

CONTENTS

- 4 Purpose of this Report
- 6 Vision, Mission and Values
- 9 Message from the Lord Mayor
- 10 Message from the CEO
- 12 Our Planning Framework
- 14 Goal 1 A City for People
- 6 Goal 2 A Creative City
- 18 Goal 3 Economic Prosperity
- 20 Goal 4 A Knowledge City
- 22 Goal 5 An Eco-City
- 24 Goal 6 A Connected City
- 27 Goal 7 Lead by Example
- 28 Goal 8 Manage our Resources well
- 31 Feedback

This summary document provides a snapshot of highlights and key achievements from the year.

PURPOSE OF THIS ANNUAL REPORT SUMMARY

The Annual Report 2009 10 documents the City of
Melbourne's performance over
the 2009-10 financial year against
the eight goals of Council Plan
2009-13 and the 2009-10
Annual Plan and Budget.

The report also addresses our sustainability performance and issues that impact on the sustainability of our municipality and our organisation. This summary document provides a snapshot of highlights and key achievements from the year.

As part of our ongoing commitment to sustainability, the City of Melbourne has published this summary version of the Annual Report 2009-10 rather than printing the full version of the report. The full Annual Report is available as an interactive document on our website at www.melbourne.vic.gov.au.

OUR VISION, MISSION and VALUES

VISION

The City of Melbourne will strive to achieve the community's vision of a bold, inspirational and sustainable city.

MISSION

The City of Melbourne will strive to achieve the community's vision of Melbourne as a bold and inspirational and sustainable city by:

- Making Melbourne great for **people** to live in and visit
- Achieving the **creative** potential of the city
- Protecting and strengthening the city's economic prosperity
- Making Melbourne a recognised knowledge city that supports innovation and technology
- Demonstrating leadership in ecological sustainability
- Working vigorously for a connected city which is safe and supports the efficient movement of people and freight.
- Leading by example and managing resources well.

VALUES

For City of Melbourne employees and councillors to be the best at what they do and achieve the corporate vision and mission, their actions and decisions are guided by a set of five fundamental and unifying values – integrity, courage, accountability, respect and excellence.

6

City of Melbourne Annual Report 2009-10



MESSAGE FROM THE LORD MAYOR



Prudent financial management means the Council is on track to deliver \$1.3 billion in programs and services and around \$250 million in capital expenditure during our term. Our annual report highlights the council's priorities and key strategies.

We are delivering

We are redeveloping Swanston Street to become a world class promenade; working with a range of parties and agencies to improve city safety; supporting vulnerable members of our community; and creating opportunities for Melbourne in retail, hospitality, tourism and events.

We are working to protect and enhance our city for our 93,000 residents as well as the nearly 800,000 people who come into the city each day; and the more than 300,000 people who visit our city each night.

Melbourne is an international player in sustainability. Our landmark 1200 Buildings program launched earlier this year will generate around \$2 billion in private sector investment and create around 8000 jobs over the life of the program.

We are planning now for the development of our city through to 2050. Specifically we started a series of community consultations for Docklands Second Decade, the *Municipal Strategic Statement* and the *Southbank Structure Plan*. Melbourne people will see more of this comprehensive style of consultation as we increasingly invite the community to be more actively involved in shaping the future of our city.

The Victorian Government has recognised our success and introduced new shared planning arrangements for buildings over 25,000 square meters. Also, the City of Melbourne is now the responsible authority for the developed areas of Docklands. This year marks the 175th anniversary of our great city.

Today Melbourne has a global reputation as a city of arts and culture, education, knowledge, dining, shopping and of course great sports events.

We are proud and excited to be shaping the future of our great city

Robertsyle

Robert Doyle Lord Mayor

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



The implementation of a Lean Thinking program has successfully delivered productivity gains, customer satisfaction, savings and more than \$1 million additional revenue for the financial year.

The 2009-10 financial year has been a busy and exciting period for the City of Melbourne. The council has played a major role in shaping the city environmentally, socially and economically at a critical time for Melbourne. Our events, arts, design, sustainability, planning and organisational management activities have been recognised on national and international stages.

We delivered 85 per cent of the 109 initiatives contained in the Councils *Annual Plan 2009–10* to 80 per cent or more complete. We also completed 100 per cent or close to it of almost all of the 11 key strategic areas identified by the council as high priorities, while still delivering an underlying surplus of \$15 million. The highlights of these achievements are contained in the pages of this report.

The City of Melbourne's key focus – driving organisational efficiencies – has reaped great results this year too. The implementation of a Lean Thinking program has successfully delivered productivity gains, customer satisfaction, savings and more than \$1 million additional revenue for the financial year. We are expanding the program to improve more streams of work into the next financial year.

In 2009-10 we delivered a new community engagement framework to guide and strengthen our consultation with communities and developed a *Customer Focus Strategy*, a three year plan to improve our service systems, processes and delivery. Furthermore our staff are equipped with the skills required to deliver it.

I am pleased to report that our customers are telling us that we're doing a good job. The government's annual survey of residents' perception of our services shows us that our overall performance is higher than other Victorian councils. We also set the benchmark in local roads and footpaths, recreational facilities and economic development and support. It also shows that our efforts in community engagement are paying off as our scores in this area have improved since last year. We will use the survey results to monitor our improvement efforts in those areas where the scores were not as good.

Our internal Culture Survey once again demonstrated that we have a motivated workforce committed to the success of the City of Melbourne and who are prepared to go above and beyond to achieve our community's goals and objectives. The survey results have improved each year for the three years of the survey and the response rate from staff continues to increase. Furthermore the City of Melbourne was recognised as a model best practice employer by winning the Victorian Government Fair and Flexible Employer Recognition Award 2010. We will continue our efforts in ensuring that the City of Melbourne can attract and retain the best people.

The partnership between the council and the staff is the key to our success. I would like to take this opportunity to personally thank the council for its guidance in setting a strong and inspirational plan for the city and City of Melbourne staff for their commitment to that plan and to Melbourne.

Kellexander

Dr Kathy Alexander Chief Executive Officer

OUR PLANNING FRAMEWORK

Our success is measured against the goals documented in our Council Plan 2009-13. The goals of the council plan align directly with the goals of our Future Melbourne community plan.

Our aspirations for the city are reflected in the first six goals. Our municipality will become:

- 1. A city for people
- 2. A creative city
- 3. Economically prosperous
- 4. A knowledge city
- 5. An Eco-city
- 6. A connected city.

A further two goals relate to our internal performance and give direction for the good governance and management of our organisation. The City of Melbourne will:

- 7. Lead by example
- B. Manage our resources well.





A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

City safety

Aimed at improving late night safety for city patrons, this year council installed two enhanced safe city taxi ranks at Queen Street and Flinders Street Station, St Kilda Road. Safer ranks mean that passengers can now wait for a taxi in a well-lit, secure area of the city.

To strengthen city safety, two security vehicles fitted with 360 degree CCTV surveillance cameras were deployed to patrol Melbourne streets during January and February 2010. The mobile security vehicles have been a welcome addition to the City of Melbourne's 54 safe city cameras, with more than 1000 on-the-spot arrests being made in the last two years as a result of footage captured and provided to police. All recorded vision is strictly managed in accordance with council's current safe city camera usage protocols, to ensure compliance with privacy provisions.

Caring for our children and youth

This year, two plans were developed to cater for the present and future needs of our children and youth. Designed to complement one another, the Children's Plan 2010-13 caters for children up to the age of 12, and a Young People's Policy is a plan for young people aged 12 to 25 years. Both plans were developed through consultation with parents, children, young people, community organisations and service providers. Children talked about their ideas, and illustrated their comments regarding what they liked and disliked about living in the municipality of Melbourne with photographs and drawings. Proposed activities within the plans include new projects for youth street teams and a new Young Emerging Leaders Award Program.

Melbourne Planning Scheme review

The City of Melbourne is required to review the Melbourne Planning Scheme every four years. This year a number of studies and reviews were completed, which have informed the review of the Melbourne Planning Scheme Municipal Strategic Statement. Projects completed this year include the draft Student Housing Policy, the Industrial Land Supply Study, a review of the draft Urban Design Strategy and a review of the Central City Built Form Provisions.

Interesting Facts	
	78%
Community satisfaction rating for health and human services	68%
	63%
Community satisfaction for City of Melbourne on leading debate and taking action on crime and violence and antisocial behaviour in the municipality	54%
	70%
Community satisfaction rating for overall performance of appearance of public areas	70%
	670,000
Number of sporting groups using City of Melbourne parks	80

GOAL 2 A CREATIVE CITY

The Future Melbourne Community Plan identified creativity as one of our city's major strengths. To advance this reputation, we continue to support and promote a diverse range of artists and take art into the public realm so that everyone can participate. We also want to achieve growth in creative enterprises. Creativity is more than art and our aim is to get creative thinkers involved in decision making.

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

Melbourne Conversations

Consistent with the City of Melbourne's objective of creating an inclusive environment that encourages participation, the Melbourne Conversations series has once again increased in popularity this year. Staged at the BMW Edge theatre at Federation Square, the Melbourne Conversations series informs, engages and entertains audiences through discussion around popular themes relevant to Melbourne and the city community. Since its inception in 2001, Nobel Laureates, major literary and arts figures and famous figureheads such as the 45th Vice President of the United States. Al Gore have taken part in Melbourne Conversations. Themes this year included future visions for the city, sustainable living, ageing and social inclusion.

Launch of the new Signal arts facility

Launched in February 2010, Signal is Melbourne's first arts studio dedicated to people aged 13 to 20. Signal provides opportunities for Melbourne's youth to work with professional artists across all art forms and is a place for making, showing, inspiring and developing our city's new creative talents - in every medium. The new Signal facility houses a workshop space, a multi-purpose space, a computer and multimedia hub, a plaza for live events and an 18-speaker sound wall for sound-based artworks. Over 5000 young people have engaged in the Signal program in its first six months working with a wide range of artists and community and arts organisations.



Interesting Facts

Arts House

In 2009 Arts House introduced Green Tix for Nix, a program that enabled audiences to gain free entry to performances if they travelled to Arts House by using a planet friendly mode of transport. 1245 patrons participated in this initiative, travelling a total of 17,019 kilometres either on foot, on bike or on public transport and they saved a total of 3.83 tonnes in greenhouse emissions. Audiences at Arts House also increased. The number of attendances at Arts House North Melbourne Town Hall and Arts House Meat Market increased by 39 per cent from last year to 218,626 in 2009-2010.

Partnership funding awarded to the City of Melbourne for Arts House Special Projects such as the Black Arm Band has increased by 98 per cent for 2009-2010. A total of \$1,938,440 in external funding was secured, primarily due to partnerships with the Fred Hollows Foundation, Playing Australia, Major Festivals Initiative, Melbourne International Arts Festival, Vic Health, British Council, Arts Victoria and the Australia Council for the Arts

GOAL 3ECONOMIC PROSPERITY

The sustainability and resilience of our municipality's economy is critical.

The City of Melbourne will work locally, nationally and globally to continue to strengthen the local economy to ensure that we will be prepared and well positioned to meet the challenges of the global economy. We will pay particular focus on small and medium businesses, draw on the diversity of our local economy and educated workforce, and assist Melburnians to achieve prosperity through social enterprise.

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

Enterprise Melbourne

Launched in 2009-10, Enterprise Melbourne aims to promote and facilitate economic development for Melbourne. It also provides a single point of entry for information relating to business and economic activity in Melbourne. The program is supported by a high-level advisory board chaired by the Lord Mayor and includes an Enterprise Melbourne web portal, an alignment of activities already provided by City of Melbourne branches and a coalition between all levels of government and member-based organisations to provide a program of assistance to the Melbourne business community. The Enterprise Melbourne Board considered

the outcomes of the Access Economics Financial Services Cluster Study in May. The study indicated that Melbourne has a vibrant financial services cluster grounded in two areas of competitive advantage, the superannuation sector and banking. The funds management sector is also identified as a key strength.

Events in the City

The City of Melbourne aims to position Melbourne, nationally and globally, as the events and lifestyle capital of Australia, by staging and supporting a diverse range of quality events, all year round. The variety of events and festivals encourage city visitors, while also celebrating the community's diversity and talents and increasing cultural understanding and awareness. More than 135 events were hosted by the City of Melbourne in 2009-10. Major events this year have included the 50th anniversary of Moomba, New Years Eve in the City which included a family event in Yarra Park and Melbourne Spring Fashion week. This year has been a very successful year for events with record attendances and significant media coverage that served to enhance the City of Melbourne's reputation for its premier events.

Interesting Facts

interesting races	
Community satisfaction rating for overall performance of economic development	68%
	771,000
Number of businesses located in Melbourne municipality	16,800

Small business grants program

In the past 13 years, the City of Melbourne small business grants program has made 253 grants, totalling over \$5.4 million in investment to innovative small businesses operating in Melbourne. This year accounting firm KPMG completed a review of the program to ensure it aligns with the objectives of Council Plan.

The review found that the program does align to our economic development objectives, providing niche support to small business not provided by other levels of government. In 2009-2010 13 grants, totalling \$251,258 were approved by council. The grants were:

- start up
- 4
- business expansion
 - 2
- export entrybusiness support



GOAL 4A KNOWLEDGE CITY

Melbourne's appeal to the international education market and our world class research facilities are a sound basis for growing our potential and reputation as a knowledge city.

Enhancing our education, research and development, industry innovation, business and access to the world through information technology will ensure we remain at least a step ahead as a world-renowned knowledge city.

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

International student program

The City of Melbourne hosted a number of events this year aimed at enhancing the health, wellbeing and safety of international students who live, work or study in the city or just visit. Successful programs this year included the International Student Tourism Volunteer Program, Discover Melbourne, Project ARIES and the Women's Health Connect Project.

In partnership with RMIT University, in May 2010 the City of Melbourne launched the GLoBALL international students program. Coordinated by the Essendon Football Club and Cricket Victoria, GLoBALL enables international students and new migrants to interact with the broader Victorian community through Australian Rules

Football and cricket related activities throughout the year. There are now more than 1000 international students signed up to this program.

Two Lord Mayor Student Welcome

events were held in July and March to officially welcome new students to Melbourne and promote Australia's culture, cultural diversity and inclusiveness. Hosted by the Lord Mayor, these events also gave various emergency and support network organisations an opportunity to promote their services to students.

Interesting Facts

3	
Local students studying in the city as a proportion of total tertiary students	
The number of tertiary institutions located in Melbourne	30

The third World Knowledge Cities Summit

Preparation to organise the World Knowledge Cities Summit 2010 conference began this year. The conference, to be held from 16-19 November 2010 at the Melbourne Convention and Exhibition Centre, will see leading academics and professionals from Melbourne, across Australia, and from other countries around the world, come together in the one place to explore new ideas about creating knowledge cities. The conference will showcase how Melbourne has progressed as a successful Knowledge City, and enhance Melbourne's reputation as a leading international knowledge city with world-class learning and research facilities and strong economic and cultural foundations.



GOAL 5 AN ECO-CITY

Melbourne is a recognised leader in the field of sustainability.

Future Melbourne's ambitious goals inspire us to improve the sustainability of the city's building stock, reduce carbon emissions in all areas of city life and develop ways to capture, store and deliver potable water within the municipality and protect our world renowned parks and gardens. Managing and improving the reduction and disposal of waste and promoting recycling and re-use is an increasingly important part of reducing our ecological footprint. We have an important role to play in educating the people of our municipality and continuing to plan for and respond to climate change. We will work to ensure Melbourne is internationally recognised for our sustainability initiatives and as a leader in sustainable design.

SUS TAIN ABIL ITY

Interesting Facts

CO2 emissions per worker per year	
Number of commercial buildings retrofitted under the 1200 Buildings Program	

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

1200 Buildings Program

The aim of the 1200 Buildings Program is to improve the environmental performance of commercial buildings, thereby reducing greenhouse gas emissions in the municipality. The program - a first of its kind in Australia - will create 8000 new green jobs and generate \$2 billion in economic activity. This year, in the program's first year, 37 buildings made a commitment to improve their environmental performance and signed up to the program. Also, a strategic partnership has been developed between the City of Melbourne and the Victorian Government to support the future of the program and a partnership developed with the Industry Capability Network to deliver a register of consultants and suppliers with capabilities to support building owners achieve the goals of the program.

Drought proofing Melbourne's parks and gardens

Victoria's drought has continued to negatively impact Melbourne's parks and gardens. This year the City of Melbourne has implemented drought proofing initiatives in six of our major parks and gardens. Projects completed this year include the commencement of the installation of Australia's first Australian Football League/Cricket Australia-standard synthetic sports surface at J.J. Holland Park; the expansion of a water harvesting project to bring reclaimed water to the Royal Park

eastern sports grounds and Royal Parade trees and to develop rainwater harvesting solutions for Fitzroy Gardens, Birrarung Marr and the Alexandra Gardens.

Tree planting to protect historic reserve

Many of Melbourne's grand boulevard trees and park trees at the Shrine of Remembrance reserve were planted more than 80 - 100 years ago, when the city's climate was cooler and wetter. Some of these trees have struggled to survive in today's drought conditions resulting in the removal of 106 dead or dying trees. As part of a five year landscape improvement plan for the area, 375 drought-tolerant trees will be planted to replace the lost trees. These new hardy species will prosper in our reserve and ensure a healthier, more sustainable tree population for the long term.

GOAL 6

A CONNECTED CITY

The City of Melbourne will focus on advocating for safe, efficient and sustainable movement throughout the city and make sure Melbourne is accessible in the broader regional and global context.

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

New bike pod facility

Melbourne's first bike pod, providing public shower and change facilities for cyclists who ride into the city each day, was launched this year. The aim of the bike pod, located at City Square car park, is to overcome the shortfall of change and storage facilities for cyclists in the city. In addition to the new showering and change facilities, council is providing 32 off-street bike parking spaces within the car park. The pilot project, jointly funded by the City of Melbourne and the Department of Transport will also see a second pod installed at the RMIT car park in Cardigan Street next year.

Hybrid and electric car fleet

The hybrid Toyota Camry became available on the Australian market in March 2010 and the City of Melbourne purchased 10 vehicles to replace petrol vehicles within our fleet. These hybrid vehicles work by offering better fuel economy and lower carbon emissions.

Two of our electric motor vehicles and the electric bicycle fleet have been nominated to participate in the five year electric vehicle trial program that will be conducted by the Department of Transport in late 2010.

Bike and pedestrian path on the new Manningham Street Bridge in Parkville

This year the City of Melbourne launched a new cycling and pedestrian path on the new Manningham Street Bridge in Parkville. The new bridge enables efficient and safe crossing for cyclists and pedestrians over Manningham Street and provides a vital link between the east and west side of the Capital City Trail.

Interesting Facts	
City of Melbourne performance on promoting use of public transport	73%
City of Melbourne performance on quality and coverage of bike paths and footpaths and convenience of walking around the central city	69%
Community satisfaction rating for overall performance on local roads and footpaths	68%
Community satisfaction rating for overall performance of traffic management and parking facilities	55%



GOAL 7 LEAD BY EXAMPLE

The City of Melbourne is committed to ensuring we continue to be highly regarded for leadership and our ability to achieve the best outcomes for the community. This includes excellence in governance and organisational practices.

A SNAPSHOT OF HIGHLIGHTS FROM 2009-10

Transforming Australian Cities

The Transforming Australian Cities report is a study into how Melbourne might accommodate major increases population sustainably by 2030. It was jointly commissioned by the City of Melbourne and the Victorian Department of Transport. The research includes Melbourne case studies and presents a well-researched argument for strategic residential and employment intensification along public transport corridors. The study was one of two recipients of this year's prestigious urban design award, the Australia Award for Urban Design.

Engaging our community

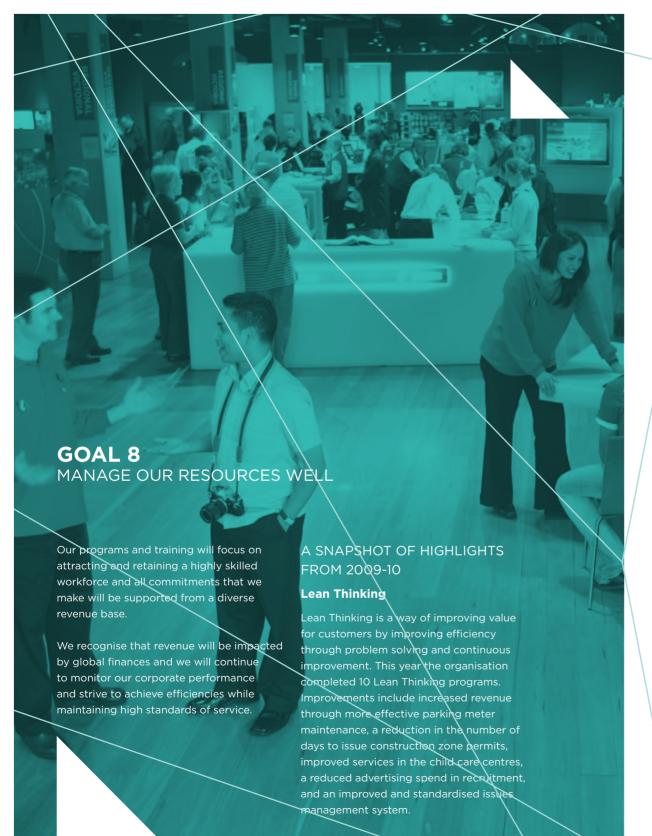
Developed this year, the City of Melbourne's Community Engagement Framework provides policy and operational guidance for all parts of the organisation in planning and implementing community engagement activities. The framework aims to support a consistent and high quality approach to engagement with our community and assists management understand community needs so as to better inform council decision making. Community engagement opportunities this year have included the councillor community forum held in August 2009, extensive community engagement for the Swanston Street redevelopment and the Chinatown precinct lighting project.

Recognising our achievements

The City of Melbourne received numerous acknowledgments and awards for excellence and innovation this year. In particular, we were awarded the 2009 Victorian Government Fair and Flexible Employer Award and the 2009 Planning Institute of Australia president's award for the Residential Intensification Tramway Corridors project.

Interesting Facts

Community satisfaction rating for council's advocacy and community representation on key local issues	
Community satisfaction rating for council's interaction and responsiveness in dealing with the public	
Community satisfaction rating for overall performance generally of the council	



Customer Focus Strategy

This year the City of Melbourne introduced a new Customer Focus Strategy, outlining our commitment to being a leading customer focused organisation. We aim to exceed expectations by engaging with the community, delivering simplified processes and improving our response time on customer service requests. The complaints resolution process was launched during Focus on Customer Week in March 2009. Recent research has shown that how an organisation responds to a complaint is critical to a positive resolution and the overall customer experience. We recognise that when a complaint is received, it is important to take action to address the underlying cause. Over the last year there have been many instances where lessons learned from a complaint have lead to a service improvement. To cite one notable example, feedback from customers led to a Lean Thinking review of faulty parking meters which reduced customer reports of faulty meters by 36 per cent. Meter related customer contacts are now at their lowest level in five years.

Zero based budgeting

In 2009–10, the City of Melbourne introduced a new zero based approach to budgeting. As an introductory year, it was prudent to limit the scope to four branches. The positive results that came from zero based budgeting included enhanced transparency of council's expenditure, detailed justifications for budget allocations and an increased level of savings. Given the positive outcomes, the council is looking to continue with zero based budgeting next year. This approach to budgeting is another way that council works to ensure a financially well managed organisation.

Interesting Facts

Percentage of our customers satisfied with the overall customer experience when contacting the City of Melbourne	84%
City of Melbourne underlying surplus	\$15.5M

WE WANT YOUR FEEDBACK

Residents, ratepayers, businesses, visitors, staff, partners and collaborators, sister cities, government departments and community agencies are all affected by the City of Melbourne's decisions.

To improve our reporting on our performance, we are keen to hear your thoughts on this annual report. For more information and to provide feedback, please visit www.melbourne.vic.gov.au or phone us on 03 9658 9658

