

# Committee for Mornington Peninsula

## Strategic Objectives for a Post-COVID Peninsula

### Our Vision

The vision of the Committee for the Mornington Peninsula (CfMP) is for a Peninsula where people can live, embrace the landscape and nature, contribute to the community, learn and earn within the region and not be forced to leave to pursue career and economic goals elsewhere for themselves and their families.

### Our Purpose

CfMP aims to lift the prominence of the region in the thinking of policy makers, governments and decision makers and to promote a wider and deeper understanding of the region, its sustainable potential and community challenges.

### Our Approach

We work to bring together community and business-minded people on the Mornington Peninsula who are committed to this region, understand the challenges we face, can imagine new possibilities for our community, are optimistic about the future and share a passion to work collaboratively and constructively for better outcomes for the Peninsula.



COMMITTEE FOR  
MORNINGTON PENINSULA

## COLLABORATE

## INNOVATE

## ADVOCATE

### Addressing Disadvantage

### Land for Livelihoods

### Improving Accessibility

### Lifelong Learning

### Engaged Community

Continue to advocate to government at all levels to adequately support Mornington Peninsula businesses in the COVID recovery.

Encourage resourceful uses of currently zoned industrial and commercial land to maximise planning efficiencies.

Advocate for improved public transport options, including the possibility of light rail, on the Mornington Peninsula, so that locals can catch a bus or a train to work or school in a timely manner.

Improve access to training and education that supports sustainable local jobs and the local economy, so that residents aren't forced to leave the Mornington Peninsula for higher education opportunities or to find skilled employment.

Encourage support from the local business community through targeted and compelling membership value and effective communication.

Advocate to state and federal governments for further investment into the Mornington Peninsula to reduce the current disparity in public investment between the Mornington Peninsula and neighbouring municipalities.

Advocate for surplus port-related industrial land to be made available for broader high-amenity industrial and commercial uses to support local industry, encourage investment and create local jobs.

Support the staged electrification and duplication of the existing rail line from Frankston to Baxter as the first stage, and then from Baxter to Hastings as the second stage, and freight rail connections to the Cranbourne line.

Identify local skills shortages and partner with local employers to find creative training pathways for jobseekers to fill these gaps.

Actively engage with our members and the community online and through holding regular meetings and events.

Commission and publicise robust research into the potential policy and funding advantages and disadvantages of a regional vs. metropolitan designation for the Mornington Peninsula, to best inform further advocacy objectives.

Seek clarity around land uses in the Green Wedge for local farmers, tourism and hospitality operators to run profitable businesses, in order to stimulate the local economy, create jobs and maintain the integrity of the Mornington Peninsula as a world-class tourism destination and productive region, whilst conserving our natural environment.

Seek government action to improve mobile reception and NBN coverage to enable effective local business operations and facilitate studying and working from home arrangements.

Explore the 'multi-provider' use of current education and training infrastructure as a way of bringing a more diverse array of post-secondary education opportunities to the region.

Nurture partnerships and collaborator relationships to ensure the CfMP is established and remains a going concern.

Advocate to elected representatives on all sides of politics for a more suitable designation for the Mornington Peninsula than the current metropolitan model or for commensurate government investment under the current model.

Encourage greater certainty and predictability around the land-use planning approvals process to encourage investment.

Urge a re-examination of Victorian Government policy to better support the considered development of the Port of Hastings to reduce the potential environmental impacts and improve local and state-wide trading options, which will also create a number of local jobs and stimulate regional investment.

Promote the sustainable future uses of Point Nepean, including projects identified in the Point Nepean Master Plan and the proposed National Centre for Coasts and Climate, which would provide higher education and job opportunities in STEM on the Mornington Peninsula through a dedicated marine research facility.

Identify new funding streams and sources of revenue to support a diversified income base that enables expanded CfMP activity and impact.

Maintain a record of favourable policy decisions and funding announcements that benefit comparable 'regional' communities and were not made available to the Mornington Peninsula.

Work with Council to identify and proactively support job-creating investment opportunities in our municipality.

Pursue the development of infrastructure to enable Class A recycled water to be affordably available to support the region's agricultural production.

Pursue living away from home benefits for local students forced to leave the region to access training and higher education opportunities, which involves greater travel distances than students from neighbouring municipalities that are designated as 'regional'.

Attract and retain high quality Committee personnel capable of being effective advocates for the region, the CfMP and the thought-leadership we aim to provide.

Forge and sustain key alliances to support the pursuit of CfMP's mission.