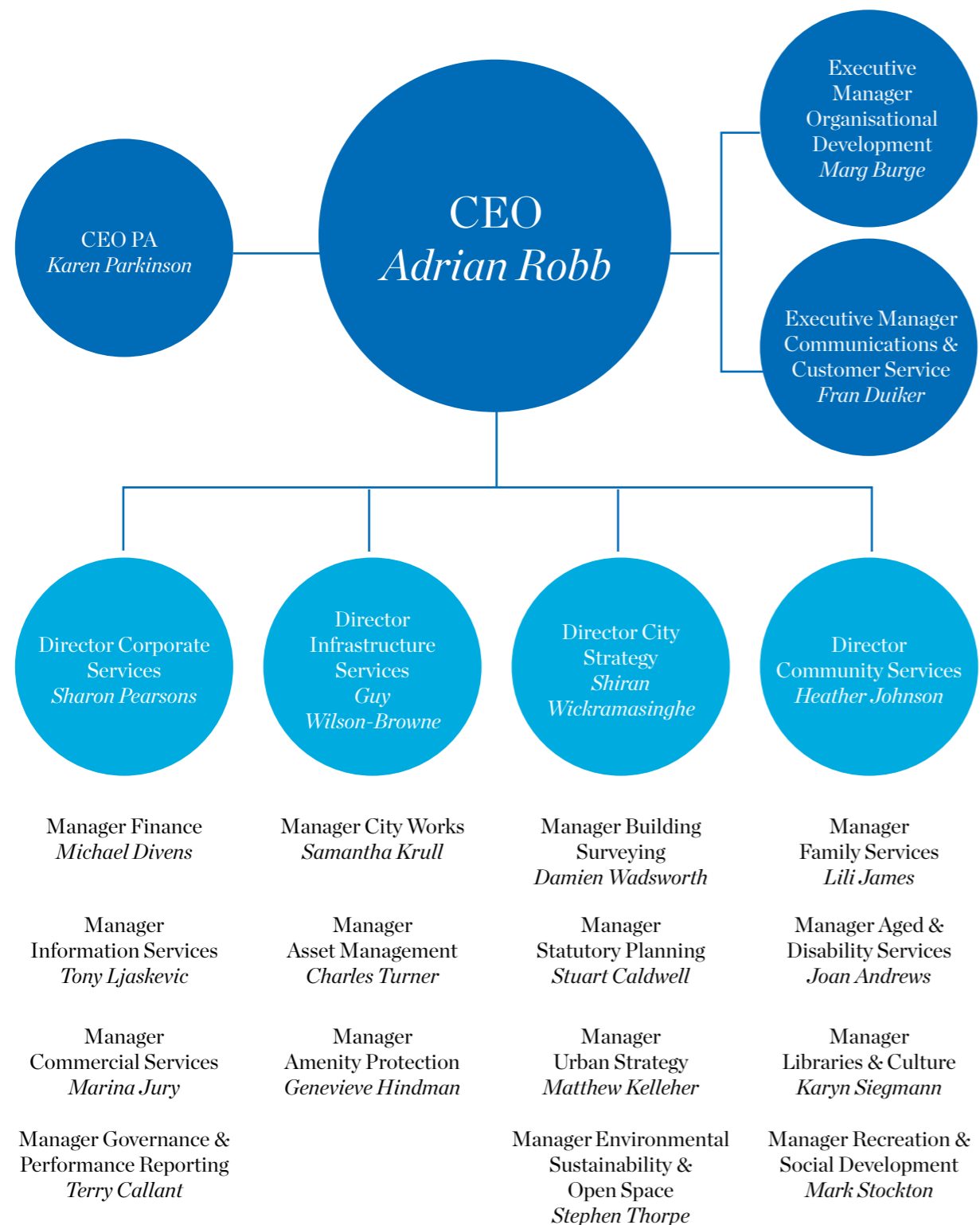
The Chief Executive Officer manages the staff and resources of Council, as determined by the *Victorian Local Government Act 1989*. In turn, the Chief Executive Officer is employed by and reports to the elected Council.

Staff working together across the organisation.



Organisation structure

Below is the organisation's structure as at 30 June 2011.



CHANGES TO THE STRUCTURE IN 2010/2011

In September 2010, the Organisational Development Department was formed to provide a focus for organisational improvement through Bayside's Business Excellence Framework. As well as managing our human resources and occupational health and safety, this department provides services and programs to enhance the culture and capacity of the organisation.

In February 2011, the performance reporting function of Council was consolidated with governance to form the Governance and Performance Reporting Department. This change reinforces our strong strategic focus on corporate planning and performance reporting.

“
The organisation is committed to continuously improving our service to the community.
”



Council services

Members of the community may not always be aware of the services provided by Council and the staff that provide them are often not publicly recognised.

Bayside City Council thanks its members of staff for their hard work and dedication in not only providing the services below, but the many other functions and services, both internal and external to the organisation.

Aged and disability services

- Home, personal and respite care
- Meals on wheels
- Home maintenance
- Social support

This year, more than 3,000 older residents and residents with a disability received a total 140,200 hours of in-home care and 60,760 meals.

125 volunteers have been recruited to deliver meals since October 2010.

Animals

- Registrations
- Dog off-leash areas

There were 11,970 dogs and 4,211 cats registered in Bayside as at 30 June 2011.

Arts and culture

- The gallery

Since opening in May 2011, there have been more than 800 visitors to The Gallery at Bayside Arts & Cultural Centre.

Building and planning

- Dispensations
- Plan searches
- Building and planning permits

1,791 building permits were issued this year for works in Bayside, with an estimated value of \$43 million.

Children and family

- Vacation, childcare
- Maternal and child health
- Immunisation
- Parent education sessions

There were 1,006 births registered and 10,395 child health and development assessments undertaken by Bayside's Maternal and Child Health Service in 2010/2011.

Customer service

- Customer service call centre
- Records management

Council's website receives an average of 52,000 visits per month.

Environment

- Friends groups
- Tree permits
- Environmental initiatives
- Graffiti prevention and removal
- Managing open space
- Bayside nursery

There are 19 environmental friends groups operating on the foreshore and heathlands of Bayside.

Health

- Food and personal care business registrations
- Food safety programs
- Information about pests, pollution
- Tobacco control

There were 2,456 food safety inspections conducted during 2010/2011.

Libraries

- Membership, loans
- Children's storytime sessions
- Seniors computer club
- Book clubs

Bayside libraries hosted 557 events for young people during 2010/2011, attended by 13,517 children.

Parking and traffic

- Permits – beach/disabled/residential
- Infringements
- School crossings

There were 58 school crossing supervisors working in Bayside as at 30 June 2011.

Parks and Gardens

- Park bookings
- Street and park tree management
- Playgrounds

Liquid Amber is the most common tree in Bayside.

Roads

- Street lighting and signs
- Pavement and naturestrips
- Drains
- Street cleaning

There are 398km of drains in Bayside.

1,791
building permits
were issued
this year.

Sport and recreation

- Sporting clubs
- Recreation facilities
- Ground allocations
- Coastal trails and walks

There has been a growth in junior sporting activity by more than 80 teams in the past four years.

Venues

- Halls and centres
- Historical buildings

There were 1,599 venue bookings made during 2010/2011.

Waste

- Garbage
- Recycling
- Green and hard waste
- Waste education

During 2010/2011, 382kg of food organics per household went to landfill. This is down by 11.4% from 2009/2010.

Youth services

- Counselling and support groups
- Recreation and skill development programs
- Youth centres and events
- Youth advisory group

Over 10,000 young people participated in youth events, programs and activities in Bayside.

Our organisation

Executive profile

The Chief Executive Officer, four directors and two executive managers form the executive group that lead the organisation.



Members of the executive group meet weekly to oversee and manage the operations of Council. They also offer Council information and advice for strategic and effective decision making.

Adrian Robb

CHIEF EXECUTIVE OFFICER

Bachelor of Arts Deakin University

Bachelor of Social Work University of Melbourne

Before assuming the role of Chief Executive Officer at Bayside City Council in June 2008, Adrian was the Chief Executive Officer at Mount Alexander Shire Council.

Adrian has approximately 30 years experience in local government and the community sector. This includes more than two decades of experience in senior management roles across a range of metropolitan and regional local government authorities. Adrian's career interests include improving quality of life and creating opportunities for people in local communities and a commitment to build the abilities of councils to serve and represent their diverse communities.

The key strategy areas of Communications and Customer Service and Organisational Development report directly to the Chief Executive Officer.

Adrian is a Member of the Australian Institute of Company Directors and is a Fellow of Local Government Professionals (LGPro) and the Australian Institute of Management.

“

Bayside is an organisation where everyone is committed to effective leadership. As leaders, we have a clear vision for the future. We work across the organisation to enhance performance and we value contributions. Individuals are empowered, take responsibility, work together and innovate to make Bayside a better place.

”

Leadership Vision for Bayside, 2011

Executive profile



Shiran Wickramasinghe

DIRECTOR CITY STRATEGY
Bachelor of Applied Science (Planning) and Graduate Diploma (Planning)

Shiran was appointed Director of City Strategy in November 2010. Prior to his appointment, he was Manager of Planning and Building at City of Melbourne. With more than 20 years experience in planning in the public sector, Shiran is responsible for departments that manage land use, the environment, strategic development and economic activity within Bayside.

Services provided by this directorate include:

- Statutory and strategic planning
- Environmental sustainability and open space
- Building surveying
- Economic development and tourism

Fran Duiker

EXECUTIVE MANAGER COMMUNICATIONS AND CUSTOMER SERVICE
Bachelor of Arts (Psychology and Business Management)

Fran Duiker was appointed as the Executive Manager of Communications and Customer Service in February 2011. Prior to her appointment, she was the Manager of Customer Relations at the City of Melbourne. Fran has more than 15 years experience as a senior business executive across multiple markets driving organisational change in communications and customer service. Fran is responsible for departments that engage and communicate with the Bayside community.

Services provided by this department include:

- Customer services
- Records management
- Community engagement
- Internal and External Communications

Heather Johnson

DIRECTOR COMMUNITY SERVICES
Master of Business Administration (Melbourne Business School), Master of Social Work (Human Services Management), Bachelor of Social Work and Bachelor of Arts (Sociology and Politics)

Heather Johnson was appointed as Director of Community Services in September 2008. Prior to her appointment, she was the Chief Executive Officer of the Bass Coast Community Health Service. Heather has more than 25 years experience in health and community services. She is responsible for departments that contribute to the health and wellbeing of our community.

Services provided by this directorate include:

- Aged and disability services
- Family services
- Youth services
- Recreation services
- Social development
- Community facilities
- Library services
- Events
- Arts and culture programs and facilities



Sharon Pearsons

DIRECTOR CORPORATE SERVICES
Bachelor of Business (Human Resource Management)

Sharon was appointed Director Corporate Services in September 2008. Prior to this appointment she was General Manager Corporate and Community Services at the South Gippsland Shire Council. Sharon has more than two decades of experience in areas including general management, finance, human resource management, risk management, sales, marketing and communications. Sharon is responsible for providing internal support to the organisation. She is a Chartered Member of the Australian Human Resources Institute.

Services provided by this directorate include:

- Governance and performance reporting
- Financial services
- Information services
- Commercial services
- Audit function



Guy Wilson-Browne

DIRECTOR INFRASTRUCTURE SERVICES
Degree in Civil Engineering and Graduate Diplomas in Business Administration (Leisure and Tourism) and Commercial Law

Guy was appointed Director Infrastructure Services in November 2008. Prior to this appointment, he was General Manager Development and Asset Services at the South Gippsland Shire Council. Guy has more than 16 years experience as a senior manager in the public sector and is responsible for the departments that manage and maintain the city's assets, amenities and capital projects.

Services provided by this directorate include:

- Asset management
- Capital project management
- Amenity protection



Marg Burge

EXECUTIVE MANAGER ORGANISATIONAL DEVELOPMENT
Diploma in Human Resources; Diploma in Frontline Management; Accredited MBTI facilitator

Marg Burge was appointed as the Executive Manager of Organisational Development in September 2010. Prior to her appointment, she was the Manager Organisational Development at Melbourne Water. Marg has over 10 years experience in the human resources and organisational development field. Marg is responsible for organisational development, which creates an environment that encourages excellence, develops a safety mindset across the organisation and encourages all employees to reach their potential through high quality development opportunities and access to human resources advice.

Services provided by this department include:

- Human resource management
- Organisational improvement
- Occupational health and safety
- Learning and development program

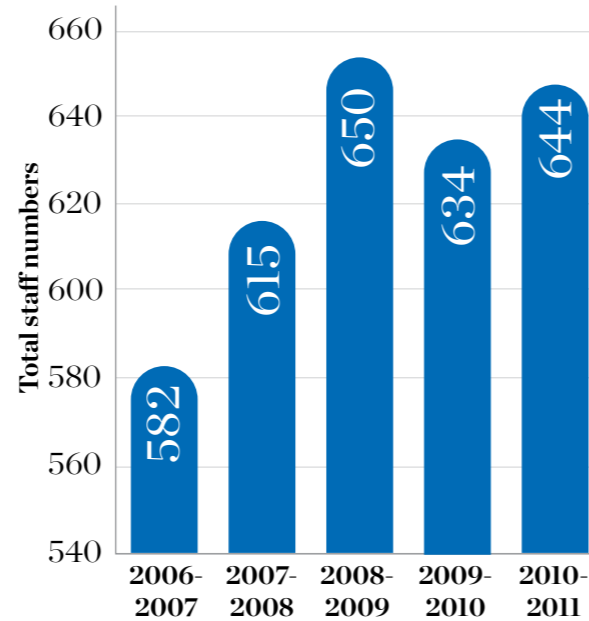
Staff profile

Ensuring Council staff have the skills and knowledge to deliver the highest quality service to residents and ratepayers is a priority. Council is committed to recruiting, developing and maintaining its staff in a strong learning environment.

The figures below represent the total number of employees in the organisation. The Equivalent Full Time (EFT) positions for 2010/2011 is 391. Changes in staffing levels between 2010-2011 include additional staff in Amenity Protection, the Delivered Meals Service as a result of in-house distribution and delivery of meals and staffing of the new Gallery at Brighton Arts and Cultural Centre.

Total staff	644
Total EFT	391
Staff living in Bayside	38% (246 employees)

TOTAL STAFF NUMBERS FOR 2010/2011, AND THE FOUR PREVIOUS YEARS ARE SHOWN BELOW.



*This data includes one director who is currently on Long Service Leave
 **Previously published figures and numbers have been adjusted retrospectively to ensure a consistent method of calculation.

Variations in the figures year to year will include changes to permanent, temporary and casual staff numbers. A breakdown of these employment categories is now included for the 2010/2011 reporting year.

EMPLOYMENT TYPE	FEMALE	PERCENTAGE	MALE	PERCENTAGE	TOTAL
Full-time	147	61%	95	39%	242
Part-time	209	82%	47	18%	256
Casual	118	81%	28	19%	146
Total	474	74%	170	26%	644

*This data includes one director who is currently on Long Service Leave

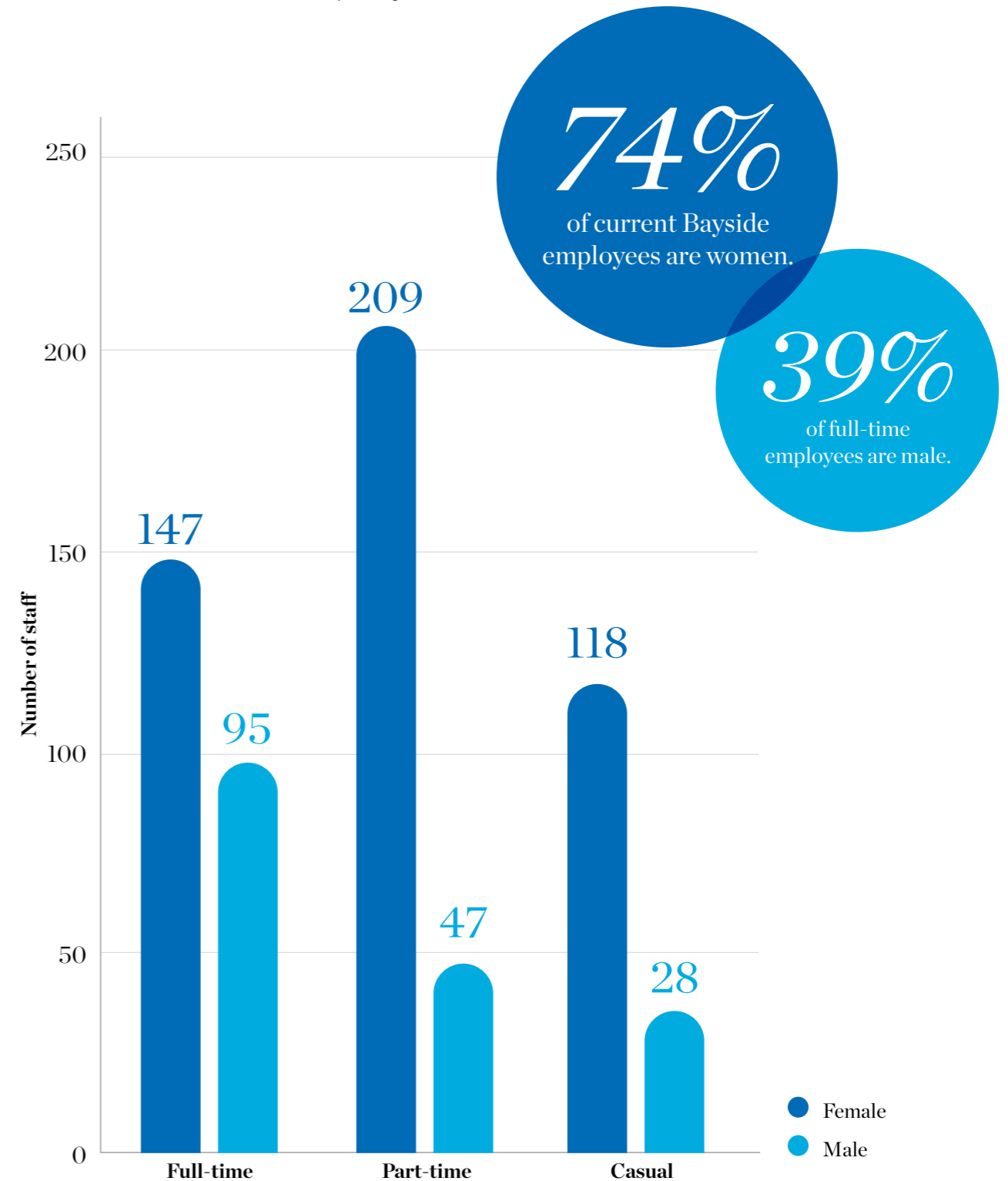
AGE SPREAD		LENGTH OF SERVICE	
Under 25	7% (43)	Less than 1 year	10% (65)
25-34	18% (121)	1 to 5 years	55% (350)
35-44	19% (124)	6 to 10 years	21% (135)
45-54	28% (178)	11 to 20 years	11% (73)
55 and over	28% (178)	21 and over	3% (21)

*This data includes one director who is currently on Long Service Leave

*This data includes one director who is currently on Long Service Leave

EMPLOYMENT TYPE BY GENDER 2010/2011

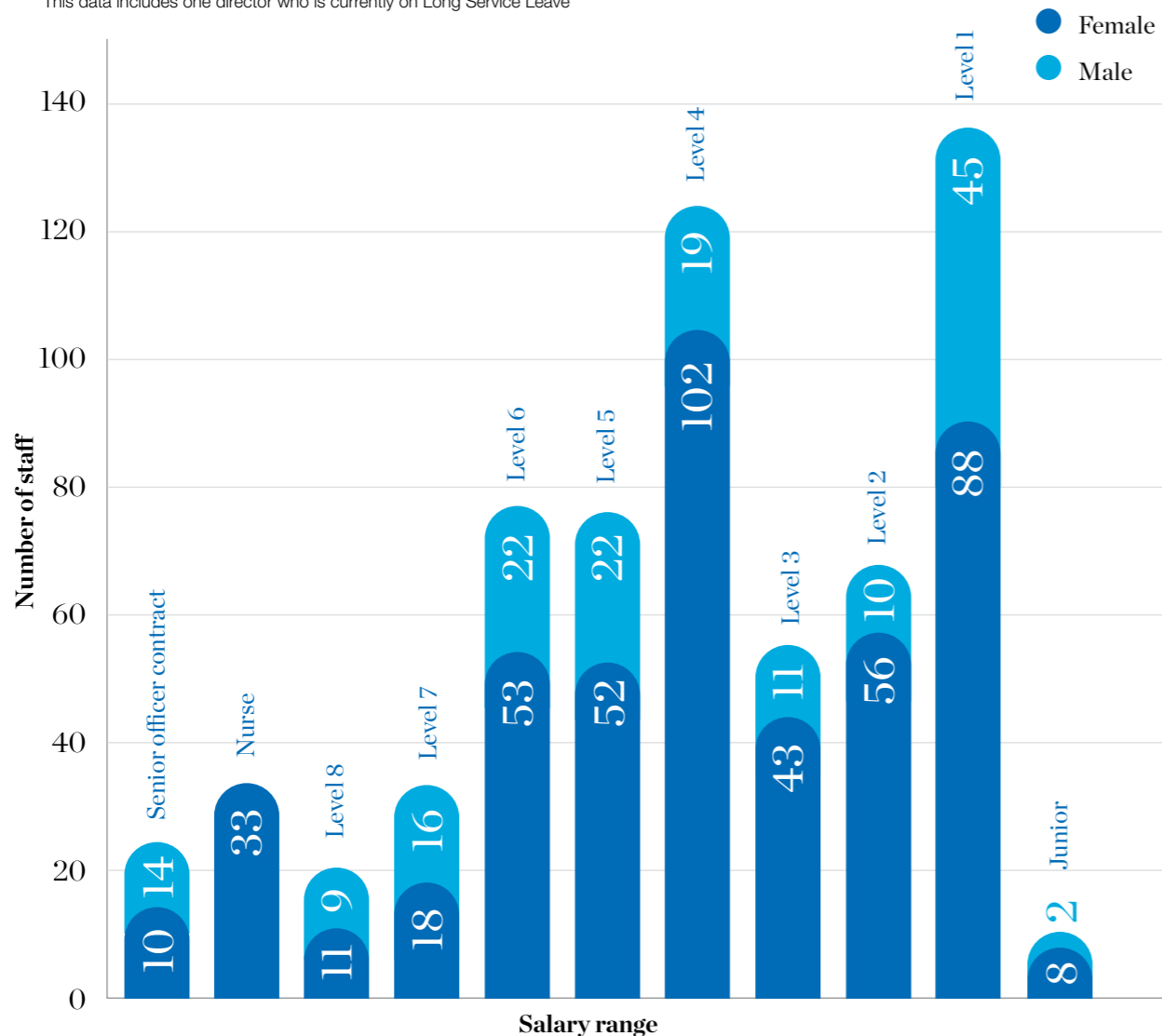
*This data includes one director who is currently on Long Service Leave



Staff profile

NUMBER OF STAFF BY SALARY RANGE 2010/2011

*This data includes one director who is currently on Long Service Leave



JOB LEVEL BY GENDER

JOB LEVEL	FEMALE	PERCENTAGE	MALE	PERCENTAGE	TOTAL
<i>Director/executive manager</i>	4	50%	4	50%	8
<i>Manager</i>	6	38%	10	63%	16
<i>Team leader /coordinator/ supervisor</i>	48	61%	31	39%	79
<i>Employee</i>	416	77%	125	23%	541
Total	474	74%	170	26%	644

*This data includes one director who is currently on Long Service Leave

Organisation profile

PROFESSIONAL DEVELOPMENT

Council staff are encouraged and supported to complete further training and development. In May 2011, we relaunched our corporate training calendar which includes seven professional development courses and a further four compliance and occupational health and safety related courses. The training calendar has been designed to support the organisation's continuous improvement using our Business Excellence Framework.

A comprehensive program of training and development opportunities is delivered in-house, together with opportunities to attend external courses and programs.

This year, 595 staff were enrolled and completing a range of compliance and occupational health and safety courses through our eLearning platform. In addition, 93 staff members attended professional development courses.

Bayside has continued to support staff to attend external training courses and participate in tertiary studies and secondment opportunities. These various training and development opportunities allow staff to learn new skills in their current position with the organisation and for future career development. The corporate training program is being expanded to offer a wider variety of future courses.

FLEXIBILITY AND FAMILY-FRIENDLY INITIATIVES

Council prides itself on developing a collaborative, supportive and inclusive work environment in which staff are motivated to contribute and succeed. This leads to a focus on work life balance which enables our employees to meet family and personal commitments.

Council offers a range of flexible work options under its Enterprise Agreement. These range from part-time work and job share arrangements to working from home. In consultation with their manager, employees who work additional hours can elect to take accrued time off and can adjust their starting and finishing times to assist with family commitments. Council also offers a fractional model of employment which is popular with employees as it enables them to purchase additional annual leave.

To assist employees in meeting family obligations, Council provides carer, pressing necessity, bereavement and compassionate leave. Employees going on parental leave are entitled to fourteen weeks paid leave from Council.

WORKING TOGETHER

The 2010 Bayside City Council Enterprise Agreement was negotiated throughout the year and approved by Fair Work Australia in December 2010. The agreement confirms Bayside's commitment to flexible work practices and its continued consultation with employees and unions. Part of the agreement is the establishment of a consultative committee comprising employee representatives, union representatives and management. This committee had its first meeting in May 2011 and the second in June 2011, with further meetings scheduled throughout the year. The purpose of the committee is to monitor the implementation of the Enterprise Agreement and to discuss issues affecting employees.

Organisation profile

OCCUPATIONAL HEALTH AND SAFETY

Bayside City Council is committed to providing a safe and healthy working environment for staff, contractors, visitors and members of the public who use Council's services and facilities. This commitment is reflected in the promotion of a culture which holds safety as both a priority and a shared responsibility of all staff within the organisation.

PROVIDING A SAFE WORK ENVIRONMENT

Through continued support at a senior level and the input of the Occupational Health and Safety (OHS) Committee, Council ensures:

- development and continuous improvement of Council's OHS management system
- review and development of OHS policy and procedures
- proactive identification and control of workplace risk
- ongoing support for staff via the provision of rehabilitation and personal support programs
- active promotion of the health and wellbeing of all staff members.

TRAINING

During 2010/2011 eLearning continued to contribute to the organisation's OHS training. The following OHS modules were offered and participation levels recorded to date:

- OHS In the Office: 346 staff enrolled (178 completed)
- OHS Manual Handling: 346 enrolled (193 completed)
- Equal Opportunity training: 362 enrolled (224 completed).

It is anticipated all enrolled staff will complete the modules in 2011/12.

Further training addressed areas such as emergency procedures, first aid, and OHS representation. Focus on OHS hazard management training was provided to prepare for the introduction of the Australian Government's new Work Health and Safety legislation and its compliance requirements, which takes effect in January 2012.

HEALTH AND WELLBEING

Council's health and wellbeing program continued in 2010/2011. A positive staff response was reflected in the high participation rates to the monthly activities. These included nutritional seminars, exercise classes and health assessments. Council support for staff participation in the 2011 Global Corporate Challenge saw 70 employees (10 teams of seven) take on the 16 week stepping challenge, which concludes in September 2011.

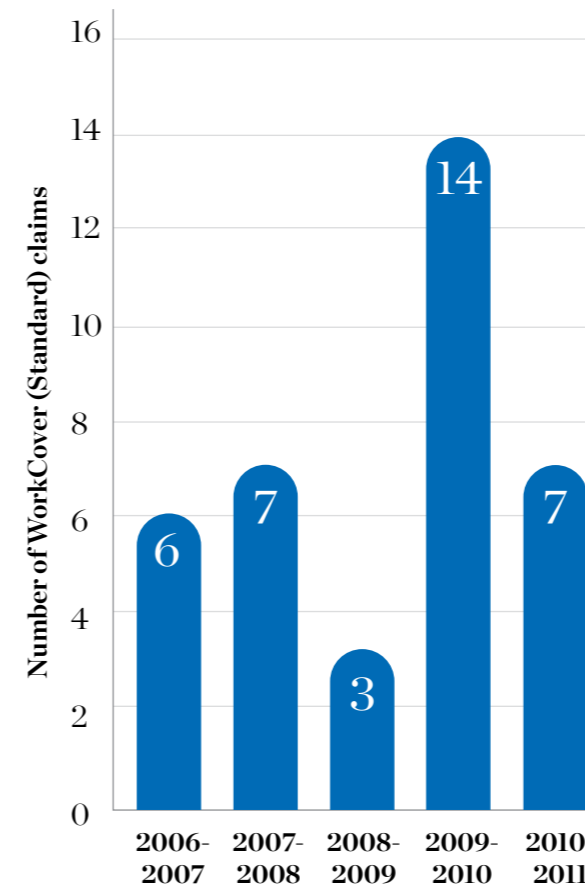
WORKCOVER

An Employer Performance Rating of 0.78 per cent, measured at April 2011, ranks Bayside City Council as the nineteenth best performer of 79 participating councils. This is a 21.7 per cent better performance rating than the average local government industry rate of less than one per cent.

The 2010/11 Workcover premium has been initially calculated at \$506,187 (including GST) as at June 2011. This represents an increase in premium from 2009/10 which is attributable to increased claim costs and the number of WorkCover (Standard) claims lodged within the premium calculation period.

There have been a total of 37 WorkCover (Standard) claims reported over the past five years. During 2010/2011, a total of 53 injury reports were recorded of which 10 incurred lost time injuries and seven claims resulted. This represents a 50% reduction in claims as compared to 2009/10.

TOTAL NUMBER OF WORKCOVER (STANDARD) CLAIMS REPORTED



50%
reduction of claims
compared to 2009/2010.