

12.16 Adoption of 2022 Flagship Election Advocacy Priority Projects

(FM Customer Innovation and Arts)

Council Decision**Moved: Councillor Hill****Seconded: Councillor Conroy**

That Council:

1. Adopts the following projects as Flagship Priority Projects requiring Council-led advocacy throughout the 2022 federal and state elections:
 - a) A Bigger and Better Pines Pool (indicative project cost: \$31 million)
 - b) A District Basketball and Gymnastics Stadium (indicative project cost: \$45 million)
 - c) Expanding our access to recycled water (indicative projects cost: \$6 million)
 - d) A District Playground in Carrum Downs (indicative project cost: \$4 million)
 - e) Frankston Regional Arts Trail (indicative project cost: \$6 million)
2. Partners with key stakeholders and community to advocate to federal and state Members of Parliament and election candidates for the following financial contributions:
 - a) State: total contributions sought \$31.1 million
 - i. \$10.3 million to A Bigger and Better Pines Pool
 - ii. \$15 million to A District Basketball and Gymnastics Stadium
 - iii. \$2.8 million to Expanding our access to recycled water (made up of a \$1.2 million DELWP grant application and \$400,000 contribution from South East Water)
 - iv. \$1.3 million to A District Playground in Carrum Downs
 - v. \$2 million to Frankston Regional Arts Trail
 - b) Federal: total contributions sought \$29.5 million
 - i. \$10.3 million to A Bigger and Better Pines Pool
 - ii. \$15 million to A District Basketball and Gymnastics Stadium
 - iii. \$1.2 million to Expanding our access to recycled water
 - iv. \$1.3 million to A District Playground in Carrum Downs
 - v. \$2 million to Frankston Regional Arts Trail
3. Authorises the CEO to make the necessary adjustments to the forward year budgets to commit the Council funding contributions required to support these flagship priority projects, which will not proceed to the delivery stage without securing the Federal and State Government funding contributions outlined above;
4. Supports Council-led advocacy on a range of other opportunistic projects, such as Nepean Highway Boulevard Precinct Improvements; and
5. Receives a report to Council, post Federal election, outlining the election commitments made to Frankston City, particularly reporting the success of the Flagship Advocacy Priorities and possible changes to the priority list ahead of the November 2022 state election.

Carried Unanimously

Chairperson's initials



Executive Summary**12.16 Adoption of 2022 Flagship Election Advocacy Priority Projects**

Enquiries: (Fiona McQueen: Customer Innovation and Arts)

Council Plan

Level 1:	6. Progressive and Engaged City
Level 2:	6.3 Lead advocacy engagement and enhance relationships with all tiers of government and key stakeholders

Purpose

To seek Council endorsement on the draft 2022 flagship election advocacy priority projects ahead of the upcoming federal and state elections.

Recommendation (Director Customer Innovation and Arts)

That Council:

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4. Supports Council-led advocacy on a range of other opportunistic projects, such as Nepean Highway Boulevard Precinct Improvements; and
5. Receives a report to Council, post Federal election, outlining the election commitments made to Frankston City, particularly reporting the success of the Flagship Advocacy Priorities and possible changes to the priority list ahead of the November 2022 state election.

Key Points / Issues

- At the 28 June 2021 the following motion actions were adopted for item 12.11 Adoption of Future Ready Frankston Advocacy Priorities:
 1. *Notes community consultation occurred throughout April and May 2021 seeking final community endorsement of draft advocacy priorities, with a total of 214 responses received and analysis undertaken in Attachment A;*
 2. *Adopts the following advocacy themes and identified priorities within each themes as part of Council's Future Ready Frankston advocacy campaign for 2021-2025:*
 - a) *Investing in our prosperity*
 - b) *Enhancing our environment and liveability*
 - c) *Strengthening our community*
 3. *Endorses further development of the following projects for possible consideration as future advocacy priorities following feasibility studies, concept development and community consultation:*
 - a) *An innovation, business start-up and education enterprise centre;*
 - b) *Investigations of a BMX or 'pump' track in Carrum Downs for bikes, scooters and skateboards;*
 - c) *Redevelopment of tennis courts at Carrum Downs Recreation Reserve into multipurpose for netball and tennis, included within 'Future-proofing community spaces';*
 4. *Notes a further report to be received at the September 2021 OCM identifying the key flagship advocacy priorities requiring a dedicated advocacy campaign for the upcoming federal and state elections; and*
 5. *Notes that further community consultation, frequent review of local data, trends and political policies, will continue to be investigated and analysed to determine the immediate and long-term advocacy needs of the Frankston City community.*
- With a Federal election expected in early 2022 (date to still be announced) and a State election on 26 November 2022, a diverse range of initiatives requiring Council-led advocacy have been identified in order to seek State and Federal Government funding contributions.
- Council-led advocacy to state and federal governments and other stakeholders is vital for securing essential funding towards local projects and influencing decision-making to drive change on behalf of the Frankston City community.

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- Throughout the process of identifying initiatives, each project has been categorised according to the varying levels of advocacy that will be utilised to secure the funding or necessary decision making, which are:
 - Flagship
 - Opportunistic
 - Responsive
 - Operational
- For Council, the term *flagship priority projects* means our top community projects that are identified in the Council Plan or other strategic documents, have strong community support, are long-term and aim to enable future growth and prosperity and/or address systemic matters. Importantly these projects have strong bi-partisan political support.
- The projects listed below have been developed through community consultation, alignment with Council’s strategic documents and formal council decisions, Councillor input and requests from existing Frankston City Members of Parliament. Additionally, political relevance, estimated project timelines and project feasibility have been taken into account:

Project name and description	Funding	Status
<p>A district basketball and gymnastics stadium Creating state-of-the-art district basketball and gymnastics facilities at Frankston Basketball Stadium. <i>Frankston Dunkley</i> *Currently \$10 million allocated in Council’s LTIP, additional contribution of \$5 million required</p>	<p>Total: \$45 million Council: \$15 million* State: \$15 million Federal: \$15 million</p>	<p>Feasibility study ✓ Community consultation ✓ Preliminary concept ✓ Advocacy ✓</p>
<p>A Bigger and Better Pines Pool Enhance existing outdoor aquatic experiences for the local and regional community through the redevelopment of Frankston City’s popular Pines Forest Aquatic Centre located in Frankston North. <i>Frankston Dunkley</i></p>	<p>Total: \$31 million Council: \$10.3 million State: \$10.3 million Federal: \$10.3 million</p>	<p>Master Plan ✓ Community consultation ✓ Preliminary concept ✓ Advocacy ✓</p>
<p>A District Playground in Carrum Downs Establishing a new district playground at Sandfield Reserve, delivering a playground upgrade, BBQ and picnic area, fitness equipment, public events space, youth space and extended skate park, public toilets, drainage and ecology projects. <i>Carrum Dunkley</i> *Currently \$770,000 allocated in Council’s LTIP, additional contribution of \$530,00 required</p>	<p>Total: 4 million Council: \$1.3 million State: \$1.3 million Federal: \$1.3 million</p>	<p>Playground Strategy ✓ Master Plan ✓ Preliminary consultation ✓ Preliminary concept ✓ Advocacy ✓</p>
<p>Expanding our access to recycled water Delivering more sustainable water sources for the irrigation of local parklands, reserves and sports grounds by expanding the recycled water infrastructure network.</p> <ul style="list-style-type: none"> • Monterey Reserve Recycled Water Scheme (\$2.4 million) • Frankston Recycled Water Scheme (\$3.6 million) <p><i>Frankston Dunkley</i></p>	<p>Total: \$6 million Council: \$1.6 million State: \$2.8 million** Federal: \$1.2 million Long Island Golf Club: \$400,000</p>	<p>Feasibility study ✓ Community consultation ✓ Preliminary concept ✓ Advocacy ✓</p>

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<p><i>*Currently \$600,000 allocated in Council's LTIP, additional contribution of \$1 million required</i> <i>** Includes a \$1.2M grant application sought from DELWP and \$400,000 contribution from South East Water. Additionally \$1.2M required from state.</i></p>		
<p>Frankston Regional Arts Trail A 7.4km immersive arts and cultural trail from Frankston Foreshore to McClelland Sculpture Park + Gallery, connecting to existing regional cycling and nature trails. <i>Frankston Langwarrin Dunkley</i> <i>*Costings currently being developed following strong bi-partisan political interest.</i></p>	<p>Total: \$6 million* Council: \$2 million State: \$2 million Federal: \$2 million</p>	<p>Preliminary concept ✓ Supported by Frankston Revitalisation Board ✓ Advocacy ✓</p>
<p>Total value of flagship priority projects Total individual financial ask</p>	<p>\$92 million Council: \$30.2 million State: \$31.4 million Federal: \$29.8 million</p>	

- In addition to the above *flagship priority projects* Council has identified a range of *opportunistic projects* for potential state and federal government contribution, with options that they may choose from individually. The intention of the opportunistic projects is to enable Council to advocate for the projects without distracting from the flagship priority projects, though as they progress some opportunistic projects may become flagship priority projects in the future.
- For Council, the term opportunistic projects means projects identified in the Council Plan, Long Term Infrastructure Plan or a formal council position, addressing key national, state and local matters, particularly during election and budget cycles.
- The below projects have been identified as opportunistic projects:

TIER ONE	
Project name and description	Indicative project cost
<p>Nepean Highway Boulevard Revitalisation</p> <ul style="list-style-type: none"> • Transforming Nepean Highway into a vibrant and attractive public realm, including streetscape improvements such as paving, lighting and furniture, multimodal facilities, greening and boulevard treatments, new energy efficient lighting and promotion of active transport. <p><i>Frankston Dunkley</i> <i>*Currently \$1 million allocated in Council's LTIP, additional contribution of \$4 million required.</i> <i>Emerging ideas to be presented early-2022 and community consultation with reviewed adaptation by mid-2022. Anticipated to become a flagship priority when adopted by Council.</i></p>	<p>Total Package currently under investigation</p>
<p>Carrum Downs Recreation Reserve Precinct Improvements</p> <ul style="list-style-type: none"> • Upgrade of existing tennis courts to multipurpose tennis / netball courts (\$1.1 million) • Tennis Pavilion Redevelopment (\$3 million) • Precinct improvements (landscaping, car parking, lighting, amenities) (\$2 million) <p><i>Carrum Dunkley</i></p>	<p>Total precinct cost: \$6 million</p>
<p>Nairn Marr Djambana Redevelopment</p> <ul style="list-style-type: none"> • New and improved facilities to support local Aboriginal community members 	<p>Total: \$3.9 million <i>(\$1.2 million existing state)</i></p>

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Executive Summary

<i>Frankston Dunkley</i>	<i>gov funding)</i>
Long Island Tennis Club	Total: \$4.2 million
<ul style="list-style-type: none"> Upgrades to the existing pavilion, tennis court, lighting and public amenities 	
Supporting Frankston City's most vulnerable	Total: \$400,000
<ul style="list-style-type: none"> Boosting investment in Community Support Frankston 	per annum additional funding, ongoing
<i>Frankston Dunkley</i>	Federal: full funding

TIER TWO	
Project name and description	Indicative project cost
Olivers Hill Precinct Revitalisation <ul style="list-style-type: none"> Daveys Bay trail through to Mornington Peninsula Upgrades to Olivers Hill lookout, connections to Sweetwater Creek and public amenities <i>Frankston Dunkley</i>	Total: currently under investigation, expected to be funded by state, federal, FCC and MPSC
Kananook Railway Station Precinct Improvements <ul style="list-style-type: none"> Installation of a new disability access lift Overpass safety improvements <i>Frankston Dunkley</i>	Total package: currently under investigation State: full funding
Safe walking and cycling network improvements <ul style="list-style-type: none"> Upgrading Baxter Trail east of Leawarra to Langwarrin Eel Race Road Shared User Path and Bridge Widening Robinsons Road Shared User Path Golf Links Road Shared User Path Frankston Dandenong Road Shared User Path Beckwith Grove Bridge <i>Frankston Langwarrin Carrum Dunkley</i>	Total package: \$13.3 million <ul style="list-style-type: none"> \$5 million \$3 million \$1.5 million \$2 million \$1 million \$800,000
Frankston City Centre Revitalisation <ul style="list-style-type: none"> Playne Street Entertainment Precinct Revitalisation Balmoral Precinct Streetscape Improvements Long Island Kananook Creek Reserve Nature Play Destination Space Kananook Creek Promenade Revitalisation including desilting Fletcher Road pedestrian rail over pass <i>Frankston Dunkley</i> <i>These projects are emerging ideas from the FMAC Structure Planning.</i>	Total package: currently under investigation

- While the identified priorities have been limited in order to provide a succinct and prioritised list for Members of Parliament and candidates to select from, there are other ongoing opportunities to advocate for funding.
- Once adopted, Council will revise and launch an Advocacy Campaign Plan which details the advocacy, public relations and engagement tactics.

12.16 Adoption of 2022 Flagship Election Advocacy Priority Projects**Executive Summary****Financial Impact**

Adjustments will need to be made to the forward year budgets to commit the Council funding contributions required to support these flagship priority projects, which will not proceed to delivery stage without securing the Federal and State Government funding contributions outlined above. By way of example the Frankston District Basketball and Gymnastics Stadium currently has a shortfall of approximately \$5M in the Long Term Infrastructure Plan.

Consultation**1. External Stakeholders**

The Draft Advocacy Priorities consultation occurred throughout mid-April to mid-May 2021, attracting 214 responses to the short surveys under each of the three key themes. The consultation asked for community to rank their satisfaction of the draft advocacy priorities and was heavily promoted on Council's various communications channels, including Facebook (corporate, Youth Services, Invest Frankston, Library and Community Centre pages), Twitter, LinkedIn, eNewsletter (corporate and Invest Frankston) and through various community Facebook pages and groups, reaching over 25,000 people.

A communications and advocacy survey occurred throughout January to February 2021, with over 170 responses received both online and in hard copy asking community for suggestions on how we could improve their daily lives and their vision for the community.

We have also incorporated informal feedback and comments provided through social media (such as our Facebook page and local community groups), other community consultation pieces undertaken by Council (such as the Community Vision) and to our Customer Service Centres (in-person, over the phone and via Live Chat).

2. Other Stakeholders

Officers from across Council have been heavily involved in the development of the draft priorities, with consultants engaged to undertake necessary works such as feasibility studies and concept designs.

Analysis (Environmental / Economic / Social Implications)

The priorities identified for Council-led advocacy cover a range of policy domains, with the aim of:

- Improving the economic prosperity of Frankston City residents and businesses by increasing local education and employment opportunities and delivering a range of city revitalisation initiatives that improve the visitor economy
- Preserving and enhancing the natural environment including foreshore infrastructure and activities, climate mitigation and response and enhancing our natural amenities
- Improving the health and wellbeing of our residents through improved recreational facilities and enhanced health and social services, programs and facilities

12.16 Adoption of 2022 Flagship Election Advocacy Priority Projects**Executive Summary****Legal / Policy / Council Plan Impact**Charter of Human Rights and Responsibilities

The Charter of Human Rights and Responsibilities has been considered in the preparation of this report but is not relevant to the content of the report.

Legal

There are no legal repercussions associated with this report.

Policy Impacts

Council's advocacy priorities and advocacy campaign will be delivered in line with the following protocols, frameworks and policies:

- Working with Members of Parliament Protocols
- Election Period Policy
- Election Signs and Events Policy
- Communications Policy
- Community Engagement Policy and Framework

Officer's Declaration of Interests

Council officers involved in the preparation of this report have no Conflict of Interest in this matter.

Risk Mitigation

While population growth continues to rise, a key challenge for councils across the country continues to be the ability to maintain and improve the assets and services required by a growing community, within limited income capacity.

As a result, the traditional role of advocacy within Local Government has significantly transformed to become a core and strategic partnering approach to securing the additional funding and support required to meet growing demand.

Furthermore, deliberative community consultation on individual advocacy priorities is a legislative requirement for Local Government and is essential for the success of grassroots advocacy campaigns.

Conclusion

Council has undertaken extensive community consultation, analysed local data and trends and tested political interest to develop a range of advocacy initiatives that meets the needs and expectations of the Frankston City community now and into the future.

Once adopted, Council will lead appropriate levels of advocacy to influence decision-making and garner support from Victorian and Federal Governments.

ATTACHMENTS

Nil